

norma polovitz nickerson | paula kerr | william c. murray

SNAP SHOTS

an introduction to tourism sixth canadian edition



SNAPSHOTS

an introduction to tourism sixth canadian edition

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CONTENTS

Preface ix

PART ONE INTRODUCTION TO TOURISM

- 1 *Understanding Tourism* 1
 - The Early Beginnings of Tourism 2
 - The Growth of Tourism over the Last 200 Years 5
 - Issues for Today and Tomorrow 7
 - Current State of the Tourism Industry 7
 - The Canadian Tourism Product: An Overview 8
 - Early Division of an Industry 10
 - The North American Industrial Classification System (NAICS) 10
 - Accommodations 10
 - Food and Beverage 11
 - Recreation and Entertainment 11
 - Transportation 12
 - Travel Services 12
 - Understanding Tourism Terminology 13
 - Speaking the Same Language 13
 - The Growth of Specialty Tourism 15
 - Tourism Sector Associations and Organizations 17
 - International Organizations 17
 - Canadian Organizations and Associations 19
 - Municipal Organizations 21
 - Reasons for the Growth of Tourism 21
- 2 *Tourism Guests and Hosts* 27
 - Guests: Customer of Tourism Products and Services 28
 - Purpose of Trip 28

The Business Guest	29
The Leisure Guest	30
Demographics	31
Psychographics	31
Why Travel?	34
Motivational Theories	35
The Barriers to Travel	37
The Tourism Host	39
Benefits of Tourism	41
Barriers to Tourism Acceptance	42
Tourism's Impact on Cultures and Societies	44
The Federal Government and Tourism	46
A Crown Corporation: The Canadian Tourism Commission (CTC)	49
A Crown Corporation: The National Capital Commission (NCC)	50
Training the Tourism Host	52
Human Resource Challenges, Issues, and Concerns	52
Tourism Education Councils (TECs)	54
Occupational Standards	54
The <i>Emerit</i> Program	54
Ethics and the Host	55
3 <i>Planning, Developing, and Marketing a Destination</i>	60
The Five Components of a Tourist Destination	61
The Life Cycle of a Destination	64
Planning for Tourism	65
Putting Plans into Action: Reflecting Back on the 2010 Vancouver Winter Olympics	67
Step 1—Inventory	67
Step 2—Forecast Trends	68
Step 3—Develop a Vision, Mission Statement, Objectives, and Goals	69
Step 4—Study Alternative Plans of Action	70
Step 5—Select Preferred Alternative	70
Step 6—Develop a Strategy to Reach Goals	71
Step 7—Implement Plan	71
Step 8—Review, Evaluate, Revise, and Continue with Plans	72
Tourism Development	72
Integrated Development	72
Catalytic Development	73
Coattail Development	74
Six Key Factors to a Tourism Destination Area's Success	75
What Slows Tourism Growth?	80

Understanding and Marketing the Unique Tourism Product	81
Tourism's Elasticity of Demand	83
The First Four Ps of the Marketing Mix	84
Customer-Oriented Marketing	85

PART TWO COMPONENTS OF TOURISM

4	<i>Transportation</i>	90
	Selecting a Mode of Transportation	92
	Travel by Air	93
	Air Travel from a Historical Point of View	94
	Understanding Canada's Air System	97
	Understanding Air Terminology	97
	Airports	98
	Airfares and Reservations	99
	The International Air Transport System: How It Works	100
	Airline Associations	100
	Footprint: IATA	102
	Snapshot: Maxwell William Ward	103
	Travel by Land	105
	Automobile and Recreational Vehicle Travel	105
	The Car Rental Industry	106
	Rail Travel	107
	History of Train Travel in Canada	108
	Foreign Railways	110
	Trains of the World	110
	Motor Coach Travel	111
	The Advantages of Motor Coach Travel	112
	Charters versus Tours	112
	Categories of Tours	113
	Marketing Bus Tours	113
	Travel by Water	114
	Cruise Industry	114
	The History of Cruising	114
	Cruise Types	115
	Cruise Line Marketing Strategies	118
	Travel at Destination	120
	Public Transportation	120
5	<i>Accommodations</i>	124
	Lodging History and Trends	125
	Making Guests with Disabilities Comfortable	128
	Ownership and Organization	129
	Private Ownership	129

