
14.1 Globalization and the Tourism Industry



Figure 14.1 Around the world.

In today's integrated and interdependent world, multiple forces represent both opportunities and threats to tourism. This chapter explores the topic of globalization and how it relates to tourism, and then examines trends (political, economic, social, technological, legal and environmental influences — **PESTLE**). The chapter closes with a reflection on what all this means for tourism in British Columbia.

Depending on the focus of the discussion, **globalization** can be defined in several ways. One broad definition is:

A complex web of social processes that intensify and expand worldwide economic, cultural, political and technological exchanges and connections (Campbell, MacKinnon, & Stevens, 2011, p. 4).

Globalization can also be simply described as the movement of goods, ideas, values, and people around the world. The term was first used in the early 1950s to recognize the increasing interdependence of economies and societies around the world. Globalization, however, has existed for centuries by way of evolving trade routes, including the slave trade, colonization, and immigration.



Figure 14.2 A floating market in Thailand.

Today, we are divided into separate countries, each looking out for its own national self-interest, with all its flaws and benefits. At the same time, other entities such as multinational corporations cross borders, which leads to global economic and political integration. Many benefits can result from global integration and interdependence, but we also need to heed its negative effects.

We can look at the relationship between globalization and tourism in several ways. For the purposes of this chapter, we will consider the impact of tourism and travel on globalization, and the impact of globalization on tourism. But first, let's keep in mind why it is important for a local tour operator, general manager, or tourism business owner to think about globalization. More importantly, let's consider where we should be looking to understand globalization and future trends. The rest of this chapter will address these topics.

The Impact of Globalization on Tourism

We can assess the impact of globalization on tourism from a number of perspectives. Here, we will discuss five examples: global mobility and ease of travel; population and demographic trends; terrorism, safety, and security; increased awareness of new destinations; and poverty.

Global Mobility and Ease of Travel

The advances made in transportation that have enabled global mobility are particularly significant. Modern aircraft, cruise ships, trains, and other modes of transport allow people to move quickly and relatively cheaply. Aircraft such as the Boeing 787 Dreamliner have opened new routes by creating an aircraft capable of flying “long haul” distances with a smaller passenger load. Fast trains, road systems, and even city bike rental programs enable people to move, tour, and explore the world. These changes have allowed more people to travel more often in less time.



Figure 14.3 The Vancouver International Airport's official opening in 1931.

Ease of travel has also helped to overcome the barriers of fear, frustration, and expense. For example, an international banking system allows access to money almost anywhere in the world. Multinational corporations, which provide flights, local transportation, and accommodation and food, have allowed for “one-stop shopping” for travel bookings. Mobile devices have also changed the nature of travel in terms of what travellers do and how they interact with a destination, making it easier to, for example, select a restaurant, navigate a big city, or translate a foreign language. As a result, there are fewer unexplored places in the world anymore.

The ease of travel has also facilitated the rapid global transfer of viruses. While spread owing to global air travel has occurred in other outbreaks such as SARS in 2003, the COVID-19 pandemic of 2020 illustrates the new challenges faced by the air transportation system. The willingness for quick action to contain future viruses means that airlines will need to be ready, willing and able to terminate travel routes upon any notice of health concerns.

Population and Demographic Trends

According to the United Nations Department of Economic and Social Affairs (2019a), the world population reached 7.7 billion in 2019 and is projected to exceed 9.7 billion by 2050. The population continues to increase, but not uniformly across the world. The overall global population rate of increase is slowing but birth and death rates are vastly different between developed and developing nations (UNDESA, 2019b). For instance, among developed countries, there is a growing percentage of people over 65 that will reach 25% by 2050 (UNDESA 2019a). With a smaller percentage engaged in the workforce, there will be implications on social and health services. Globally, the people under the age of 24 will decline in every region of the world. Among developing countries, half the global growth between 2019 and 2050 will come from Sub-Saharan Africa. For instance, Nigeria will double its population to 4 million by 2050 (UNDESA 2019b). The two most populous countries, India and China will also experience different trajectories; India will surpass China as the most populous country in the world by 2027 (UNDESA 2019b).

Other critical population trends affecting global development and tourism include the following (UNDESA 2019c; UNDESA 2019d):

- By 2100, approximately 40% of the world's total population is expected to be African. While birth rates are tending to fall around the world, they are still higher across Africa than in most other parts of the globe. This could result in a youth dividend or further exacerbate problems on the African continent.
- More people are migrating than ever before, with 272 million recent migrants in 2019 alone compared with about 175 million in 2000. The top five destinations are the United States, Germany, the Russian Federation, Saudi Arabia, and the United Kingdom.
- Some 55% of the global population is urban, and the urbanization trend is expected to continue as people search for more jobs, more social and health services, and more activities. Not everyone benefits equally though, as housing and other infrastructure struggles to keep up with the growing urban population.

To keep up with all of these changes in demographics, destinations will need to provide products and services to suit the older, culturally diverse, multi-generational travellers as well as the adventurous youth. Additionally, hiring and retaining staff will require a rethinking of human resource policies and procedures, compensation, and other aspects for the changing population of employees.

Terrorism, Safety, and Security

Terrorist attacks and political unrest globally have certainly disrupted tourism, but not halted it. The areas most affected, of course, are those where unrest has occurred and has been the focus of extensive media attention. A global terrorism index produced by the Institute of Economics and Peace (2019) shows that while fatalities from terrorism have declined since 2015, the number of affected countries, 71, is the highest since 2002. Of note is the rise in far-right terrorism in western countries, with an increase of 320% over the past five years (p. 4).

The 2020 global pandemic for COVID-19 resulted in a massive and sudden transformation in the relationship between safety and travel. Starting in early March, 2020, the Canadian government moved

toward closing the borders and curtailing outbound and inbound travel. These efforts were to, at first, contain the spread of the virus internationally, evolving toward a national quarantine to “flatten the curve” of number of people effected. Clearly, the pandemic has changed how we travel, and how we define safety of travel in a global setting.

While safety and security may not be the driving reasons for tourists selecting a particular destination, certainly a lack of safety and security often eliminates a location from travellers’ “wish lists.” Safety and security for travellers is becoming more important as countries move to protect their citizens. Government agencies around the world produce advisories and warnings for their citizens to stay away from dangerous locations and political unrest.

Take a Closer Look: Travel Advisories

Travel advisories serve as warning systems for people from specific countries to avoid particular destinations because of actual or potential threats to citizens. To learn more about advisories for specific countries, see the Canadian government web page at [Canada’s Travel Advisories](#) and compare them to [Australia’s Travel Advisories](#), the [United States’ Travel Advisories](#), and the [United Kingdom’s Travel Advisories](#).

The focus on safety and security has had several impacts on travellers. Most notably, security at most airports has been increased in an effort to protect people and planes (Flight Global, 2015). Screening procedures can take longer and some items are no longer allowed on board. Other security requirements, such as showing passports and providing fingerprints, have been implemented for entry into some countries. While all acts of terrorism cannot be stopped, the tourism industry is attempting to provide as much safety and security as it can.

Increased Awareness of New Destinations

Another influence of globalization on tourism is a greater awareness of destinations and the range of leisure activities, sites, and cultures to visit around the world. Generating knowledge of a destination is obviously a key first step in marketing a destination, and this is achieved by way of travel shows, films, social media, and other forms of communication. The competition to attract visitors is fierce considering the sheer number of places available for travel; it can be easy to get lost in the noise of global competition.

Poverty



Figure 14.4 This image of a child playing in the streets of Antigua, Guatemala, was captured by a visitor.

Globalization has contributed to increased demand for goods and services and overall economic growth, with the result of global poverty having decreased over the years. However, at the same time, the gap between the richest and poorest has expanded. A significant portion of the world's population is simply unable to participate in, or benefit from, tourism. The economic gains from a tourism economy in a developing country such as Honduras versus a developed country such as Canada is unequal. Simply put, not everyone has the same opportunities to profit. Environmental costs are also unevenly distributed in the world, with poor countries lacking the resources to adapt to impacts (such as droughts, increased disease, soil erosion), and shouldering the majority of the repercussions of phenomena such as global warming.

Another way to analyze the interplay between tourism and globalization is to consider the reverse view: the impact of tourism on globalization.

Impact of Tourism on Globalization

In this section, we will look at tourism as a global force — for peace, for cultural homogenization, for commodifying cultures, and for shaping the way we see the world.

Tourism as a Force for Peace

In the 1980s, a popular hypothesis was that tourism supported global peace by allowing travellers to learn about other cultures and meet people from other nations, as well as offering benefits accrued from

international business. Peace is an obvious requirement for tourism if the industry is to be robust and sustainable. However, to date, there is little empirical evidence to support the claim that tourism fosters peace, however attractive as the idea may be. However, there is a growing body of research on the relationship between tourism, social justice, and human security, both negative and positive. Clearly, the simple presence of tourism does not immediately equate to societal benefit. Careful planning and a focus on policies supporting community well-being and sustainability are required.

The [United Nations Sustainable Development Goals \(SDGs\)](#) are important for tourism organizations to take into account. They help in guiding the evolution of tourism and travel toward a more positive and hopeful form of tourism as well as enabling a more sustainable, and peaceful, future.

Tourism as Cultural Homogenizer



Figure 14.5 A “Patriotic Kick Line” on a cruise from Alaska to Vancouver.

Nevertheless, tourism does offer the opportunity to teach people about how to respect other cultures. Whereas some argue that globalization has a **homogenizing** effect on cultures, as Western values are spread through music, fashion, film, and food, rendering one culture indistinguishable from the next. But tourism cannot be viewed as the only means of transmitting western values.

Some beliefs and values, such as embracing equality, inclusion, and diversity, or the need to protect children from harm, should be shared around the world. In the context of tourism and travel, these values are significant. For instance, companies need to ensure that their human resource practices are consistent and fair throughout the world. Exploiting children for sex is illegal, punishable in both the country visited and the home country of the tourist; some airlines and hotels are actively involved in supporting the prohibition of child sex tourism. Travellers are expected not to deface heritage sites or take rare or endangered natural or cultural objects as souvenirs. Such regulations speak to the universality of certain values and beliefs, which we all are required to follow as global citizens.

Tourism as Commodifier



Figure 14.6 Dancers at Germaine's Luau near Honolulu, Hawaii.

Another possible influence of tourism on globalization is the process of **cultural commodification**, which refers to the drive toward putting a monetary value on every aspect of culture, from buying a sculpture stolen from an ancient temple, to buying endangered objects such as ivory and coral, or buying a T-shirt that desecrates a symbol or object important to another culture. This trend results in the degradation or devaluing of cultural values and beliefs and was explored in [Chapter 12](#) on Indigenous tourism.

As one of the world's largest industries, tourism impacts local, regional, and global economies. Resorts dot coastlines around the world and offer a welcome respite from colder climates to anyone wishing to experience a tropical beach, as well as the local culture and nature. While benefit comes to the community in the form of jobs, more often than not the larger share of the wealth leaks offshore. In response, local entrepreneurs and aid organizations have helped with initiatives that embrace local ownership in order for the wealth generated from tourism to stay **in country**. Community-based tourism, responsible tourism, and social entrepreneurship all aim to bring greater benefit to local communities.

Tourism As a World View

Tourism is also a major influence in how we see and understand the world. Keith Hollinshead (2019)

refers to it as **tourism world-making**, or the way in which a place or culture is marketed and/or presented to tourists. Unlike local people, travellers experience a place for a few days, with limited knowledge of the culture and local way of life. Some visitors rely on available tourist information to make the most of the experience and to see the highlights. Others turn away and attempt to “go local” in search of the authentic experience with the belief that they can truly understand a place by avoiding the tourist sites.



Figure 14.7 An elephant is washed at Maesa Elephant Camp in Thailand in preparation for a show for visitors.

