

Manufacturing and Service Industries

- ▶ How do manufacturing and service-based economies compare with a resource-based economy?

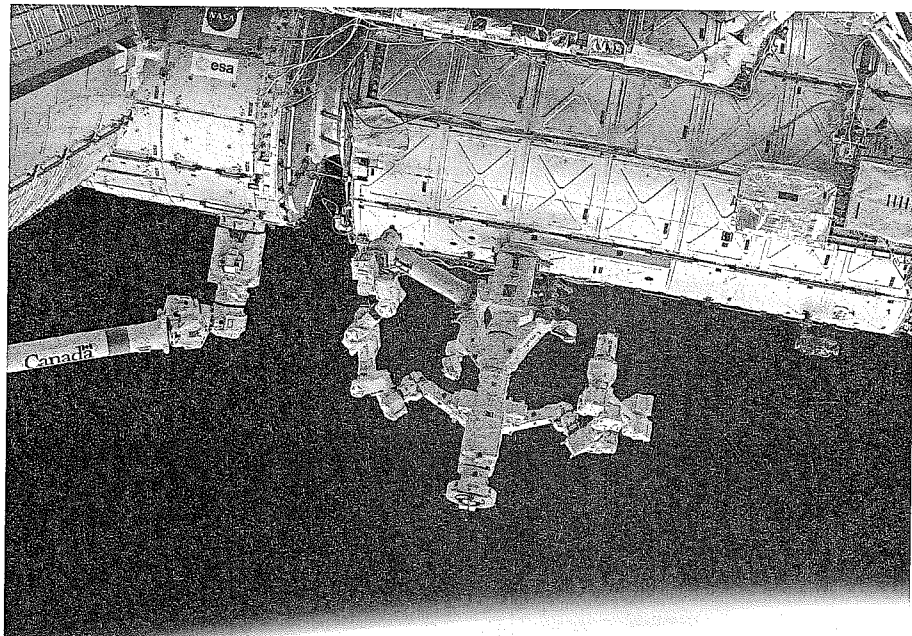
The trend in the British Columbia economy is growth in service industries. As you saw in Figure 9–1 on page 322, almost four out of five people in the labour force work in a service industry. With the decline of resource-based industries and the growth of information technology, this trend will likely continue into the future.

Manufacturing industries are those that take raw materials and make them into new products. Wood, paper, and food make up over 50 percent of manufacturing in British Columbia. Because markets in Canada are limited, manufacturers must look to export markets to prosper.

The High-Tech Revolution

Although it makes up only a little more than 6 percent of the provincial economy, high technology is one of the fastest-growing sectors in British Columbia. In 2006, the total number of people employed in high-tech industries exceeded that of forestry and mining combined. Four out of five workers in the sector work in service industries, such as computer design, engineering, telecommunications, and film and video production. Their activities range from designing a bridge to analyzing a blood sample. Many of the companies in the industry are small.

FIGURE 9-30 MacDonald Dettwiler in Richmond, B.C., develops some of the most advanced communications and control equipment and software for use on earth and in space. Most of the non-military earth observation systems in the world contain hardware and software developed by this company. Why might this industry be growing?



Computer service is by far the largest part of the information technology industry. It includes computer consulting, processing, programming, systems analysis and design, and multimedia applications. Other companies in this sector specialize in communications, satellite parts and components, and recording instruments. British Columbia leads Canada in the number of companies that are developing products in the field of satellite, mobile, and microwave communications.

Tourism, Recreation, and Entertainment

British Columbia's provincial motto, "Splendour Without Diminishment," is well deserved. The province's diverse geography and breathtaking scenery, have become a resource of increasing economic value. Nowhere is this more apparent than in two of the fastest-growing industries—tourism and recreation, and television and film production.

British Columbia is a worldwide destination for tourism and recreation. From whale watching to skiing, the province's many attractions draw large numbers of tourists. Promoting British Columbia's recreational areas has been a primary goal of the provincial government.

The completion of the Canadian Pacific Railway established tourism in British Columbia. To provide accommodation for its passengers, the CPR built hotels in scenic areas such as Banff, Lake Louise, and Victoria.

A few decades later, increasing use of the automobile encouraged touring. The impact of the automobile continued to grow as the highway system expanded. For example, when the Coquihalla Highway opened in 1986, it made the Okanagan Valley more accessible to people from the lower mainland.

The waters of the west coast have also attracted sightseers from around the world. In the early 20th century, tourists were content with day trips from Vancouver to the Gulf Islands. Today, luxury cruises to Vancouver, whale watching excursions, and trips to remote lodges for fishing and recreation are common. The marine parks system is expanding to meet the needs of kayakers and boat owners. Hiking on the West Coast Trail and ecotourism in remote regions of British Columbia have also become popular as more people seek out the dwindling number of natural and unspoiled places on the planet.