	Corporate Chains	130
	Franchise Chains	130
	Management Contract	131
	Hotel Real Estate Investment Trusts (REITs)	132
	Organization and Functions	133
	Classifications within the Accommodations Industry	136
	Location	136
	Purpose of Visit	139
	Level of Service	139
	Duration of Visit	140
	Other Lodging Options	140
	Marketing the Accommodations Industry	144
	Product	144
	Price	144
	Place	145
	Promotion	146
6	<i>Food and Beverage</i>	152
	History of the Food Service Industry	153
	The Division in Food Service	156
	Commercial Food Service	157
	Non-commercial Food Service	162
	Restaurant Consumers	163
	Marketing the Restaurant Business	165
	Getting the Most from the Tourism Sector	166
	Restaurant Ownership	168
	Independents	168
	Multi-Unit Corporate Restaurants	168
	Franchises	169
	Trends in the Food and Beverage Industry	170
7	<i>Recreation</i>	176
	Canada's Attractions	178
	Ownership	179
	Cultural Attractions: Public and Non-profit	180
	Museums	181
	Historic Sites	183
	Heritage Tourism	185
	Zoos and Aquariums	187
	Attractions that Entertain: Private/Commercial	187
	Theme Parks	188
	Amusement Parks	190
	Live Entertainment	190

	Gaming	192
	Shopping	193
8	<i>Adventure Tourism and Outdoor Recreation</i>	197
	Parks and Crown Lands	198
	Canada's National Parks System	198
	Mandates of Parks Canada	198
	Management Plans of Parks Canada	199
	Stressors	199
	Provincial Parks Systems	201
	Crown Lands	201
	Adventure Tourism	202
	Hard Adventure	202
	Soft Adventure	203
	Ecotourism	204
	Risk Management	206
	Outdoor Recreation	207
	Winter Sports	207
	Spring, Summer, and Fall Sports	208
	Tourism's Impact on the Environment	212
	Balancing the Negative Environmental Impact	217
	Canada's Green Plan	218
9	<i>Events</i>	222
	Events	224
	Festivals	226
	Fairs	226
	Circuses	227
	Hallmark Events	227
	Fundraising Events	228
	Civic Events	228
	Spectator Sporting Events	228
	Trade Shows	229
	Conferences, Conventions, and Meetings	230
	The Association Meeting Market	231
	The Corporate Meeting Market	234
	Difficulties in Sponsoring an Event	235
	Managing Events	236
10	<i>Travel Services</i>	241
	The History of Tours	242
	Wholesaling	243
	Tour Development	244
	Tour Categories	246

Types of Tours	248
The Travel Counsellor's Responsibility for Tours	249
Regulating the Tour Industry	251
The Advantages of Taking a Packaged Tour	251
The Disadvantages of Taking a Packaged Tour	252
Travel Agencies	253
Types of Travel Agencies	253
Agency Operations	255
Forms of Ownership	256
Regulating Travel Agencies	257
Marketing Travel Trade Products	258
Incentive Travel	258
How Incentive Companies Operate	259
11 Tourism Services	263
Government Agencies	264
Provincial Governments and Tourism	265
Municipal Governments and Tourism Associations	266
Tourism Information Centres	269
Tourism Associations and Organizations	271
Tourism Industry Association of Canada (TIAC)	271
Marketing Services	273
Canada's National DMO—the CTC	273
Research and Consulting	274
Miscellaneous Services	275
PART THREE THE FUTURE OF TOURISM	
12 Challenges and the Future	279
Societal Changes that Affect Tourism	280
Ethics and Tourism	282
Issues of Concern in the Sector	282
Terrorist Threats	286
Other Global Concerns	286
Climate Change	286
Cultural and Economic Concerns	287
Trends in the Tourism Sector	287
Tourism Challenges	292
<i>Appendix: Tourism Education Councils Contact Information</i>	<i>297</i>
<i>Glossary</i>	<i>299</i>
<i>Credits</i>	<i>312</i>
<i>Index</i>	<i>315</i>



PREFACE

During times of prosperity, the ability to travel, whether for business or leisure, is seen as a valuable part of an industrial nation's lifestyle. During periods of economic uncertainty, the value of the tourism industry to a nation's economy cannot be overlooked. In Canada, tens of billions of dollars are generated in tourism revenue every single year. The industry employs 1.6 million Canadians and creates opportunities for increased government revenue from international visitors, stimulating our economy. While the instability of the international economy over the last few years continues to take its toll, tourism continues to thrive as the number-one global sector.