If tourists stay in their resort in a given country, their only interaction with a local culture may be the staff at the hotel. In many cases, visitors experience a place in a fragmented, disconnected way, seeing only a portion of a place. How much can be gained from such short and transient experiences? This debate leads to one of the often discussed, if not hotly debated, topics in tourism, that of **authenticity of experience**. In 1976, Dean MacCannell released his book *The Tourist: A New Theory of the Leisure Class*, in which he argued that even those events that seem to be authentic are in some way staged for the visitor.

Take a Closer Look: Cannibal Tours

In 1988, Dean O'Rourke shot a documentary profiling the experiences of jet-set travellers as they encountered locals in Papua New Guinea. The movie highlights the challenges that happen when visitors meet with “the other,” in that their expectations shape the behaviours of the locals. The movie features interviews with the locals as well as tourists. [Watch the movie *Cannibal Tours*.](#)

As a quick review before leaving here, drag the following factors to the correct description between globalization and tourism.



An interactive or media element has been excluded from this version of the text. You can view it online here:

<https://opentextbc.ca/introtourism2e/?p=1783>

Now let's look at some predominant trends in the industry.

Media Attributions

- Around-the-World
- Floating-Market
- Official-Airport-Opening
- Small-kid-playing-around
- Patriotic-Kick-Line
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14.2 Top Trends

Throughout this textbook, a range of trends have been identified that exemplify some of the forces and influences associated with globalization. This section revisits some of those trends and explores some additional ones.

Take a Closer Look: Trends Reports

In the tourism and hospitality industry, and in global business, many minds work to decipher industry trends in order to keep informed and make smart decisions. One example is the [Global Competitiveness Report 2019](#), a product of the World Economic Forum.

Focused strictly on tourism and hospitality, the UNWTO produces a [World Tourism Barometer](#) that is updated regularly, available on a subscription basis.

First, let's take a closer look at the difference between **trends** and **fads**. While trends and fads may look the same initially, fads will almost always have a definite start and end; they are finite. Examples include tornado tourism (storm chasing tours) and terminal tourism (where people visit airport terminals without flying out from them), which appear destined to disappear as quickly as they appeared.

In contrast, trends influence things for long periods of time, potentially shifting the focus or direction of industry and society in a completely different direction. For example, the growing awareness of tourism impacts seems to be a long-term trend, leading to greater focus on developing sustainable experiences, products, and services for the mindful traveller. With hindsight, we can identify the trends versus the fads. Predicting the future, however, is not as easy.

A useful tool to use in the analysis of global trends is the **PESTLE** model, an acronym for political, economic, social, technological, legal and environmental forces that affect the people, organization, or destination under study. It is important to note though, that the lines around these categories are somewhat fluid, and many factors will have implications on several areas. Now let's delve into PESTLE in more detail.

Take a Closer Look: Analysis Tools

The more complicated the world gets, the more it's imperative that business leaders and decision-makers employ a framework for analyzing trends. While this chapter uses a PESTLE approach, other acronyms include PEST (omitting the legal and environmental reviews), or PEEST (omitting the legal

reviews). For more information about these frameworks, to access templates, and learn to use them in your own analysis, visit the [GroupMap PESTLE analysis web page](https://opentextbc.ca/introtourism2e/?p=1790).

So, how do you know whether something is a trend or a fad?



An interactive or media element has been excluded from this version of the text. You can view it online here:
<https://opentextbc.ca/introtourism2e/?p=1790>

Political Trends

While we may be intrigued by global issues and their macro implications on the world in which we live, we also need to pay attention to local politics and policies. The world is currently challenged by growing populist movements, power conflicts and protectionist measures (Ipsos, 2020). Within this climate however, support for globalization is increasing, public services are improving (generally), and living standards are rising. The complexity of the political landscape is intensifying, making it that much more important for industry players to carefully monitor global conditions.

Let's have a look at political trends around the world and explore their implications on the tourism and hospitality industry.



Figure 14.8 The secretary-general of UNWTO visits Greece in 2012.

As more countries and regions around the world become more dependent on tourism for revenue generation and employment, competitiveness has become a major focus (see Trends Reports, World Economic Forum, 2019). Traditional Western destinations are under pressure to formulate policies, and create strategies and spending patterns that will enable them to compete with emerging destinations. Often, these national policies are impacted or governed by formal international agreements, affecting everything from the movement of people (visas and passports) to the flow of goods and services. International organizations such as the World Trade Organization (WTO), European Union (EU), Organization for Economic Co-operation and Development (OECD) and Asia-Pacific Economic Cooperation (APEC) influence how the tourism and hospitality industry operates around the world.

Spotlight On: International Economic Groups

On the international stage, several groups are responsible for developing and setting policy that has an impact on tourism and hospitality development. Two examples are:

The **Organisation for Economic Co-operation and Development (OECD)** has 31 member countries that gather to discuss a range of policy issues, with a special committee dedicated to tourism. For more information, visit the [OECD's tourism web page](#).

The **Asia-Pacific Economic Cooperation (APEC)** forum also has a Tourism Working Group that recognizes the importance of sustainable tourism development for countries in the Asia Pacific Rim region. For more information, visit [APEC's tourism web page](#).

Each country is responsible for creating and funding its own organizations responsible for tourism development at the federal, state/provincial, and local level. In the United States, for example, the National Travel and Tourism Office (NTTO) is responsible for actively participating in domestic and international policy creation. One such policy is a memorandum of understanding with China regarding leisure group travel. The NTTO is engaged in international tourism discussions with organizations such as the OECD and APEC (see Spotlight On above), and has a representative at UNWTO (NTTO, n.d).

Spotlight On: The International Civil Aviation Organization

Many aspects of the tourism and hospitality industry are governed by international agreements and policies. The **International Civil Aviation Organization (ICAO)** was created in 1944 with the signing of the Chicago Convention as a specialized agency of the United Nations. It works with 193 member countries and industry groups to help develop aviation policies and build capacity in countries with underdeveloped air industries. For more information, visit the [International Civil Aviation Organization website](#).

While from a policy perspective, countries such as New Zealand, Australia, Mexico and the United Kingdom have embraced tourism growth through a planned approach, tourism policy in Canada has

often struggled in comparison to the attention given to other sectors such as oil and gas, forestry, fishing, and agriculture.

A number of organizations, including the Conference Board of Canada and the Tourism Industry Association of Canada, have made recommendations for strong government policy support that could help the industry. Two key policy reforms suggested include (TIAC, 2019):

1. Increase base funding for Destination Canada (Canada's national tourism organization), with performance-based annual increases to improve global competitiveness
2. Streamline the travel visa issuance process, improve the Electronic Travel Authorization (eTA) program, monitor visa processing times, and continue to pursue visa-related partnerships with other countries to make it faster and easier for visitors to visit Canada

Take a Closer Look: Canada's Tourism Vision

The Canadian government, pre-COVID pandemic, introduced their plan for tourism in Canada. Recognizing the value the tourism and hospitality industry brings to the Canadian economy, the government outlined key targets and pillars for growth. Focused on making Canada a Top Ten most visited destination (again) by 2025, they committed to increased Marketing, improving Access, and building new Products — their “MAP to growth.” To explore more, visit [Tourism in Canada](#).

Spotlight On: The Rise of Populist Nationalism

In 2016, the world experienced two major political acts that shook the international order. The British vote to leave the European Union and the election of Donald Trump in the United States were not the cause of populist nationalism. However, they were two very visible indicators about the extent of its rise around the world. It seemed that the global consensus that globalization was a positive force for international cooperation was being replaced by an emphasis on national sovereignty. Tribalism is winning hearts and minds. This increase in barriers to trade and cross-border movement has implications for many aspects of the tourism and hospitality industry (CreditSuisse, 2018, Ipsos, 2020).

The trend here may be the ongoing need to convince and lobby governments at all levels about the potential of tourism and the value of strategic planning and investment in tourism. It is perhaps not surprising that the tourism and hospitality sector, with such diverse organizations involved, struggles to find a single voice at times. This leads to a cycle where the sector rallies around initiatives such as Expo 86 and the 2010 Olympic and Paralympic Winter Games, and then experiences a period of fragmentation. The post-COVID-19 pandemic world will require similar cooperation for the industry to renew itself.



Figure 14.9 B.C. businesses, including this pub, rallied around the bid to bring the 2010 Winter Olympic Games to Vancouver.

Economic Trends

Like most other industrial sectors, tourism is affected by global economic trends. Tourism was initially negatively impacted after the global financial crisis of 2007–2008, with international tourism arrivals dropping globally from 950 million down to just under 912 million (Papatheodorou, Rossello, & Xiao, 2010). However, the industry was quick to rebound, with the number of travellers increasing by 2010, surpassing the 1 billion mark in 2012 and 1.4 billion by 2018 (World Bank, 2020), prior to the COVID pandemic and near collapse of the global tourism industry.



Figure 14.10 A crowd gathers at a former airport that now acts as a historical site.

Economic uncertainties for the tourism industry have persisted, however, leading many industry insiders to monitor several economic trends, including collaborative consumption, shifts in emerging economies, and conscious consumerism.

Collaborative Consumption

Although the phenomenon of **collaborative consumption (CC)**, also known as the sharing economy, began before the global financial crisis, it gained strength as a result of it. CC is a blend of economy, technology, and a social movement where access to goods and skills is more important than ownership (Sacks, 2011). Research has shown that CC is motivated by a variety of factors including sustainability, enjoyment of the activity, and economic benefits (Hamari, Sjöklint, and Ukkonen, 2016).

Airbnb was one of the first, and arguably most well-known example of the tourism sharing marketplace, but several other companies have joined it, including Zipcar, Uber, and Couchsurfing. According to Nielsen (2014a), more than two-thirds of global respondents to a poll are interested in joining this revolution. A gap may exist though between attitudes and behaviours surrounding CC – people may perceive it positively, but then do not follow through with purchasing (Hamari, Sjöklint, and Ukkonen, 2016). The impacts on the tourism industry are still to be determined, although the World Economic Forum outlined four main trends affecting this movement (2019b). They note that: (1) growth is likely to be uneven – mindsets and trust in the CC systems take time; (2) demographics will drive the adoption – CC enables people to access things that might not normally be able to afford; (3) regulators are taking notice – more policies and regulations are being enacted to manage CC; and (4) “sharewashing” is

occurring – not all CC is built on the original underlying philosophy. CC is one trend that is likely to persist for some time into the future.

Emerging Economies

In 2001, a new acronym was introduced into the economic world — **BRIC**. This refers to the growing economies of Brazil, Russia, India, and China (Northam, 2014). These turbo-charged emerging economies were growing fast and looking to be the new powerhouses in global economic circles, even forming political and economic alliances. South Africa joined the group in 2010 and they became known as the **BRICS** (da Silva, 2020), although in some definitions they were replaced by South Korea in 2018 (International Monetary Fund, 2019).

With this growth came travellers looking for new destinations to visit. Outbound tourism development from China has been especially energetic, with numbers increasing from 58 million in 2010 to over 160 million in 2018 (Statista, 2020). But all has not gone well for these emerging economies and only China has maintained the pace of expansion. Other countries have joined the race, creating new terms such as **MINT** (Mexico, Indonesia, Nigeria, and Turkey) and **Next Eleven** (Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, the Philippines, South Korea, Turkey, and Vietnam). Time will tell where new tourism growth and opportunities arise in the frenetic global economy, and who will be the next powerhouse to watch.

Conscious Consumerism

Conscious consumerism, or socially conscious consumer behaviour, is another economic trend with implications for the tourism industry. This term refers to consumers who are using their purchasing power to shape the world according to their values and beliefs, leading organizations to project a more ethical or responsible image (Government of Canada, 2012). Conscious consumers look for positive outcomes with what they buy and/or seek ways to minimize or eliminate the negative effects of consumerism.