Winter sports are one of British Columbia's success stories, particularly the ski industry. Led by the first-rank facilities at Whistler and Blackcomb, this province has become an international ski destination. An estimated 60 alpine ski areas operate in the province, with huge resorts on Vancouver Island, the Thompson Okanagan, and the Kootenays. Awarding the 2010 Winter Olympics to Vancouver/Whistler brought a boost to tourism in British Columbia. This opportunity will generate a legacy of world-class recreation and training facilities.

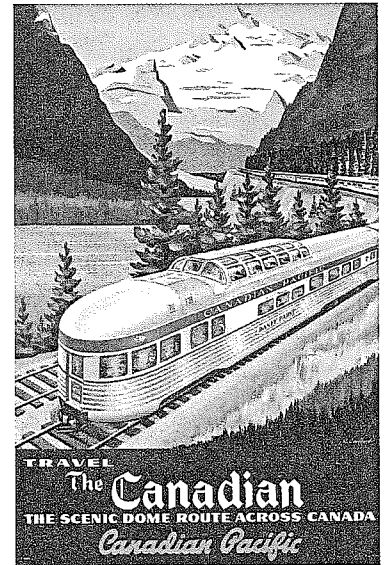


FIGURE 9-31 In the past, Vancouver was the departure point for Canadian Pacific Steamships bound for Asia. Sightseers were encouraged to travel across Canada on their way to Asia. Today the direction of tourists has been reversed as many people from Asia choose Canada as a holiday destination. Where else do tourists to British Columbia come from today?

Hollywood North

British Columbia is the third-largest centre for film and television production in North America, next to California and New York. In 1978 the film-production industry in British Columbia did about \$12 million worth of business. By 2007, that figure had increased to close to a billion dollars, down from a high of \$1.2 billion in 2006. Accounting for the **multiplier effect**, this adds nearly \$3 billion to the provincial economy.

A mild climate and a wide variety of landscapes are just two of the attractions that bring filmmakers to British Columbia. Over the years, skilled crews, technicians, and creative experts have formed a talent pool that attracts film companies. Full-service movie studios, such as Lions Gate Studio in Vancouver, offer a full range of production services. These include sound stages, script development, film editing, graphics, and special effects.

British Columbia's film industry employs nearly 35 000 full-time and part-time workers in film production and related industries. The average crew is generally made up of local people.

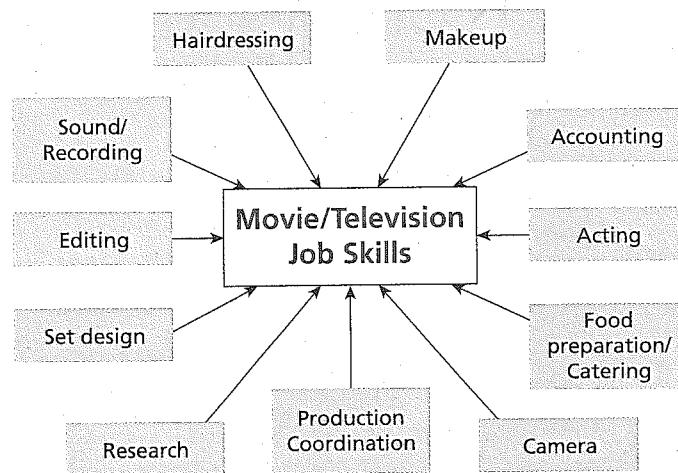


FIGURE 9-35 Filmmaking is labour intensive, as you can see from this diagram, which shows only some of the people involved in making a film. Can you think of any careers not shown in the diagram?

ACTIVITIES

1. What top three tourist attractions would you recommend to a tourist coming to British Columbia? Why?
2. What are the principal reasons British Columbia has become a major centre for film and television production?

multiplier effect the ripple effect as money from one sector works its way through the economy

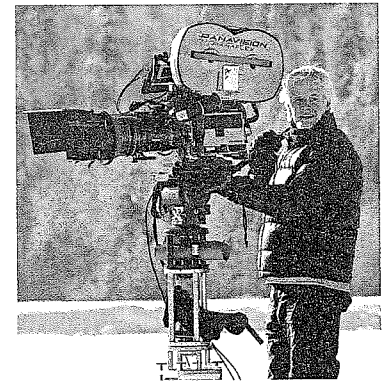


FIGURE 9-34 Director Chris Carter on the 2008 set of *The X-Files: I Want to Believe (X-Files 2)*. The diversity of locations throughout the province provides ideal opportunities for filming. How many British Columbia locations have you noticed in recent movies or television shows?