The world has seen many disasters since 2000, from terrorist attacks to devastating weather patterns. The events of September 11, 2001, clearly demonstrated the interconnection of all aspects of the global tourism industry: an event in one part of the world can have far-reaching—but unpredictable—effects. The tsunami that hit Southeast Asia was overwhelming and deadly, but the tourism industry bounced back with amazing fortitude. In North America, New Orleans was devastated by Hurricane Katrina and Toronto was stunned by the effects of a small SARS outbreak; it has taken these areas much more time to rebound to full tourism strength.

Other problems continue to trouble tourism. Airlines are struggling to survive the high costs of fuel and additional security. Crossing what was once the longest “unguarded border” in the world now requires full documentation, which means long border delays during the hot summer months. That has caused a serious erosion in tourism from our major foreign market, the United States. Still, Canada is fortunate. Tourists travel safely and easily through our country as Canada maintains a worldwide reputation for being friendly and welcoming. The 2010 Vancouver Winter Olympic and Paralympic Games were a success on the world stage, running safely and smoothly.

Most tourism textbooks tend to focus on one or two areas of tourism, such as hospitality, travel, event planning, or marketing. This book views the industry as a whole, demonstrating the interrelatedness of the components with each other. Earlier versions of this text focused on the eight core sectors of tourism that were initially segmented in the mid-1990s. At the turn of the millennium, North American countries reviewed all of their business dealings. At that time, the North American Industry Classification System, or NAICS, was developed to

allow for increased comparability of country statistics; the implementation of the NAICS reduced the number of tourism industry sectors to five: transportation, accommodations, food and beverage services, recreation and entertainment, and travel services. This version of *Snapshots* has been revised to reflect this commonly used NAICS classification system.

The text is divided into three parts. Part 1 includes topics such as reasons for the growth of tourism, theories about why people travel, the impact of tourists on a culture, tourism planning and development, and the marketing of tourism. It is important that students understand these basic concepts before exploring the five NAICS components of tourism, which are fully discussed in Part 2. Part 3 looks at the issues, challenges, and future of tourism in Canada.

New to This Edition

Key revisions to this edition include the following:

- Transition from the eight components of tourism to the more commonly accepted five components of the North American Industry Classification System (NAICS)
- Expanded coverage of recent occurrences affecting tourism, including technological advances, safety and security, as well as ongoing severe weather events
- Information from research papers discussing the cultural impacts of tourism, tourism's effect on the ecosystem (its carbon footprint), and new green programs being used by the sector
- Updated Footprints, Snapshots, and Case Studies
- Additional discussion of travel patterns, including a closer look at ethics and how to serve travellers who have disabilities
- Travel statistics updates
- More comprehensive coverage of e-commerce and technology

Text Contents

Part 1 comprises three chapters. Chapter 1 introduces the Canadian tourism sector and provides general knowledge of tourism as a whole, including the North American Industry Classification System (NAICS) and the impact on tourism from the Western Hemisphere Travel Initiative (WHTI). Chapter 2 deals with the “people factor” of tourism—guests and hosts. Included in this section are theories of motivation that affect travel and a summary of the positive and negative effects of tourism on a city, region, province, or country. Chapter 3 looks at planning for, developing, and marketing tourism, the various stages that are required during planning, and some fundamental communication tools used in tourism.

Part 2 looks more closely at each of the five core sectors of the Canadian tourism industry as outlined by NAICS. Chapter 4 discusses transportation by land, sea, and air. It reviews the organizations, legislation, and trends that influence the transportation industry, as well as the theory behind travel choice. Chapter 5 explores the accommodation industry, including its variety, its organization, and its marketing techniques. Chapter 6 reviews the food and beverage industry, examining the spectrum of full-service and fast-food restaurants, and the contract food service business.

The next two chapters examine recreation and entertainment—specifically attractions (Chapter 7), and adventure tourism and outdoor recreation (Chapter 8). Chapter 9 focuses specifically on events, a field that overlaps somewhat with entertainment, but also includes factors that make it unique in tourism. The subsequent two chapters deal with tourism services: Chapter 10 discusses the important role of travel services, tourism’s channel of distribution, and Chapter 11 highlights how tourism is supported by indirect industries such as the media, the government, and organizations and associations.