This socially and environmentally-responsible purchasing by many consumers can direct travellers to more sustainable services and products, or even a “de-growing” of tourism (Higgins-Desbiolles, 2018). Destinations and businesses interested in pursuing this market need to be acutely aware of social and environmental issues, potentially ranging from organic produce and animal welfare to human rights (Shaw, Grehan, Shiu, Hassan, & Thomson, 2005). Veganism, the complete abstaining of the use of animal products, or vegetarianism, the abstinence of consuming meat products have experienced growth in part due to conscious consumer choices regarding health and the environmental impacts of industrial meat production. Some of the key principles for consideration by the tourism industry include an assumption that the traditional industrial model is not working and needs to be replaced, that awareness of the issues require a different mindset, and that change will come from the grassroots rather than from above (Pollack, 2012). This is a shift that has profitability and culture change firmly in its sights (Nielsen, 2014b).

Social and Cultural Trends

Defining culture as “a way of life” brings us to consider the implications of globalization as a defining influence in how we live and, therefore, who we are as individuals. Some argue that globalization has created a culture crisis, with values, beliefs and identity all made secondary to economic interests and the pervasive and ever-growing nature of technology in our lives. Some key socio-cultural trends to consider include using travel to socially bond, dynamic populations and migration, growing global inequality, and the consumption of experiences.

Travel as a Time to Bond



Figure 14.11 Athletes from Team BC at the 2011 Western Canada Summer Games in Kamloops.

Visiting friends and relatives, known in the industry simply as **VFR**, is a common and important subset of tourism demand worldwide. With their busy lives, people are seeking a moment, place, and activity to share with family or friends. In addition to the growing VFR trend is the increasing popularity of group travel, as exemplified in the sports tourism sector (see [Chapter 6](#) on entertainment) with sports clubs and teams who travel together, and associations that bring together people with shared interests in cuisine, walking, birdwatching, or other avocations.

Dynamic Populations and Global Migration

Certainly a trend in globalization is the significant movement of people around the world and changes in their characteristics. The population of British Columbia, as of January 1, 2020, was estimated at 5.1 million, with immigrants (64,441) representing the main source of population growth in 2019, along with 9,551 people from other provinces (Government of BC, 2020). According to Canada’s 2016 census, just over 30% of BC’s population are a visible minority with the largest groups being Chinese (11.2%), South Asian (8.0%), Filipino (3.2%), and Korean (1.3%) (Statistics Canada, 2017).

Western populations are continuing to age as reproduction levels are tending to be below replacement levels (Ipsos, 2020). While countries are adjusting between young and old, rich and poor, tipping points are being experienced, resulting in social pressures on services and systems. Employment patterns are shifting as the working masses also age, creating gaps and opportunities in work forces.

Additionally, population growth around the world is not occurring uniformly. “More than half of the projected global rise up to 2050 will be in just nine countries,” according to Ipsos (2020, p. 11). As the number of people increase in certain regions of the world, many pursue opportunities in other locations. Conflict, climate change, economic challenges, persecution and other factors also result in refugees seeking safe havens.

These demographic and population shifts are expected to result in dramatic changes to the social and economic landscape. Some of these changes are generating earlier noted trends such as the rise in populism and protectionist policies. Implications for the tourism industry include a growing need to address the challenges of a multicultural workforce, including preconceptions related to customer service and management, and retaining or hiring older employees. It’s important for diverse teams to be able to work well together and to communicate well with visitors and guests.

Growing Inequality and Some Opportunities

Global prosperity is increasing. However, behind the improvements (generally) in living, housing and food, division between the wealthy and the poor is increasing (Ipsos, 2020). Growing numbers of younger generations are perceiving that they will be worse off than their parents at similar ages (Ipsos, 2020). Wealth is being concentrated in the hands of the few, resulting in population unrest.

At the same time, opportunities are coming available. More liberal policies are providing opportunities for women and the education gap is slowly shrinking between men and women (Ipsos, 2020). Women remain generally disadvantaged, especially in developing countries, but there have been significant improvements. More needs to be done though, to eliminate disparities.

Consuming Experiences

During the late 1990s, Joseph Pine and James Gilmore introduced the concept of the Experience Economy (Pine & Gilmore, 1998). They suggest that economies have progressed beyond commodities (raw material), goods, and services. Instead, people seek a higher level of engagement and stimulation from their purchases. These economic offerings are internalized, creating intensely personal events, which only exist in the minds of the consumers (Pine & Gilmore, 1998). A focus on experiences allow the supplier to be more memorable and often charge a premium. While this shift has been occurring for some time, the full implications are still being explored and felt in the tourism and hospitality industry.

Technology Trends



Figure 14.12 Northern Ireland's then Minister for Enterprise, Trade and Investment Arlene Foster (right) launches apps for travellers in 2011.

For many years, technology has been strongly tied to tourism, as the industry has looked to take advantage of developments and changes, opening destinations and providing new products and services. From the early days of Thomas Cook's first recognized tours, offering train rides to the

seaside, to the adoption of mobile technology today, tourism and hospitality has incorporated technological advances into all aspects of the industry. Three key technology trends affecting tourism and hospitality today and into the foreseeable future are mobile technology, smart tourism, and immersive technology.

Mobile Technology

Mobile technology and wireless connections affect many aspects of the tourism industry on a global scale. Since the release of the iPhone in 2007, consumers have become more and more reliant on their “hand-held computers” to provide information about the world around them (Kim & Kim, 2017). Mobile technology allows people increased freedom to negotiate their day-to-day lives remotely while staying connected (Dickinson, Ghali, Cherrett, Speed, Davies, & Norgate, 2014). Online user-generated content, whether through social media (e.g., Facebook, Snapchat) or travel-rating sites (e.g., TripAdvisor, Zagat), is shaping where people go, where they stay and eat, and the types of activities they engage in. Mobile technology can also be used to better understand the impacts, positive and negative, that tourism and hospitality are having on destinations (Kim & Kim, 2017).

Smartphones and applications (or apps) provide access to information and the ability for tourists to shape their travel en route, affecting tourism travel decisions and behaviours in a more fluid way than ever before (Chung & Koo, 2015). Travellers can book hotels instantly, searching for the best deals available. Mobile apps are replacing the hotel concierge by providing up-to-date information, along with maps and directions, for many of the desired activities at destinations. Rating sites guide travellers towards recommended attractions and away from others (Mehraliyev, Choi & King, 2020).

Wireless technology has also given rise to location-based advertising, allowing product or service providers to market themselves when travellers are in the general area (Hopken, Fuchs, Zanker, & Beer, 2010). Attraction alerts and special offers, often triggered by applications, provoke the user’s attention to elicit an immediate response. These “geo-fenced” advertisements can be more effective in encouraging same-day and even delayed purchases than “non-geo-fenced” marketing, especially with impulse products and services (Fang, Gu, Luo & Xu, 2015).

Free internet access has become a standard requirement for accommodations, ranking it ahead of privacy, swimming pools, beaches, restaurants and fitness centres (Bachman, 2016). The importance of mobile technology and applications is expected to increase as travellers become more independent and less reliant on packaged options (Buhalis & Law, 2008). Proponents of technology suggest that traditional ways of providing tourism and hospitality information will disappear as mobile technology becomes even more prevalent (Dickinson et al., 2014).

Smart Tourism

Tourism destinations and organizations are now interacting with data on a real-time basis, better understanding how tourists are interacting with their locations. Smart tourism describes the increasing dependence by destinations, industry and tourists on technology, and is an important element of smart cities (Tripathy, Tripathy, Ray & Mohanty, 2018). In particular, large quantities of data are gathered to better understand how destinations and services are consumed, and then turned into value propositions (experiences) (Gretzel, Sigala, Xiang & Koo, 2015). In a hyper-connected world, technology allows

for the gathering and transmission of data through a variety of means (e.g. RFID, NFC, 5G, Internet of Things). The ever-present mobile technology (discussed above) that tourists are increasingly relying on also collects and exchanges a range of information about the users including locations, activities, search terms, purchases and interests. In turn and aided in some cases by artificial intelligence (AI), this “big data” is processed and analyzed to model, optimize and visualize the use of the destinations, and increase the engagement of locals and visitors with the location (Tripathy, Tripathy, Ray & Mohanty, 2018). Smart cities strive to apply this information and improve a variety of destination aspects such as resource use, governance, sustainability and quality of life (Gretzel, Sigala, Xiang & Koo, 2015). As technology advances and interconnectivity increases, even more data will become available.

Immersive Technology

The rapid advance of technology is providing electronic immersive experiences through such things as augmented reality (AR) and virtual reality (VR), with the potential to change how people travel (Loureiro, Guerreiro, & Ali, 2020). While these two technologies are very different in the feelings provided to the user, they can provide technology-enhanced views of destinations, products and services. VR provides a more immersive and stimulating perspective of reality through stereoscopic head-mounted displays, headphones and controllers. AR adds virtual elements to the world, allowing the viewer to interact with both the real and imagined objects through see-through displays (García-Crespo, González-Carrasco, López-Cuadrado, Villanueva, González, 2016). Both AR and VR can be used in a variety of means before, during and after a visit, for activities such as marketing, education and entertainment. The tourism and hospitality industry is still discovering the range of possibilities for these technologies.

Legal Trends

The legal element of a PESTLE analysis considers the impacts of the legal and regulatory climate, and whether they help or hinder the organization. The legal environment can determine what can and cannot be done, and establishes the rules by which the tourism and hospitality industry must operate in. However, these rules are not stagnant or uniform around the world, so producers and consumers must remain current with rules and regulations in the locations they do business. Two legal trends are discussed below – an increased focus on privacy and security, and the impacts of technology.

Privacy and Security

Data breaches have become too common as systems become more interconnected and more information goes online. People have become reliant on their mobile devices (discussed above), creating more opportunities for data to be left unprotected or stolen for malicious intent (Swinhoe, 2020). In the past 20 years, billions of user accounts have been exposed or hacked, including approximately 500 million from Marriott International, 538 million from Sina Weibo (China’s equivalent to Twitter), 3 billion from Yahoo, and 165 million from LinkedIn (Swinhoe, 2020). With all of these data breaches, organizations have been put under increasing pressure to provide adequate protection to their data systems. As well, liability insurance is becoming more common as a means to protect organizations from the financial implications of a data loss (Brooks, 2020).

Technology and the Legal Landscape

Similar to many other industries, the legal environment is being impacted by and impacting technology. Advances in technology are automating certain aspects of the legal system, turning it into a commodity, which lowers the price and increases access to more users. The emergence of artificial intelligence (AI) and predictive algorithms are improving legal processes and providing efficiencies (Brooks, 2020). These emerging technologies are having a positive impact on the legal industry by opening opportunities and expanding territories. Law offices can now provide services to more distant clients, increasing competition, and decreasing costs for users.

The legal world is also working hard to keep up with changes in technology, as innovation moves faster than new regulations. For example, rules around drones and autonomous vehicles continue to adapt to new uses and capabilities (LexisNexis 2020). Meanwhile, cannabis laws are also changing as locations adopt different perspectives on its development and use. Climate change may also create new legal challenges in the coming years.

Environmental Trends

In 2018, a young Swedish activist, Greta Thunberg, became one of the most visible figures in the fight against climate change. Her protest, Fridays for Future (FFF), have inspired students around the world to boycott school on Fridays to promote the 2015 Paris Agreement on Climate Change. Her actions and the subsequent growing support have moved organizations and nations to re-evaluate society's consumption patterns and their impacts on the world (Nevett, 2019). One obvious impact on the tourism and hospitality industry of this movement is "flight shaming" or discouraging people from using planes due to their carbon footprint.

