

Consider Canada’s domestic tourism market. According to “The Canadian Tourism Industry – A Special Report” (https://tiac-aitc.ca/Library/documents/The_Canadian_Tourism_Industry_-_A_Special_Report_Web_Optimized_.pdf), answer questions 4-9 below:

4. According to the pie chart, how does Canadian domestic tourism spending in 2000 compare to that in 2011? (1 mark)

5. In 2011, what percentage of total tourism spending did domestic tourism account for? (1 mark)

6. Although common for developed countries, is Canada’s heavy reliance on domestic travel a sustainable growth model for the tourism industry? (1 mark)

7. Most people who are travelling domestically within Canada are doing it for what purpose? (1 mark)

8. What were the top three spending categories in 2010 for Canadian domestic travellers? (3 marks)

9. For what trip purpose was the most money spent by Canadian domestic travellers in 2010? (1 mark)

10. Where have you travelled to within your local area or province? List and describe three destinations. (6 marks)

11. What are the five most popular tourist destinations within your area? (5 marks)

12. Describe your local region (province or smaller) by filling in the geographical information below: (25 marks)

Location: Where is it?

Region: Physical features

Place: Weather and temperature

Plant and animal life-

Cultural attributes- Language, religion, ethnicities-

Transportation, economics, politics

History of the region

British Columbia (BC) recognizes the need to support local people and their communities in order for the tourism industry in BC to grow and be sustainable into the future. Using the internet, search for “A Strategic Framework for Tourism in British Columbia 2019-2021”

(https://www2.gov.bc.ca/assets/gov/tourism-and-immigration/tourism-industry-resources/our-tourism-strategy/welcoming_visitors_benefiting_locals_working_together_final.pdf).

With the aid of this document, answer the questions below:

13. What is the “objective” of the BC government that was created in order to support people and communities while drawing visitors to communities throughout the province? (2 marks)

14. List the “priorities and actions” of the government with regards to supporting local people and communities in BC? (14 marks)

15. Tourism creates an opportunity for many cultures to interact and celebrate diversity. Consider your local area. Give two examples of what your area has done to promote inclusive tourism and give visitors a wide range of experiences. (4 marks)