Finally in Part 3, Chapter 12 examines the current challenges and issues facing the industry, including the anticipated future of tourism in Canada, how tourism projects and communication are evolving, and the role that tourism may play in Canada’s prosperity.

We hope that the variety of teaching opportunities provided with each chapter will make this introductory course an exciting one for both instructors and students.

How to Use This Text

Most chapters in this text contain a historical component, explaining how the industry as we know it today has developed. History roots tourism within a context, frequently demonstrating how key portions of the industry grew from the growth of trade between regions and the growth of the manufacturing and industrial sectors, not to mention military actions and the corresponding needs that come with supply lines. Not all important dates are covered, so students should feel free to add dates identified by their instructors as significant. Short biographies, called “Snapshots,” are interspersed throughout the book and introduce students to some important movers and shakers in the industry. These Snapshots focus both on early pioneers of the tourism sector and on Canadians making a difference in tourism today.

“In Practice” segments, short case studies, and the “Footprint” discussions offer opportunities for in-class discussion. Chapters contain an array of features that provide extra resources to both the instructor and the student. Learning objectives and key terms are set out at the beginning of the chapters, while case studies and summary points end each chapter. There are also questions at the end of each chapter that are based on chapter material and may be used as out-of-class assignments, quiz questions, or small-group discussion questions. Weblinks can now be found in the margins for additional information on important topics.

Supplemental Materials

The **Companion Website** for *Snapshots* will benefit students and instructors alike. For students, this website provides timely updates, self-assessment quizzes for each chapter, and links to other internet resources. Go to www.pearsoncanada.ca/nickerson.

The **Instructor’s Manual**, provided free to adopters, includes lecture outlines, topics for discussion, and suggested projects and research assignments. In this new edition, suggested online research activities have been added. This supplement is available online and can be accessed through the instructor link on the Text Enrichment Site or through Pearson’s Instructor Central site at www.pearsoncanada.ca/highered.

MyTest includes multiple-choice, true/false, and essay questions for each chapter and is available in both print and computerized formats.

Each chapter of the text is also outlined in a series of **PowerPoint Presentations**, which include key points, figures, and tables.

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Understanding Tourism

Key terms

agritourism
common currency
culinary tourism
domestic tourist
ecotourism
excursionist
foreign tourist

inbound tourist
leakage
le grand tour
LGBT tourism
medical tourism
multiplier effect
outbound tourist

same-day visitors
sector
spa tourism
tourism
tourist dollars
travel deficit
trip

Learning objectives

Having read this chapter you will be able to

1. Describe the historical beginnings of the tourism industry.
2. Discuss the importance of tourism to the overall economic well-being of Canada.
3. Identify and explain the sectors of tourism as designated by the North American Industry Classification System.
4. Illustrate reasons for growth in the tourism industry over the past 100 years.
5. Explain the roles played by key Canadian and international tourism organizations.
6. Identify key issues faced by the tourism industry, both presently and in the future.

There are few places in the world today where the tourism industry does not play a major role. Tourism encourages people within a country to spend money, it brings in travel dollars from outside a country, and it provides a significant level of employment. In 2010, in Canada, all of the various sectors of the tourism industry employed over 1.6 million Canadians,¹ approximately one in every ten Canadians looking for work. Much of the world's population has had experience with some part of the tourism industry and many nations depend on tourism as one of their biggest sources of revenue.

In this text, you will learn about the scope of the tourism industry and explore each of the sectors that combine to make up this industry. The historical building blocks will be uncovered, along with the key areas of change and the speed with which these changes are fundamentally altering our industry. By examining our roots and understanding our present situation, we will be able to look ahead at the future opportunities available in the Canadian tourism industry.

At the turn of the twentieth century, your life would have been very different from the one you live now. Your great-grandparents likely heard about the Wright brothers' marvellous accomplishment—the first flight of an aircraft in 1903—but it would have taken weeks to see a picture of the event. Instantaneous communication had not yet materialized; the first radio news program was not transmitted until 1920 and television for the masses was still fifty years away.

The speed of development since that first flight has been intense. In just sixty-six short years, we have not only built aircraft that can fly faster than the speed of sound, but have also placed people on the moon, the kind of feat of which fairy tales were once made. Just as impressive, the first moon landing made by Neil Armstrong was watched and listened to, live, by millions around the world because television sets and radios had become standard household items.