Climate change is a serious challenge facing the world. The United Nations Intergovernmental Panel on Climate Change (IPCC), created in 1988, has produced irrefutable evidence that climate change is human-made. We are already witnessing significant shifts in weather patterns, and climatic events such as tornadoes, drought, and flooding are occurring with greater frequency and impact. Yet dependence on a global economy fuelled by population growth and ever-increasing demand for consumer goods has led to significant debate as to how to respond to climate change, although action is clearly required.

Impacts from and on the Environment

From a tourism and travel perspective, we have seen examples throughout the chapters of this textbook of how climate change is impacting tourism and how tourism is impacting climate change. In the transportation sector, drastic temperature changes from sudden ice thaws to heatwave conditions affect highways and runways, landslides close road systems, and rising sea levels threaten infrastructure such as airports and cruise ship wharves. In the accommodations sector, coastal storms impact resorts, summer water shortages put pressure on resort communities, and unpredictable snowfalls close ski resorts. Food and beverage operators are facing increased food costs as drought conditions make growing certain crops more and more expensive. In the recreation and entertainment sector, both natural and built attractions are threatened by unpredictable weather patterns. And travel services providers struggle to stay abreast of the effects of superstorms and polar vortexes. [Chapter 10](#) explored some of the

impacts that the tourism and hospitality industry have on the environment and climate, as well as some of the mitigation tactics for reducing those impacts (e.g. carbon offsetting, responsible consumption).

So what can we do? World-renowned scientist Jane Goodall provides a suggestion, “Each and every one of us of us must do our part in creating a better world, for though the small choices we make each day — what we buy, what we eat, what we wear — may seem insignificant, the cumulative effect of billions of people making ethical choices, will start to heal the natural world” (Gonzalez, 2019).

UN Sustainable Development Goals

The United Nations (UN) approved the 2030 Agenda for Sustainable Development on September 25, 2015 (Tourism for SDGs, 2020). This agreement contained the Sustainable Development Goals (SDGs) with 17 goals and 169 targets to be achieved by 2030. These goals are interconnected, ambitious, and cover a wide variety of global issues including the eradication of poverty (Goal #1), quality education for all (#4), gender equality (#5), sustainable cities and communities (#11), and climate action (#13). The SDGs were developed as a global partnership to improve life in a sustainable way for the future. The tourism and hospitality industry has recognized its role in helping to achieve the UNSDGs, and in particular, have targeted goals 8, 12 and 14 (decent work and economic growth, responsible consumption and production, and the sustainable use of oceans and marine resources respectively).

Take a Closer Look: The United Nations Sustainable Development Goals (SDGs)

According the UN these goals are a universal call to action that will ultimately protect the planet putting an end to poverty and bringing about a more peaceful and prosperous world. To learn more, watch the [video “The Sustainable Development Goals – Action Towards 2030”](#) or visit the [Sustainable Development Goals web page](#).



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<https://opentextbc.ca/introtourism2e/?p=1790>

Media Attributions

- UNWTO-Secretary-General-visit-to-Greece
- Backing-the-Bid
- Last-Call
- Team-BC-first-at-Western-Canada-Summer-Games-by-Kevin-Dubinsky
- Arlene-Foster-Launches-New-Tourism-Apps

14.3 Conclusion: The View from British Columbia



Figure 14.13 Victoria's inner harbour, with the Empress Hotel in the background.

Tourism in BC is already being impacted by globalization. The doors of the province have opened to travellers around the world, but especially from emerging markets such as China. Shifting products and services to meet the needs and desires of these new visitors will require flexibility and creativity for BC's tourism industry in the future.

BC has also been impacted by the increase in new destinations, fighting for share of the growing tourism economy. Social media and other recent innovations in communication will continue to grow in importance for BC to generate awareness of its many tourism products and services. BC's many unique cultures and experiences will help keep the province competitive as long as the industry also recognizes the potential negative impacts that tourism can have.

Recognition of tourism's importance in BC's economy, along with supportive legislation and funding, is key to the long-term survival of the industry. At the same time, steps must be taken to prepare for the effects of climate change, with potentially shorter winters and reductions in precipitation. BC's tourism industry is already feeling the effects of collaborative consumption as services such as Airbnb grow in popularity in the province. The spread of technological advances and improved wireless access will help the industry satisfy this aspect of the market, while also increasing the means to raise awareness with more potential visitors.

To take advantage of these global opportunities, British Columbia's tourism industry will have to react quickly to existing and emerging trends. In the meantime, we hope this textbook will serve as foundation for emerging tourism and hospitality professionals as they continue to learn about the industry.

What are some of the possible benefits and drawbacks of globalization on tourism?



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Key Terms

- **Asia-Pacific Economic Cooperation (APEC):** a forum that brings together countries from the Asia Pacific region (including Canada), and which has a Tourism Working Group that looks at policy development in a tourism context
- **Authenticity of experience:** a hot topic in tourism that started with MacCannell in 1976 and continues to today; discussion of the extent to which experiences are staged for visitors
- **BRIC:** an acronym for the growing economies of Brazil, Russia, India, and China
- **BRICS:** the acronym for the BRIC countries with the addition of South Africa or South Korea
- **Collaborative consumption:** also known as the sharing economy, a blend of economy, technology, and social movement where access to goods and skills is more important than ownership (e.g., Airbnb)
- **Conscious consumerism:** refers to consumers using their purchasing power to shape the world according to their values and beliefs
- **Cultural commodification:** the drive toward putting a monetary value on aspects of a culture
- **Fad:** something taken up in a finite, short amount of time — can represent a valuable business opportunity, but investment can be risky
- **Globalization:** the movement of goods, ideas, values, and people around the world
- **Homogenizing:** making the same, as in the effect of tourism helping to spread Western values, rendering one culture indistinguishable from the next
- **In country:** a term to describe using a local-ownership approach in order for the wealth generated from tourism to stay in a destination
- **International Civil Aviation Organization (ICAO):** a specialized agency of the United Nations that creates global air policy and helps to develop industry capacity and safety
- **MINT:** an acronym for the countries of Mexico, Indonesia, Nigeria, and Turkey
- **Organisation for Economic Co-operation and Development (OECD):** an organization 31 member countries who gather to discuss a range of policy issues, with a special committee dedicated to tourism
- **PESTLE:** an acronym for political, economic, social, technological, legal and environmental

forces

- **Tourism world-making:** the way in which a place or culture is marketed and/or presented to tourists
- **Trend:** a phenomenon that influences things for a long period of time, potentially shifting the focus or direction of industry and society in a completely different direction
- **VFR:** an acronym for visiting friends and relatives; a tourism consumer market

How well do you know your key terms?



An interactive or media element has been excluded from this version of the text. You can view it online here: <https://opentextbc.ca/introtourism2e/?p=1793>

Exercises

1. What are three benefits of globalization in terms of tourism? What are three negative impacts due to global tourism?
2. Why is it important for a local tour operator, general manager, or tourism business owner to think about globalization? Where should we be looking to understand globalization and future trends? Name three sources.
3. How can you tell the difference between a fad and a trend?
4. Identify two current political trends by reading this week's headlines or scanning a social media news feed. What impacts do you see those trends having on tourism and hospitality?
5. The claim of an authentic experience is a common promise for tourism marketers. Thinking back to previous chapters (e.g., [Chapter 3](#) on accommodation, [Chapter 6](#) on entertainment, [Chapter 12](#) on Indigenous tourism), name two ways visitors can determine whether an experience is authentic. In your own words, what is the value of authenticity, if any, in a globalized world?
6. The industry has lobbied the Canadian government for policy changes that could help our country become a more competitive destination. Name two areas where these changes could be made.
7. Name an economic trend that is prevalent in today's news and media (e.g., the position of Canada's dollar versus the U.S. dollar). List the five sectors of tourism, and next to each, identify two impacts this economic trend will have on the sector. Will the effects be the same across the industry? Or different?
8. Name three environmental trends (e.g., climate change). For help, you can refer back to [Chapter 10](#) on environmental stewardship.
9. Destinations are beginning to recognize a trend toward travel as a bonding experience for families and groups. What kinds of experiences can be developed to attract this market? Name three

examples.

10. Thinking into the future, predict one trend in each PESTLE area (political, economic, social, technological, legal and environmental) that you feel will have long-lasting effects on tourism and hospitality.
11. Imagine you own a small tourism or hospitality business. Using one future trend you identified in the previous question, and referring back to [Chapter 11](#) on risk management and legal liability, identify three ways you could mitigate the negative impacts of this trend.

Case Study: The Rise of Dark Tourism

A 2014 article in the *The Atlantic* titled [“The Rise of Dark Tourism”](#) profiled the increase in travel to destinations and cities related to war, famine, disease, or other dark cultural phenomena, often in real time.

The article primarily used examples of travel to war-torn areas of the Middle East. For instance, a tour that culminates at the Quneitra Viewpoint allows visitors to watch battles of the Syrian civil war in real time. Tour leaders include a retired Israel Defense Forces colonel who shared that tourists to the area “feel that they are a part of it. They can go home and tell their friends, ‘I was on the border and I saw a battle’” (Kamin, 2014, para. 2). Other tours travel to the Israeli border town of Sderot, an area on the Gaza Strip under heavy rocket fire.

According to Philip Stone, director of the Institute for Dark Tourism Research at the U.K.’s University of Central Lancashire, while war tourism is not a new phenomenon, the increased commercialization has marked a new trend. Dark tourism now has a more sophisticated infrastructure than the days when Thomas Cook took visitors to see hangings, and the increase in technology and interpersonal communications has caused this area of tourism to grow at a faster rate (Kamin, 2014).

The article cites media phenomena such as VICE videos (online documentaries) and celebrity chef Anthony Bourdain’s show *Parts Unknown*, as well as the growth of the adventure tourism industry, as contributing factors. They list hyper-extreme tour operators such as War Zone Tours and Wild Frontiers (both in operation since the 1990s) as pioneers of the sector. More recent examples include former journalist Nicholas Wood, who formed Political Tours, a company that takes around a year to plan small-group excursions to political hot spots such as Libya, to the tune of \$7,000 per guest (Kamin, 2014).

In addition to group tours, FIT (fully independent travellers) are creating their own extreme experiences, such as joining protestors in Kiev’s Independence Square and visiting Tahrir Square in Egypt to witness the election of Mohammed Morsi (Kamin, 2014).

Travel to North Korea is also a growing market, doubling in size each year with between 6,000 and 7,000 people making the trip in 2013. Some travellers cite their visits to countries and areas such as these with motivating them toward becoming journalists and activists. Others state their experiences are therapeutic, helping them to understand their own difficult experiences or those of others, such as the military service of family members (Kamin, 2014). According to one of these tourists, “You go to the most extreme place in order to not be alone with your feelings. You really can’t be anywhere else but there” (Kamin, 2014, para. 25).

Refer to the [Institute for Dark Tourism Research](#) and answer the following questions:

1. Would you classify this type of travel as a trend, or a fad?
2. The article seems to imply that dark tourism is an extension of adventure tourism. Do you agree? Why or why not?
3. How does the concept of authenticity of experience factor into dark tourism?
4. Imagine you are a citizen in a part of the world that is experiencing hardship and this type of tourism is increasing in your community. How might you feel about it?
5. Imagine you go to a famous battlefield where Canadians had fought and died, such as Vimy Ridge the World War I battlefield in France. What are the visitor motivations and what is the outcome of the visitor experience?
6. Would you classify visits to Ground Zero in New York as dark tourism? Why or why not?
7. What are the implications for tourism operators in these areas in terms of risk management and legal liability?

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Glossary

8 Ps of services marketing

Refers to product, place, promotion, pricing, people, programming, partnership, and physical evidence.

Adventure tourism

Outdoor activities with an element of risk, usually somewhat physically challenging and undertaken in natural, undeveloped areas.

adventure tourism

Outdoor activities with an element of risk, usually somewhat physically challenging and undertaken in natural, undeveloped areas.

Advertorial

Print content (sometimes appearing online) that is a combination of an editorial feature and paid advertising.

advertorial

Print content (sometimes appearing online) that is a combination of an editorial feature and paid advertising.

Agritourism

Tourism experiences that highlight rural destinations and prominently feature agricultural operations

agritourism

Tourism experiences that highlight rural destinations and prominently feature agricultural operations

Ancillary revenues

Money earned on non-essential components of the transportation experience including headsets, blankets, and meals.

ancillary revenues

Money earned on non-essential components of the transportation experience including headsets, blankets, and meals.

Appropriation

The action of taking something for one's own use, typically without the owner's permission.

appropriation

The action of taking something for one's own use, typically without the owner's permission.

Art museum

Museums that collect historical and modern works of art for the educational purposes and to preserve them for future generations.

art museum

Museums that collect historical and modern works of art for the educational purposes and to preserve them for future generations.

Art museums

Museums that collect historical and modern works of art for educational purposes and to preserve them for future generations.

Asia-Pacific Economic Cooperation (APEC)

A forum that brings together countries from the Asia Pacific region (including Canada), and which has a Tourism Working Group that looks at policy development in a tourism context.

Assets

Items of value owned by a business to be used in the production and service of the experience.

assets

Items of value owned by a business to be used in the production and service of the experience.

Association of Canadian Mountain Guides (ACMG)

Canada's only internationally recognized guiding association, offering a range of certifications.

Association of Canadian Travel Agencies (ACTA)

A trade organization established in 1977 to ensure high standards of customer service, engage in advocacy for the trade, conduct research, and facilitate travel agent training.

Authentic Indigenous Artisan Program

Protects Indigenous artists by identifying three tiers of artwork based on the degree to which Indigenous people have participated in their creation; a tool to combat cultural appropriation.

Authenticity of experience

A hot topic in tourism that started with MacCannell in 1976 and continues to today; discussion of the extent to which experiences are staged for visitors.

authenticity of experience

A hot topic in tourism that started with MacCannell in 1976 and continues to today; discussion of the extent to which experiences are staged for visitors.

Avalanche Canada

A not-for-profit society that provides public avalanche forecasts and education for back country travellers venturing into avalanche terrain, dedicated to a vision of eliminating avalanche injuries and fatalities in Canada.

Average cheque

Total sales divided by number of guests served.

average cheque

Total sales divided by number of guests served.

Average daily rate (ADR)

Average guest room income per occupied room in a given time period.

average daily rate (ADR)

Average guest room income per occupied room in a given time period.

Back of house

Food production areas not accessible to guests and not generally visible; also known as heart of house

back of house

Food production areas not accessible to guests and not generally visible; also known as heart of house

BC Hospitality Foundation (BCHF)

Created to help support hospitality professionals in their time of need; now also a provider of scholarships for students in hospitality management and culinary programs.

BC Hotel Association (BCHA)

The trade association for BC's hotel industry, which hosts an annual industry trade show and seminar series, and publishes *InnFocus* magazine for professionals.

BC Lodging and Campgrounds Association (BCLCA)

Represents the interests of independently owned campgrounds and lodges in BC.

BC Parks

The agency responsible for management of provincial parks in British Columbia.

BC Restaurant & Foodservices Association (BCRFA)

Representing the interests of more than 3000 of the province's foodservice operators in matters including wages, benefits, and liquor licenses, and other relevant matters.

Beverage costs

Beverages sold in liquor-licensed operations; this usually only includes alcohol, but in unlicensed operations, it includes coffee, tea milk, juices, and soft drinks.

beverage costs

Beverages sold in liquor-licensed operations; this usually only includes alcohol, but in unlicensed operations, it includes coffee, tea milk, juices, and soft drinks.

Blue Sky Policy

Canada's approach to open skies agreements that govern which countries' airlines are allowed to fly to, and from, Canadian destinations.

Botanical garden

A garden that displays native and/or non-native plants and trees, often running educational programming.

botanical garden

A garden that displays native and/or non-native plants and trees, often running educational programming.

Breach in the standard of care

Failure of a defendant to work to the recognized standard.

breach in the standard of care

Failure of a defendant to work to the recognized standard.

BRIC

An acronym for the growing economies of Brazil, Russia, India, and China.

BRICS

The acronym for the BRIC countries with the addition of South Africa.

British Columbia Golf Marketing Alliance

A strategic alliance representing 58 regional and destination golf resorts in BC with the goal of having BC achieve recognition nationally and internationally as a leading golf destination.

British Columbia Government Travel Bureau (BCGTB)

The first recognized provincial government organization responsible for the tourism marketing of British Columbia.

British Columbia Guest Ranchers Association (BCGRA)

An organization offering marketing opportunities and development support for BC's guest ranch operators.

British Columbia Lottery Corporation (BCLC)

The crown corporation responsible for operating casinos, lotteries, bingo halls, and online gaming in the province of BC.

British Columbia Snowmobile Federation (BCSF)

An organization offering snowmobile patrol services, lessons on operations, and advocating for the maintenance of riding areas in BC.

Business Events Industry Coalition of Canada (BEICC)

An advocacy group for the meetings and events industry in Canada.

Camping and RVing British Columbia Coalition (CRVBCC)

Represents campground managers and brings together additional stakeholders including the Recreation Vehicle Dealers Association of BC and the Freshwater Fisheries Society.

Canada West Ski Areas Association (CWSAA)

Founded in 1966 and headquartered in Kelowna, BC, CWSAA represents ski areas and industry suppliers and provides government and media relations as well as safety and risk management expertise to its membership.

Canada's West Marketplace

A partnership between Destination BC and Travel Alberta, showcasing BC travel products in a business-to-business sales environment.

Canada's West Marketplace

A partnership between Destination BC and Travel Alberta, showcasing BC travel products in a business-to-business sales environment.

Canadian Association of Tour Operators (CATO)

A membership-based organization that serves as the voice of the tour operator segment and engages in professional development and networking in the sector.

Canadian Pacific Railway (CPR)

A national railway company widely regarded as establishing tourism in Canada and BC in the late 1800s and early 1900s.

Canadian Ski Guide Association (CSGA)

Founded in British Columbia, an organization that runs a training institute for professional guides, and a separate non-profit organization representing CSGA guide and operating members.

Canadian Sport Tourism Alliance (CSTA)

Created in 2000, an industry organization funded by the CTC, now Destination Canada, to increase Canadian capacity to attract and host sport tourism events.

Canadian Tourism Commission (CTC)

The previous (old) name for Destination Canada.

Capacity

The ability of a person to enter into a legal agreement; depends on the age and mental state of the person (among other factors).

capacity

The ability of a person to enter into a legal agreement; depends on the age and mental state of the person (among other factors).

Captured patrons

Consumers with limited selection or choice of food or beverage provider given their occupation or location.

captured patrons

Consumers with limited selection or choice of food or beverage provider given their occupation or location.

carbon offsetting

A market-based system that provides options for organizations to invest in green initiatives to offset their own carbon emissions.

Carbon offsetting

A market-based system that provides options for organizations to invest in green initiatives to offset their own carbon emissions.

Career planning

A series of deliberate steps with outcomes to help individuals achieve their short- and long-term career goals.

career planning

A series of deliberate steps with outcomes to help individuals achieve their short- and long-term career goals.

Carrying capacity

The maximum number of a given species that can be sustained in a specific habitat or biosphere without negative impacts.

carrying capacity

The maximum number of a given species that can be sustained in a specific habitat or biosphere without negative impacts.

Causation

A strong link between the actions of the defendant and the injury to the plaintiff.

causation

A strong link between the actions of the defendant and the injury to the plaintiff.

co-op education

A special program offered by a college/university in which students alternate work and study, usually spending a number of weeks in full-time study and a number in full-time employment away from the campus.

Co-op education

A special program offered by a college/university in which students alternate work and study, usually spending a number of weeks in full-time study and a number in full-time employment away from the campus.

Collaborative consumption

Also known as the sharing economy, a blend of economy, technology, and social movement where access to goods and skills is more important than ownership (e.g., Airbnb).

collaborative consumption

Also known as the sharing economy, a blend of economy, technology, and social movement where access to goods and skills is more important than ownership (e.g., Airbnb).

Commercial Bear Viewing Association of BC (CBVA)

Promoters of best practices in sustainable viewing, training, and certification for guides, and advocating for land use practices.

Commercial foodservice

Operations whose primary business is food and beverage.

commercial foodservice

Operations whose primary business is food and beverage.

commercial general liability insurance

The most common type of liability insurance that provides coverage for litigation; generally legal costs and personal injury settlements arising from a lawsuit are covered.

Commercial general liability insurance

The most common type of liability insurance that provides coverage for litigation; generally legal costs and personal injury settlements arising from a lawsuit are covered.

Community destination marketing organization (CDMO)

A DMO that represents a city or town.

community destination marketing organization (CDMO)

A DMO that represents a city or town.

Community gaming centres (CGCs)

Small-scale gaming establishments, typically in the form of bingo halls.

community gaming centres (CGCs)

Small-scale gaming establishments, typically in the form of bingo halls.

Competitive set

A marketing term used to identify a group of hotels that include all competitors that a hotel's guests are likely to go to consider an alternative to the company (minimum of three).

competitive set

A marketing term used to identify a group of hotels that include all competitors that a hotel's guests are likely to go to consider an alternative to the company (minimum of three).

Conferences

Business events that have specific themes and are held for smaller groups than conventions.

conferences

Business events that have specific themes and are held for smaller groups than conventions.

Conflict management

The practice of being able to identify and handle conflicts sensibly, fairly, and efficiently.

conflict management

The practice of being able to identify and handle conflicts sensibly, fairly, and efficiently.

conscious consumerism

Refers to consumers using their purchasing power to shape the world according to their values and beliefs.

Conscious consumerism

Refers to consumers using their purchasing power to shape the world according to their values and beliefs.

consideration

The value exchanged between parties in the contract (money, services, or waiving legal rights).

Consideration

The value exchanged between parties in the contract (money, services, or waiving legal rights).

conventions

Business events that generally have very large attendance, are held annually in different locations each year, and usually require a bidding process.

Conventions

Business events that generally have very large attendance, are held annually in different locations each year, and usually require a bidding process.

costs per occupied room (CPOR)

All the costs associated with making a room ready for a guest (linens, cleaning costs, guest amenities).

Costs per occupied room (CPOR)

All the costs associated with making a room ready for a guest (linens, cleaning costs, guest amenities).

cross-utilization

When a menu is created to make multiple uses of a small number of staple pantry ingredients, helping to keep food costs down.

Cross-utilization

When a menu is created to make multiple uses of a small number of staple pantry ingredients, helping to keep food costs down.

Crown land

Land owned and managed by either the provincial or federal governments.

Crown land tenure

Rights given to commercial organizations to operate on Crown land.

Cruise BC

A multi-stakeholder organization responsible for the development and marketing of British Columbia as a cruise destination.

Cruise Lines International Association (CLIA)

The world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia.

culinary tourism

Tourism experiences where the key focus is local and regional food and drink, often highlighting the heritage of products involved and techniques associated with their production.

Culinary tourism

Tourism experiences where the key focus is local and regional food and drink, often highlighting the heritage of products involved and techniques associated with their production.

cultural commodification

The drive toward putting a monetary value on aspects of a culture.

Cultural commodification

The drive toward putting a monetary value on aspects of a culture.

cultural/heritage tourism

When tourists travel to a specific destination in order to participate in a cultural or heritage-related event.

Cultural/heritage tourism

When tourists travel to a specific destination in order to participate in a cultural or heritage-related event.