The speed of advancement continues at a staggering rate. Today, the very beginning of space tourism has become a reality. Seven “tourists” have already visited the International Space Station and over 400 people have paid deposits for a suborbital flight on SpaceShipTwo, currently being constructed by Virgin Galactic.² The speed of communication has also followed suit, with instant sharing of live video and messages on mobile phones and through social media such as Twitter and Facebook.

Although tourism has undergone major transitions over the last millennium, with changes in technology, transportation, and social organization, the fundamental conditions of the development of tourism still exist: travellers must have both the ability and the willingness to travel.

THE EARLY BEGINNINGS OF TOURISM

As an industry, tourism is relatively young; however, the building blocks of tourism go back almost to the beginning of civilization. The infrastructure of early tourism originally occurred as a by-product of planning and development in other areas, including military, economic, and religious activities. For thousands of years, people did not have the funds much less the time to travel. And even if they had the ability, travelling far from home was too dangerous—so, early in our history, people kept close to home and focused on food and family. The world remained a mysterious place.

In the early days of civilization, people seldom travelled unless it was to search for food sources; to adjust to climate changes; or to escape other stronger, threatening tribes. They travelled on foot and were exposed to many dangers. Historical research suggests that some people in early civilizations, often linked by marriage and common ideals, did travel occasionally for the purpose of business and pleasure. Archaeologists have unearthed artefacts from digs in North and South America, Europe, and Asia that indicate that tribes would meet at certain times of the year to perform religious celebrations, to conduct tribal business, to trade, and to dance and socialize.

As civilizations developed, the strongest tribes would seek to control the resources of an area. Armies conquered entire regions, enslaving the inhabitants and taking their possessions, which increased not only the conquering tribe's influence, but their wealth as well. Traders travelled to different lands to find goods to sell at home. At a basic level, these could be considered the original business travellers. Two peoples of ancient times who became noted as traders, rather than warriors, were the Sumerians and the Phoenicians. They focused on industry to increase their wealth, and they established early trade routes in the African and southern European corridors. The Sumerians were the first nation to develop coinage, used as payment for goods. The Phoenicians, noted sailors, were responsible for creating some of the first maps, showing their system of water routes, to help guide others.

Three major civilizations dominated the world between 4800 BCE and 300 CE: the Egyptians, the Greeks, and the Romans. Each civilization in its own way provided for the advancement of travel activities. Ancient people travelled frequently to conduct trade; to complete government business; and for educational, religious, and social reasons. The Egyptians developed strong central governments and large, flourishing cities, which attracted travellers. Many of their cities were built along the Nile River, with its northward currents and southward breezes. Travel by boat was easy and safe, making these urban centres accessible.

By 900 BCE, groups of Greek-speaking peoples had formed a network of city-states that exchanged goods and maintained open ports and roads. Researchers, explorers, traders, and philosophers, the Greeks made travel part of their education and way of life. City-states and shrines flourished, becoming destinations in themselves. As tourists do today, the Greeks loved to shop, eat, and drink. They loved the theatre and spectator sports, and they travelled great distances to partake of these forms of entertainment.

By 400 BCE, a new culture was on the rise that would grow into one of the most successful empires in the history of the Western world. Starting at the tail end of the Republic and continuing into the rise of the Empire, the Romans developed a travel infrastructure, constructing roadways that allowed for the consolidation of their growing realm. These roads were originally designed for both commercial needs and the swift movement of military troops and equipment. The Romans established colonies across Europe, ranging from North Africa and Asia Minor to France, Germany, and Great Britain, and wherever they moved, they built roads. At the height of the roadway system, it spanned over 400 000 km and over 20% of roads were paved.

The roads also transported the Roman civilization, including culture, language, and way of life. A strong, central government and well-established Roman laws and local magistrates provided peace and security for the empire for many years. Roman coinage became the universally accepted currency. Travel became easier and safer.

Lodging and taverns sprang up to care for travellers in towns that developed along the roads. Food service, bars, and a wide variety of entertainment flourished in the cities. Roman shrines and baths became destinations for recreational travellers, and Roman business people established some of the first fast-food-style restaurants to accommodate them.

In sum, more than any other ancient civilization, the Roman Empire clearly illustrates the conditions under which tourism may flourish—peace and prosperity. Travel modes were easily accessible and safe, and there was a common currency, a common language, and a well-established legal system. Where these conditions exist, people will be encouraged to travel.