Customer lifetime value (CLV)

A view of customer relationships that looks at long-term cycle of customer interactions, rather than at single transactions.

customer lifetime value (CLV)

A view of customer relationships that looks at long-term cycle of customer interactions, rather than at single transactions.

customer needs

Gaps between what customers have and what they would like to have.

Customer needs

Gaps between what customers have and what they would like to have.

customer orientation

Positioning a business or organization so that customer interests and value are the highest priority.

Customer orientation

Positioning a business or organization so that customer interests and value are the highest priority.

customer relationship management (CRM)

A strategy used by businesses to select customers and to maintain relationships with them to increase their lifetime value to the business.

Customer relationship management (CRM)

A strategy used by businesses to select customers and to maintain relationships with them to increase their lifetime value to the business.

customer wants

Needs of which customers are aware.

Customer wants

Needs of which customers are aware.

Declaration on the Rights of Indigenous People

A 2007 statement that set forth the minimum standards for the survival, dignity, and well-being of the indigenous peoples of the world.

Destination BC

The provincial destination marketing organization (DMO) responsible for tourism marketing and development in BC, formerly known as Tourism BC.

Destination Canada

Destination Canada, is a Crown corporation previously known as the Canadian Tourism Commission (CTC). Destination Canada is responsible for promoting Canada in both domestic and foreign markets. Destination Canada also works with private companies, travel services

providers, meeting professionals, and government organizations to help leverage Canada's tourism brand and provide the industry with valuable visitor data.

destination management company (DMC)

A company that creates and executes corporate travel and event packages designed for employee rewards or special retreats.

Destination management company (DMC)

A company that creates and executes corporate travel and event packages designed for employee rewards or special retreats.

destination marketing organization (DMO)

Also known as a destination management organization; includes national tourism boards, state/provincial tourism offices, and community convention and visitor bureaus.

Destination marketing organization (DMO)

Also known as a destination management organization; includes national tourism boards, state/provincial tourism offices, and community convention and visitor bureaus.

Destination mountain resorts

Large-scale mountain resorts where the draw is the resort itself; usually the resort offers all services needed in a tourism destination.

destination mountain resorts

Large-scale mountain resorts where the draw is the resort itself; usually the resort offers all services needed in a tourism destination.

dine-and-dash

The term commonly used in the industry for when a patron eats but does not pay for his or her meal.

Dine-and-dash

The term commonly used in the industry for when a patron eats but does not pay for his or her meal.

direct climate impacts

What will occur directly as a result of changes to the climate such as extreme weather events.

Direct climate impacts

What will occur directly as a result of changes to the climate such as extreme weather events.

Dive Industry Association of BC

A marketing and advocacy organization protecting the interests of divers, dive shops, guides, dive instructors, and diving destinations in BC.

diversity

A term used by some in the industry to describe the makeup of the industry in a positive way; acknowledging that tourism is a diverse compilation of a multitude of businesses, services, organizations, and communities.

Diversity

A term used by some in the industry to describe the makeup of the industry in a positive way; acknowledging that tourism is a diverse compilation of a multitude of businesses, services, organizations, and communities.

Domestic Independent Traveler (DIT)

a person travelling in their home country that creates their own itinerary and travel plans with out the aid of a travel agent or organization, this may include using the resources of online and bricks and motor supplier resources.

domestic independent traveller (DIT)

A person travelling in their home country who creates their own itinerary and travel plans without the aid of a travel agent or organization. This may include using the resources of online and brick-and-mortar suppliers.

duty to care

The relationship between the plaintiff and defendant (monetary, supervisory, custodial or otherwise) that requires a responsibility on behalf of one party to care for the other.

Duty to care

The relationship between the plaintiff and defendant (monetary, supervisory, custodial or otherwise) that requires a responsibility on behalf of one party to care for the other.

e-commerce

Electronic commerce; performing business transactions online while collecting rich data about consumers.

E-commerce

Electronic commerce; performing business transactions online while collecting rich data about consumers.

ecological footprint

A model that calculates the amount of natural resources needed to support society at its current standard of living.

Ecological footprint

A model that calculates the amount of natural resources needed to support society at its current standard of living.

emerging markets

Markets for BC that are monitored and explored by Destination BC — China, India, and Mexico.

Emerging markets

Markets for BC that are monitored and explored by Destination BC -- China, India, and Mexico.

Employment Standards Act

Defines legal requirements around employment such as minimum wage, breaks, meal times, vacation pay, statutory holidays, age of employment, and leave from work.

entertainment

(As it relates to tourism) includes attending festivals, events, fairs, spectator sports, zoos, botanical gardens, historic sites, cultural venues, attractions, museums, and galleries.

Entertainment

(As it relates to tourism) includes attending festivals, events, fairs, spectator sports, zoos, botanical gardens, historic sites, cultural venues, attractions, museums, and galleries.

Environmental accreditation or certification

A voluntary system that establishes environmental standards and regulates adherence to reducing environmental impacts.

Environmental Assessment Office

The provincial agency responsible for reviewing large projects occurring on Crown land in BC.

environmental management

Policies and procedures designed to protect natural values while providing a framework for use.

Environmental management

Policies and procedures designed to protect natural values while providing a framework for use.

environmental stewardship

The practice of ensuring natural resources are conserved and used responsibly in a way that balances the needs of various groups.

Environmental stewardship

The practice of ensuring natural resources are conserved and used responsibly in a way that balances the needs of various groups.

Eskimo

A term once used by non-Inuit people to describe Inuit people; no longer considered appropriate.

ethnic restaurant

A restaurant based on the cuisine of a particular region or country, often reflecting the heritage of the head chef or owner.

Ethnic restaurant

A restaurant based on the cuisine of a particular region or country, often reflecting the heritage of the head chef or owner.

event

A happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion; can include mega-events, special events, hallmark events, festivals, and local community events.

Event

A happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion; can include mega-events, special events, hallmark events, festivals, and local community events.

Excursionist

same-day visitors in a destination. Their trip typically ends on the same day when they leave the destination.

excursionist

A same-day visitor to a destination. Their trip typically ends on the same day when they leave the destination.

experiential learning

Learning that takes place when a student directly participates in experiences designed for a learning

purpose. Takes place both inside and outside of the classroom, and involves reflection as well as action.

Experiential learning

Learning that takes place when a student directly participates in experiences designed for a learning purpose; takes place both inside and outside of the classroom; and involves reflection as well as action.

export-ready criteria

The highest level of market readiness, with sophisticated travel distribution trade channels, to attract out-of-town visitors and highly reliable service standards, particularly with groups.

Export-ready criteria

The highest level of market readiness, with sophisticated travel distribution trade channels, to attract out-of-town visitors and highly reliable service standards, particularly with groups.

exposure avoidance

A risk control technique that avoids any exposure to that particular risk.

Exposure avoidance

A risk control technique that avoids any exposure to that particular risk.

fad

Something taken up in a finite, short amount of time. Can represent a valuable business opportunity, but investment can be risky.

Fad

Something taken up in a finite, short amount of time – can represent a valuable business opportunity, but investment can be risky.

familiarization tours (FAMs)

Tours provided to overseas travel agents, travel agencies, RTOs, and others to provide information about a certain product at no or minimal cost to participants. The short form is pronounced like the start of the word "family" (not as each individual letter).

Familiarization tours (FAMs)

Tours provided to overseas travel agents, travel agencies, RTOs, and others to provide information about a certain product at no or minimal cost to participants — the short form is pronounced like the start of the word family (not as each individual letter).

family/casual restaurant

A restaurant type that is typically open for all three meal periods, offering affordable prices and able to serve diverse tastes and accommodate large groups.

Family/casual restaurant

A restaurant type that is typically open for all three meal periods, offering affordable prices and able to serve diverse tastes and accommodate large groups.

festival

Public event that features multiple activities in celebration of a culture, an anniversary or historical date, art form, or product (food, timber, etc.).

Festival

Public event that features multiple activities in celebration of a culture, an anniversary or historical date, art form, or product (food, timber, etc.).

Fine dining restaurant

Licensed food and beverage establishment characterized by high-end ingredients and preparations and highly trained service staff.

fine dining restaurant

Licensed food and beverage establishment characterized by high-end ingredients and preparations and highly trained service staff.

First Nation

One of the three recognized groups of Canada's Aboriginal peoples (along with Inuit and Métis).

First Nations

One of the three recognized groups of Canada's Indigenous peoples (along with Inuit and Métis).

First Nations land

Land under Aboriginal title or that is managed by First Nations.

FirstHost

An Indigenous tourism workshop focusing on hospitality service delivery and the special importance of the host, guest, and place relationship.

Food and beverage (F & B)

Type of operation primarily engaged in preparing meals, snacks, and beverages, to customer order, for immediate consumption on and off the premises.

food and beverage (F & B)

Type of operation primarily engaged in preparing meals, snacks, and beverages, to customer order, for immediate consumption on and off the premises.

Food cost

Price including freight charges of all food served to the guest for a price (does not include food and beverages given away, which are quality or promotion costs).

food cost

Price including freight charges of all food served to the guest for a price (does not include food and beverages given away, which are quality or promotion costs).

Food primary

A licence required to operate a restaurant whose primary business is serving food (rather than alcohol).

food primary

A licence required to operate a restaurant whose primary business is serving food (rather than alcohol).

Foodie

A term (often used by the person themselves) to describe a food and beverage enthusiast.

foodie

A term (often used by the person themselves) to describe a food and beverage enthusiast.

Foreign Independent Traveler (FIT)

a person travelling outside their home country that creates their own itinerary and travel plans without the aid of a travel agent or organization, this may include using the resources of online and bricks and mortar supplier resources.

foreign independent traveller (FIT)

A person travelling outside their home country who creates their own itinerary and travel plans without the aid of a travel agent or organization. This may include using the resources of online and brick-and-mortar suppliers.

Fractional ownership

A financing model that developers use to finance hotel builds by selling units in one-eighth to one-quarter shares.

fractional ownership

A financing model that developers use to finance hotel builds by selling units in one-eighth to one-quarter shares.

Fragmentation

A phenomenon observed by some industry insiders whereby the tourism industry is unable to work together towards common marketing and lobbying (policy-setting) objectives.

fragmentation

A phenomenon observed by some industry insiders whereby the tourism industry is unable to work together towards common marketing and lobbying (policy-setting) objectives.

Franchise

Enables individuals or investment companies to build or purchase a business and then buy or lease a brand name under which to operate; also can include reservation systems and marketing tools.

franchise

Enables individuals or investment companies to build or purchase a business and then buy or lease a brand name under which to operate; also can include reservation systems and marketing tools.

Franchisee

An individual or company buying or leasing a franchise.

franchisee

An individual or company buying or leasing a franchise.

Franchisor

A company that sells franchises.

franchisor

A company that sells franchises.

Front of house

Public areas of the establishment; in quick service it includes the ordering and product serving area.

front of house

Public areas of the establishment. In quick service, it includes the ordering and product serving area.

Full-service restaurants

Casual and fine dining restaurants where guests order food seated and pay after they have finished their meal.

full-service restaurants

Casual and fine dining restaurants where guests order food seated and pay after they have finished their meal.

Fully independent traveller (FIT)

A traveller who makes his or her own arrangements for accommodations, transportation, and tour components; is independent of a group.

fully independent traveller (FIT)

A traveller who makes his or her own arrangements for accommodations, transportation, and tour components and is independent of a group.

Globalization

The movement of goods, ideas, values, and people around the world.

globalization

The movement of goods, ideas, values, and people around the world.

Greenwashing

The act of claiming a product is "green" or environmentally friendly solely for marketing and promotional purposes.

greenwashing

The act of claiming a product is "green" or environmentally friendly solely for marketing and promotional purposes.