At a similar time period in China, roadways and marine routes were developed to move silk from the emperor's central region to the more western edges of the Chinese territory. Silk had great value and was in high demand. Over time, the silk trade grew throughout Central Asia, into Northern India, along the Mediterranean, and finally into Europe. The land and maritime routes combined equalled over 10 000 km in distance, and, eventually, the silk routes connected with the Roman roads, linking trade between the Han Dynasty and the Roman Empire.

As Roman society began to break down and the central government became unable to keep up with the demands of its extensive empire, the peace and prosperity that made travel easy crumbled. By 400 CE, the Roman Empire had fragmented, and the officials and soldiers who maintained the Roman peace had been recalled to Rome. As a consequence, few people risked travel. The collapse of the Roman Empire ushered in unrest and destabilized the region for close to a thousand years, a period referred to as the Dark Ages.

By the turn of the millennium, the Roman Catholic Church had gained political and social control in many areas of Europe. The growth of towns and a class of people with disposable income combined with the church's support of pilgrimages to religious sites. Inns and hostels grew up along pilgrimage routes to support these medieval travellers. Feudal society had also created a class of wealthy warriors without any lands to govern. So when the Byzantine emperor asked for help pushing back the advance of Muslim Seljuk Turks, the church organized these warriors and sent them on crusades—large-scale military pilgrimages focused on returning Christian access to holy places in and around Jerusalem. The Crusades, nine in total, had a profound influence on medieval culture. One effect was the return of knights and their retinues with stories and souvenirs from faraway lands and cultures. Another was the growth of industries to serve travellers—inns, blacksmiths, traders, and others—along the routes that the Crusaders followed.

Over the course of the Middle Ages, much of the known world was being carved up into kingdoms, with strong families uniting their lands under one rule of law. Towns and cities became larger and stronger. Noblemen moved throughout their lands in caravans, continually checking in on all the towns within their fiefdoms. Merchants began to venture farther into the countryside in search of luxury goods for the wealthy classes. One of the best-known travelling merchants of this period is Marco Polo, whose voyages took him from Europe to the Far East. The spices, silks, and merchandise with which he returned created great interest in foreign lands and cultures.

The Crusades lasted for nearly three centuries. They were closely followed by the largest pandemic in human history, often referred to simply as the Black Death, a disease that is estimated to have cut Europe's populace in half and reduced the

world's population by 100 million in just fifty years. A great deal of fear came with each wave of this pandemic, and with each wave, many people who had the means and ability to leave highly populated cities fled to the seclusion of the countryside.

The fourteenth century brought happier and healthier times. Military action was controlled and peace was more prevalent, making room for a renewed focus on art, philosophy, and culture. This was the time of the Renaissance, a period lasting nearly three centuries, a time full of curiosity, intellectual expansion, and humanism, in which the roles of reason and science held a prominent place side-by-side with religion.

In the seventeenth and eighteenth centuries, England's nobility, recognizing the lack of educational opportunities at home, and valuing the cultural opportunities available in France, Italy, and Greece, began to send their sons to the European continent to be educated. This strategy, dubbed *le grand tour*, prepared young nobles for their futures by immersing them in various languages and cultures. They were educated in financial matters, honed their diplomatic skills, and developed a thorough knowledge of religious and legal institutions. The early format of *le grand tour* focused specifically on males in their early to mid-twenties and was rigid in design with expected outcomes. It often lasted multiple years, and included stays in Paris, Florence, Rome, Zurich, and Vienna. Later in the eighteenth century, the tour became less of a formal education and more of a life experience; the length of the tour shortened to less than a year and the age of the travellers included people in their thirties and forties, perhaps revealing some early forms of repeat tourism. *Le grand tour* still plays a part in modern tourism, but modern tourists complete it in days, not years.

The Growth of Tourism over the Last 200 Years

Between 1800 and 1939, there were many changes in modes of travel. Steamships and steam-powered trains made crossing the oceans and continents both easy and available. The invention of the automobile accelerated the travel industry by providing a way for people to travel independently, choosing their own time of travel, routes, and destinations. These characteristics still exist today, maintaining the automobile's dominance as the vehicle of choice in modern times. In 1903, the era of air travel was born when the Wright brothers took their first powered flight in Kitty Hawk, North Carolina. In mere decades, air routes had been established in major cities in North America and Europe. Due to powered flight, the time it took to travel across the oceans had been reduced from weeks and months to days and hours. With fast and accessible modes of travel available, tourism grew.