Guide Outfitters Association of BC (GOABC)

Established in 1966 to promote and preserve the interests of guide outfitters, who take hunters out into wildlife habitat; publishers of *Mountain Hunter* magazine.

HelloBC

Online travel services platform of Destination BC providing information to the visitor and potential visitor for trip planning purposes.

Heterogeneous

Variable, a generic difference shared by all services.

heterogeneous

Variable: a generic difference shared by all services.

Hidden job market

Employment opportunities that aren't posted through traditional channels, but rather arise because of a person's connections and relationships.

hidden job market

Employment opportunities that aren't posted through traditional channels, but rather arise because of a person's connections and relationships.

Homogenizing

Making the same, as in the effect of tourism helping to spread Western values, rendering one culture indistinguishable from the next.

homogenizing

Making the same, i.e., the effect of tourism helping to spread Western values, rendering one culture indistinguishable from the next.

Hospitality

The accommodations and food and beverage industry groupings.

hospitality

The accommodations and food and beverage industry groupings.

Hotel Association of Canada (HAC)

The national trade organization advocating on behalf of over 8,500 hotels.

Hotel Guest Registration Act

Requires hotel keepers to register guests appropriately, which includes noting the guest's arrival and departure dates, home address, and type and licence number of any vehicle.

Hotel Keepers Act

Allows an accommodation provider to place a lien on guest property for unpaid bills, limits the liability of the hotel keeper when guest property is stolen and/or damaged, and gives the provider authority to require guests to leave in the event of a disturbance.

Hotel type

A classification determined primarily by the size and location of the building structure, and then by the function, target markets, service-level, other amenities and industry standards.

hotel type

A classification determined primarily by the size and location of the building structure, and then by the function, target markets, service-level, other amenities and industry standards.

In country

A term to describe using a local-ownership approach in order for the wealth generated from tourism to stay in a destination.

in country

A term to describe using a local-ownership approach in order for the wealth generated from tourism to stay in a destination.

Inbound tour operator

An operator who packages products together to bring visitors from external markets to a destination.

inbound tour operator

An operator who packages products together to bring visitors from external markets to a destination.

Incentive travel

A global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals.

incentive travel

A global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals.

Indian (or Native Indian)

A legal term in Canada. It has been used to describe Indigenous people, but is now considered inappropriate.

Indigenous cultural experiences

Experiences that are offered in a manner that is appropriate, respectful, and true to the Indigenous culture being portrayed.

Indigenous cultural tourism

Indigenous tourism that incorporates Indigenous culture as a significant portion of the experience in a manner that is appropriate, respectful, and true (see Indigenous cultural experiences).

Indigenous peoples

Groups specially protected in international or national legislation as having a set of specific rights based on their historical ties to a particular territory, and their cultural or historical distinctiveness from other populations. Indigenous peoples are recognized in the Canadian Constitution Act as comprising three groups: First Nations, Métis, and Inuit.

Indigenous tourism

Tourism businesses that are majority owned and operated by First Nations, Métis, and Inuit.

Indigenous Tourism Association of BC (ITBC)

the organization responsible for developing and marketing Indigenous tourism experiences in BC in a strategic way; marketing stakeholder members are over 51% owned and operated by First Nations, Métis, and Inuit

Indigenous Tourism Association of Canada (ITAC)

A consortium of over 20 Indigenous tourism industry organizations and government representatives from across Canada.

Indigenous Tourism BC (ITBC)

The organization responsible for developing and marketing Indigenous tourism experiences in B.C. in a strategic way. Marketing stakeholder members are over 51% owned and operated by First Nations, Métis, and Inuit.

Indirect environmental change impacts

What will occur indirectly as a result of climate change, including damages to infrastructure.

indirect environmental change impacts

What will occur indirectly as a result of climate change, including damages to infrastructure.

Influencers

individuals with a strong online presence and following who can use their knowledge, authority, and relationships with followers to share brand-aligned content and inspire travellers to visit or purchase

influencers

Individuals with a strong online presence and following who can use their knowledge, authority, and relationships with followers to share brand-aligned content and inspire travellers to visit destinations or purchase products.

Informational interview

A short appointment where you learn about an employer, or a specific role, from someone already established in the field.

informational interview

A short appointment where you learn about an employer or a specific role from someone already established in the field.

Inherent risk

Risk that is inherent to the activity and that cannot be removed.

inherent risk

Risk that is inherent to the activity and that cannot be removed.

Injury

Proof the plaintiff did in fact receive an injury resulting in damage; can be bodily injury or property damage.

injury

Proof the plaintiff did in fact receive an injury resulting in damage; can be bodily injury or property damage.

inseparable

In relation to goods and services. Services cannot be separated from the service provider as the production and consumption happens at the same time.

Intangible

Untouchable, a characteristic shared by all services.

intangible

Untouchable: a characteristic shared by all services.

Integrated marketing communications (IMC)

Planning and coordinating all the promotional mix elements and internet marketing so they are as consistent and as mutually supportive as possible.

integrated marketing communications (IMC)

Planning and coordinating all the promotional mix elements and internet marketing so they are as consistent and as mutually supportive as possible.

Intentional torts

Assault, battery, trespass, false imprisonment, nuisance, and defamation.

intentional torts

Assault, battery, trespass, false imprisonment, nuisance, and defamation.

Interactive media

Online and mobile platforms.

interactive media

Online and mobile platforms.

International Air Transport Association (IATA)

The trade association for the world's airlines.

International Civil Aviation Organization (ICAO)

A specialized agency of the United Nations that creates global air policy and helps to develop industry capacity and safety.

International Festivals and Events Association (IFEA)

Organization that supports professionals who produce and support celebrations for the benefit of their respective communities.

Internship

Short-term, supervised work experience in a student's field of interest for which the student may earn academic credit.

internship

Short-term, supervised work experience in a student's field of interest for which the student may earn academic credit.

Interpersonal factors

The influence of cultures, social classes, family, and opinion leaders on consumers.

interpersonal factors

The influence of cultures, social classes, family, and opinion leaders on consumers.

Inuit

One of the three recognized groups of Canada's Indigenous peoples (along with First Nation and Métis), from the Arctic region of Canada.

Larrakia Declaration

A set of principles developed to guide appropriate Indigenous tourism development.

Liquor and Cannabis Regulation Branch (LCRB)

The BC government agency responsible for legislation and control of alcohol and cannabis sales, service, manufacture, import, and distribution in the province.

Liquor Control and Licensing Act

Defines the ways in which alcohol can be made, imported, purchased, and consumed in BC.

Liquor Control and Licensing Branch (LCLB)

The BC government agency responsible for legislation and control of alcohol sales, service, manufacture, import, and distribution in the province.

Liquor primary licences

The type of licence needed in BC to operate a business that is in the primary business of selling alcohol (most pubs, nightclubs and cabarets fall into this category).

liquor primary licences

The type of licence needed in BC to operate a business that is in the primary business of selling alcohol (most pubs, nightclubs and cabarets fall into this category).

Loss reduction

A risk control technique that reduces the severity of the impact of the risk should it occur.

loss reduction

A risk control technique that reduces the severity of the impact of the risk should it occur.

Low-cost carrier (LCC)

An airline that competes on price, cutting amenities and striving for volume to achieve a profit.

low-cost carrier (LCC)

An airline that competes on price, cutting amenities and striving for volume to achieve a profit.

Loyalty programs

Programs that identify and build databases of frequent customers to promote directly to them, and to reward and provide special services for those frequent customers.

loyalty programs

Programs that identify and build databases of frequent customers to promote directly to them, and to reward and provide special services for those frequent customers.

Marae

A communal or sacred centre that serves a religious and social purpose in Polynesian societies.

marae

A communal or sacred centre that serves a religious and social purpose in Polynesian societies.

Market segmentation

Specific groups of people with a similar profile, allowing marketers to target their messaging.

market segmentation

Specific groups of people with a similar profile, allowing marketers to target their messaging.

Market-ready business

A business that goes beyond visitor readiness to demonstrate strengths in customer service, marketing, pricing and payments policies, response times and reservations systems, and so on.

market-ready business

A business that goes beyond visitor readiness to demonstrate strengths in customer service, marketing, pricing and payments policies, response times and reservations systems, and so on.

Marketing

A continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants, and its own organization's objectives.

marketing

A continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants, and its own organization's objectives.

Marketing orientation

The understanding that a company needs to engage with its markets in order to refine its products and services, and promotional efforts.

marketing orientation

The understanding that a company needs to engage with its markets in order to refine its products and services, and promotional efforts.

Mass media

The use of channels that reach very large markets.

mass media

The use of channels that reach very large markets.

Meeting Professionals International (MPI)

A membership-based professional development organization for meeting meeting and event planners.

Meetings, conventions, and incentive travel (MCIT)

All special events with programming aimed at a business audience.

meetings, conventions, and incentive travel (MCIT)

All special events with programming aimed at a business audience.

Métis

One of the three recognized groups of Canada's Indigenous peoples (along with First Nation and Inuit), meaning "to mix."

Ministry of Environment

The provincial ministry responsible for the environment in BC.

Ministry of Environment and Climate Change Strategy

The provincial ministry responsible for the environment in BC.

MINT

An acronym for the countries of Mexico, Indonesia, Nigeria, and Turkey.

Moment of truth

When a customer's interaction with a front line employee makes a critical difference in their perception of that company or destination.

moment of truth

When a customer's interaction with a front line employee makes a critical difference in their perception of that company or destination.

Monoculture

A farming practice that depletes the soil and encourages the use of pesticides and fertilizers for increased production.

monoculture

A farming practice that depletes the soil and encourages the use of pesticides and fertilizers for increased production.

motel

A term popular in the last century, combining the words "motor hotel"; typically designed to provide ample parking and easy access to rooms from the parking lot.

Motel

A term popular in the last century, combining the words "motor hotel"; typically designed to provide ample parking and easy access to rooms from the parking lot.

National Airports Policy (NAP)

The 1994 policy that saw transfer of 150 airports from federal control to communities and other local agencies, essentially deregulating the industry.

Nature-based tourism

Tourism activities where the motivator is immersion in the natural environment; the focus is often on wildlife and wilderness area.

nature-based tourism

Tourism activities where the motivator is immersion in the natural environment; the focus is often on wildlife and wilderness area.

Nearby markets

Markets for BC, identified by Destination BC as BC, Alberta, and Washington State, characterized by high volume and strong repeat visitation.

nearby markets

Markets for BC, identified by Destination BC as BC, Alberta, and Washington State, characterized by high volume and strong repeat visitation.

Negligence

Failing to meet a reasonable standard of care toward others despite being required to do so.

negligence

Failing to meet a reasonable standard of care toward others despite being required to do so.

Net promoter score (NPS)

A metric designed to monitor customer engagement, reflecting the likelihood that travellers will recommend a destination to friends, family, or colleagues.

net promoter score (NPS)

A metric designed to monitor customer engagement, reflecting the likelihood that travellers will recommend a destination to friends, family, or colleagues.

Networking

Creating relationships within a sector for the purpose of enhancing and developing one's professional identity.

networking

Creating relationships within a sector for the purpose of enhancing and developing one's professional identity.

Next Eleven

A term for the countries Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, the Philippines, South Korea, Turkey, and Vietnam.

Non-commercial foodservice

Establishments where food is served, but where the primary business is not food and beverage service.

non-commercial foodservice

Establishments where food is served, but where the primary business is not food and beverage service.

North American Indian

A term used to describe First people in the United States, still used today.

North American Industry Classification System (NAICS)

A way to group tourism activities based on similarities in business practices, primarily used for statistical analysis.

Occupancy

Percentage of all guest rooms in the hotel that are occupied at a given time.

occupancy

Percentage of all guest rooms in the hotel that are occupied at a given time.

Occupiers Liability Act

Specifies responsibilities for those that occupy a premise such as a house, building, resort, or property to others on their property.