The outbreak of World War I in 1914 stifled pleasure tourism. Safety concerns rose, along with the reduction of both time and money that people could dedicate to travel. However, investments made by governments in military infrastructure, including substantial advancements in land- and air-based travel, served as a springboard for tourism growth after the end of the war. Overseas transportation was available at more reasonable rates and became more accessible to ordinary people. Beyond the development of better infrastructure, there was also an increase in people's interest in travel. Military personnel returning home often held back any stories of battle but shared experiences about the cities, countryside, and people of Europe. The curiosity of family and friends to see these places expanded as people desired tactile connections to historic events.

The Roaring Twenties ended abruptly on “Black Tuesday,” October 29, 1929, with the financial collapse that resulted in the Great Depression. The impact was felt around the world; in a six-month period, unemployment in Canada moved from just over 2% to 21%; one in five Canadians who were actively seeking work could not find paid employment. For the next ten years, people suffered the largest economic crisis on record. Obviously, for the average family, this removed both the financial ability and the free time for pleasure travel. Many people, specifically men, did travel for business reasons, moving from town to town, picking up jobs as they could. However, little of their money was spent on tourist-related activities.

The Great Depression came to an end with the beginning of World War II in 1939. Safe travel once again became difficult and free time was still rare, therefore very few people travelled for pleasure. But once again, governments invested large amounts of resources to push technology forward to gain military superiority. Advancements in flight design, aerodynamics, and speed were made quickly; ships were built stronger, larger, and faster; engines to push land-based vehicles continued to evolve. All of these developments were made to support the movement of troops, supplies, and weapons during battle. After the war, these modern machines fuelled a new growth in tourism. Industrialized nations became prosperous, and with that prosperity came more discretionary income and time. Time, money, peace, safe and accessible transportation systems, and common currency—all of these things have helped build today’s tourism sector.

After World War II, many nations also demanded that lasting world peace be a united goal. To this end, the United Nations was formed. At the heart of the United Nations charter is the belief that understanding the identities and beliefs of other cultures would lead to greater mutual understanding and a peaceful co-existence. Peace and an absence of conflict are the cornerstones of tourism, and peace has allowed tourism to reach global heights, providing jobs and revenue to nations of all sizes.

Conditions Necessary for Tourism Development³

Ability

1. Destinations need to be accessible.
2. Infrastructure must exist to transport people to and from destinations, as well as to accommodate and nourish them.
3. People must have sufficient discretionary, or “extra,” income to travel.
4. People must have available and sufficient time to travel.

Willingness

1. All components of travel, including transportation, accommodation, and food service, need to be perceived as reasonably safe.
2. The destination must be sufficiently interesting and attractive.

Issues for Today and Tomorrow

No history of tourism will ever be complete without mentioning the modern risks posed by terrorist attacks. In the attacks on the World Trade Center (WTC) and the Pentagon on September 11, 2001, more than 2800 people from eighty-six countries, including twenty-four Canadians, were killed. The advances in modern communication magnified the impact as millions of people watched in real time as two jumbo jets exploded into the twin towers and the World Trade Center collapsed. It was the first large-scale terrorist attack on U.S. soil, and it made use of a common mode of transportation as a weapon. The world was stunned. Commercial airlines have been hijacked in the past, and bombs have been placed on commercial airliners causing midair explosions (as with Pan Am's Flight 101 over Lockerbie, Scotland, in 1992). However, the use of fully fuelled jumbo jets as guided bombs to attack a specific target shocked the world and brought the insecurity of travel home to many.

Tourists can also be caught in the violent struggles of warring factions in a foreign destination. Some regions of the world, although attractive to travellers, remain unstable and volatile. Two Canadian travellers enjoying a night out in Indonesia were killed in October 2002, when terrorists bombed the nightclub they were in. London, England, has experienced a series of bombings, and in July 2005, terrorists bombed the Egyptian luxury resort Sharm El-Shaikh, killing eighty-three people and wounding 200. In the last few years, pirating has seen a dramatic increase in many regions, from the coasts of Somalia, where pirates have been attacking both transport ships and personal yachts, to the waters around northern Mexico, where drug cartels have been attacking and robbing tourists. Unfortunately, tourism has become a target for terrorists. Tourists and tourism destinations are considered "soft" targets of opportunity as operators, government, and travellers strive to find a balance between security and openness.

Despite these events, the United Nations' World Tourism Organization still holds to the belief that one of the ways to build a peaceful world is for people from different nations to meet and learn more about one another. Tourism can provide a formula for friendship that no amount of government legislation can match. There is no better umbrella under which to foster such friendships.

Current State of the Tourism Industry

According to the World Tourism Organization (UNWTO), tourism reached an all-time high in 2010, with 935 million international travellers,⁴ up 6.7% or 58 million travellers from the declines experienced throughout 2009. International travel in 2010 set a new record, exceeding the levels of the former peak year, 2008, by 22 million travellers or over 2.4%.⁵ In 2010, all regions of the world showed an increase in the number of visitors over the preceding year despite continued concerns over economic uncertainty, the price of fuel, regional conflicts, cross-border security measures, and serious environmental events, including the 2011 earthquake and subsequent tsunami in Japan and the 2010 volcanic eruption in Iceland that resulted in the largest disruption on European air travel since World War II.

How has Canadian tourism fared over the past two years? Security between Canada and its largest international tourism market, the United States, has continued to tighten. Passage of the Western Hemisphere Travel Initiative (WHTI),



The magnificent natural landscapes of Canada, such as the peaks surrounding Moraine Lake in Banff National Park, are a valuable part of our tourism industry.
(Photo courtesy National Capital Commission.)

legislation requiring both U.S. and Canadian citizens to carry valid passports when crossing the border, has created additional barriers of entry. (This legislation was designed as an additional filter to prevent potential terrorists from entering the United States across the Canadian border.)

However, while many U.S. and Canadian citizens still do not hold a passport, and the new procedures have created longer border waits, Canada still enjoys a healthy tourism relationship with its southern neighbour. Over 11.7 million trips were made in 2010 from the United States into Canada, generating \$6.3 billion in spending. Yet the largest consumer of the Canadian tourism product remains Canadians, with domestic revenues exceeding \$59 billion, just over 80% of the economic impact of tourism in 2010.⁶

THE CANADIAN TOURISM PRODUCT: AN OVERVIEW

Why are these figures important to Canadians? They are important because tourism is a “product” we sell, and the revenues from this product are used to help balance the budget and reduce the deficit. Tourism is referred to as an industry or a **sector**, which is a part of the national economy. For example, you have probably heard the terms *manufacturing sector* or *private sector*.

Tourism, as a sector, is much fractured. The products it produces can vary from an attraction like Disney World to a historical site outside of Red River, Manitoba; from a cute single bedroom at the Savoy Arms Bed & Breakfast to a luxurious eight-bedroom cabin at the Fairmont Jasper Park Lodge; from a gourmet meal at Canoe to a hot dog bought at a local hockey game. The comparisons continue, but one point can be made—tourism products are *integrally connected*, meaning one product does not flourish by itself but needs other, different components to help sell it.

In 1993, the Canadian government took a big step toward better understanding the industry by appointing a committee to review the scope of the industry and its impact on Canadian society. The Buchanan Report, a white paper requested by the Chrétien government to review the tourism industry, was issued in 1994; although the numbers have changed, many of the points it made are valid today. The Buchanan Report⁷ stated that:

- i. As an industry, tourism has the ability to create more jobs at a faster pace than any other industry in Canada.
- ii. The dollars generated by the tourism industry benefit all levels of government, with nearly 40% of revenues split between federal, provincial, and municipal organizations.
- iii. Tourism employs more females, more young adults, more visible minorities, more people re-entering the workforce, and more new immigrants than any other industry in Canada.
- iv. The quality of jobs created by the industry range from entry level to highly paid executive positions, many of them requiring a strong set of personal skills and a higher set of work skills than generally understood by the public.
- v. The value of tourism is vastly underrated and misunderstood by all levels of government as well as the Canadian public.

Over the next several years, two steps were taken to ensure the continued growth of this industry: the establishment both of the Canadian Tourism Commission (CTC) and the Canadian Tourism Human Resource Council (CTHRC). The CTC became responsible for promoting all areas of the tourism industry, both at home and on a global basis. The CTHRC was charged with identifying and developing training standards and programs for all areas and levels of the industry. At that time, the tourism sector was identified as having eight interlocking subsectors or components: *transportation, accommodations, food and beverage, attractions, events, adventure tourism and outdoor recreation, travel services, and tourism services.*



Many tourists come to Canada to enjoy our climate and recreational activities.

(Photo courtesy Canadian Tourist Commission.)