Off-road recreational vehicle (ORV)

Any vehicle designed to travel off of paved roads and on to trails and gravel roads, such as an ATV (all-terrain vehicle) or Jeep.

off-road recreational vehicle (ORV)

Any vehicle designed to travel off of paved roads and on to trails and gravel roads, such as an ATV (all-terrain vehicle) or Jeep.

Online travel agent (OTA)

A service that allows the traveller to research, plan, and purchase travel without the assistance of a person, using the internet on sites such as Expedia.ca or Hotels.com.

online travel agent (OTA)

A service that allows the traveller to research, plan, and purchase travel without the assistance of a person, using the internet on sites such as Expedia.ca or Hotels.com.

Open skies

A set of policies that enable commercial airlines to fly in and out of other countries.

open skies

A set of policies that enable commercial airlines to fly in and out of other countries.

Operating supplies

Generally includes reusable items including cutlery, glassware, china, and linen in full-service restaurants.

operating supplies

Generally includes reusable items including cutlery, glassware, china, and linen in full-service restaurants.

Organisation for Economic Co-operation and Development (OECD)

An organization of 31 member countries who gather to discuss a range of policy issues, with a special committee dedicated to tourism.

organizational culture

Ways of acting, values, and beliefs shared within an organization.

Organizational culture

Ways of acting, values, and beliefs shared within an organization.

Out-of-home (OOH)

Channels in four major categories: billboards, transit, alternative outdoor, and street furniture.

out-of-home (OOH)

Channels in four major categories: billboards, transit, alternative outdoor, and street furniture.

outbound tour operator

An operator who packages and sells travel products to people within a destination who want to travel abroad.

Outbound tour operator

An operator who packages and sells travel products to people within a destination who want to travel abroad.

outdoor recreation

Recreational activities occurring outside; generally in undeveloped area.

Outdoor recreation

Recreational activities occurring outside; generally in undeveloped area.

Outdoor Recreation Council of BC (ORC)

A not-for-profit organization that promotes the benefits of outdoor recreation, represents the community to government and the general public, advocates and educates about responsible land use, provides a forum for exchanging information, and connects different outdoor recreation groups.

Parks Canada

The federal agency responsible for management of national parks, historic sites, and marine conservation areas.

passenger load factor

A way of measuring how efficiently a transportation company uses their vehicles on any given day, calculated for a single flight by dividing the number of passengers by the number of seats.

Passenger load factor

A way of measuring how efficiently a transportation company uses their vehicles on any given day, calculated for a single flight by dividing the number of passengers by the number of seats.

passive customer

A guest who is satisfied (won't complain, but won't celebrate the business either).

Passive customer

A guest who is satisfied (won't complain, but won't celebrate the business either).

PEEST

An acronym for political, economic, environmental, social, and technological forces.

Perceived risk

The perception of the risk level of the practice, activity, or event; varies greatly from person to person.

perishable

Something that is only good for a short period of time, a characteristic shared by all services.

Perishable

Something that is only good for a short period of time, a characteristic shared by all services.

Personal attributes

Describe what you are like as a person/employee, such as your attitude, personality type, and so on.

personal attributes

Descriptions of what someone is like as a person/employee, such as their attitude, personality type, and so on.

personal factors

The needs, wants, motivations, previous experiences, and objectives of consumers that they bring into the decision-making process.

Personal factors

The needs, wants, motivations, previous experiences, and objectives of consumers that they bring into the decision-making process.

PESTLE

An acronym for political, economic, social, technological, legal and environmental forces.

pop-up restaurants

Temporary restaurants with a known expiry date hosted in an unusual location, which tend to be helmed by a well-known or up-and-coming chef and use word-of-mouth in their promotions.

Pop-up restaurants

Temporary restaurants with a known expiry date hosted in an unusual location, which tend to be helmed by a well-known or up-and-coming chef and use word-of-mouth in their promotions.

practicum

Practical experiences outside the classroom, supported by professionals in a workplace environment.

Practicum

Practical experiences outside the classroom, supported by professionals in a workplace environment.

PRICE concept

An acronym that helps marketers remember the need to plan, research, implement, control, and evaluate the components of their marketing plan.

primary costs

Food, beverage, and labour costs for an F&B operation.

Primary costs

Food, beverage, and labour costs for an F&B operation.

print media

Newspapers, magazines, journals, and directories.

Print media

Newspapers, magazines, journals, and directories.

private land

Any land where private property rights apply in BC.

Private land

Any land where private property rights apply in BC.

Profit

The amount left when expenses (including corporate income tax) are subtracted from sales revenue.

profit

The amount left when expenses (including corporate income tax) are subtracted from sales revenue.

Psychographics

psychological characteristics, such as an individuals attitudes, beliefs, values, motivations, and behaviours

psychographics

Psychological characteristics, such as an individuals attitudes, beliefs, values, motivations, and behaviours.

Public galleries

Art galleries that do not generally collect or conserve works of art; rather, they focus on exhibitions of contemporary works as well as programs of lectures, publications and other events.

public gallery

An art gallery that does not generally collect or conserve works of art. Rather, it focuses on exhibitions of contemporary works, as well as programs of lectures, publications, and other events.

quick-service restaurant (QSR)

An establishment where guests pay before they eat; includes counter service, take-out, and delivery.

Quick-service restaurant (QSR)

An establishment where guests pay before they eat; includes counter service, take-out, and delivery.

Railway Safety Act

A 1985 Act to ensure the safe operation of railways in Canada.

real risk

The actual risk of the practice, activity, or event; generally determined by statistical evidence.

Real risk

The actual risk of the practice, activity, or event; generally determined by statistical evidence.

receptive tour operator (RTO)

Someone who represents the products of tourism suppliers to tour operators in other markets in a business-to-business (B2B) relationship.

Receptive tour operator (RTO)

Someone who represents the products of tourism suppliers to tour operators in other markets in a business-to-business (B2B) relationship.

recreation

Activities undertaken for leisure and enjoyment.

Recreation

Activities undertaken for leisure and enjoyment.

regional destination marketing organization (RDMO)

In BC, one of the five DMOs that represent a specific tourism region.

Regional destination marketing organization (RDMO)

In BC, one of the five DMOs that represent a specific tourism region.

regional mountain resorts

Small resorts where the focus is on outdoor recreation for the local communities; may also draw tourists.

Regional mountain resorts

Small resorts where the focus is on outdoor recreation for the local communities; may also draw tourists.

Resort Associations Act

Developed to provide opportunities to fund a variety of promotional services for a community; the act defines what it means to be a resort community.

Restaurants Canada

Representing over 30,000 food and beverage operations including restaurants, bars, caterers, institutions, and suppliers.

revenue

Sales dollars collected from guests.

Revenue

Sales dollars collected from guests.

revenue per available room (RevPAR)

A calculation that combines both occupancy and ADR in one metric.

Revenue per available room (RevPAR)

A calculation that combines both occupancy and ADR in one metric.

ridesharing apps

Applications for mobile devices that allow users to share rides with strangers, undercutting the taxi industry.

Ridesharing apps

Applications for mobile devices that allow users to share rides with strangers, undercutting the taxi industry.

risk

The possibility for loss or harm.

Risk

The possibility for loss or harm.

risk management

Practices, policies, and procedures designed to minimize or eliminate unacceptable risks.

Risk management

Practices, policies, and procedures designed to minimize or eliminate unacceptable risks.

risk retention

The level of risk that is retained by the company through a conscious decision-making process.

Risk retention

The level of risk that is retained by the company through a conscious decision-making process.

risk transfer

A risk mitigation strategy where the risk is transferred to a third party through contract or insurance.

Risk transfer

A risk mitigation strategy where the risk is transferred to a third party through contract or insurance.

Sea Kayak Guides Alliance of BC

Representing more than 600 members in the commercial sea kayaking industry, providing operating standards, guide certification, advocacy, and government liaison services.

self insuring

The practice of an operation retaining the risk rather than transferring through insurance; may be a conscious choice or a necessity based on lack of available coverage.

Self insuring

The practice of an operation retaining the risk rather than transferring through insurance; may be a conscious choice or a necessity based on lack of available coverage.

self-assessment

Informal and formal methods of gathering information about yourself to make career decisions.

Self-assessment

Informal and formal methods of gathering information about yourself to make career decisions.

service learning

Course-based, credit-bearing educational experience in which students participate in organized service that meets community needs, and reflect on the service.

Service learning

Course-based, credit-bearing educational experience in which students participate in organized service that meets community needs, and reflect on the service.

service recovery

What happens when a customer service professional takes actions that result in the customer being satisfied after a service failure has occurred.

Service recovery

What happens when a customer service professional takes actions that result in the customer being satisfied after a service failure has occurred.

services marketing

Marketing that specifically applies to services such as those provided by the tourism and hospitality industries, differs from the marketing of goods.

Services marketing

Marketing that specifically applies to services such as those provided by the tourism and hospitality industries, differs from the marketing of goods.

services marketing triangle

A model for understanding the relationship between the company, its employees, and the customer; differs from traditional marketing where the business speaks directly to the consumer.

Services marketing triangle

A model for understanding the relationship between the company, its employees, and the customer; differs from traditional marketing where the business speaks directly to the consumer.

SERVQUAL

A technique developed to measure service quality.

Sharing economy

An internet-based economic system in which consumers share their resources, typically with people they don't know, and typically in exchange for money.

sharing economy

An internet-based economic system in which consumers share their resources, typically with people they don't know, and typically in exchange for money.

SMERF

An acronym for the social, military, educational, religious, and fraternal segment of the group travel market.

Social Exchange Theory

describes how tourists and hosts' behaviours change as a result of the perceived benefits and threats they create during interaction

social exchange theory

A theory that describes how tourists' and hosts' behaviours change as a result of the perceived benefits and threats they create during interaction.

Social media

Refers to web-based and mobile applications used for social interaction and the exchange of content.

social media

Refers to web-based and mobile applications used for social interaction and the exchange of content.

Societal marketing

Marketing that recognizes a company's place in society and its responsibility to citizens (or at least the appearance thereof).

societal marketing

Marketing that recognizes a company's place in society and its responsibility to citizens (or at least the appearance thereof).

Society for Incentive Travel Excellence (SITE)

A global network of professionals dedicated to the recognition and development of motivational incentives and performance improvement.

Sport tourism

Any activity in which people are attracted to a particular location as a participant, spectator, or visitor to sport attractions, or as an attendee of sport-related business meetings.

sport tourism

Any activity in which people are attracted to a particular location as a participant, spectator, or visitor to sport attractions, or as an attendee of sport-related business meetings.

Stewardship

having the duty of and then actively participating in the careful management of resources

stewardship

Having the duty of and then actively participating in the careful management of resources.

Sustainable development

Planning and development that is mindful of future generations while meeting society's needs today.

sustainable development

Planning and development that is mindful of future generations while meeting society's needs today.

Tangible

Goods the customer can see, feel, and/or taste ahead of payment.

tangible

Goods the customer can see, feel, and/or taste ahead of payment.

Technical skills

Skills and knowledge required to perform specific work.

technical skills

Skills and knowledge required to perform specific work.

Third space

A term used to describe F&B outlets enjoyed as "hang out" spaces for customers where guests and service staff co-create the experience.

third space

A term used to describe F&B outlets enjoyed as "hangout" spaces for customers, where guests and service staff co-create the experience.

Tip-out

The practice of having front-of-house staff pool their gratuities, or pay individually, to ensure back-of-house staff receive a percentage of the tips.

tip-out

The practice of having front-of-house staff pool their gratuities, or pay individually, to ensure back-of-house staff receive a percentage of the tips.

Top priority markets

Markets for BC identified as a top priority for Destination BC -- Ontario, California, Germany,

Japan, United Kingdom, South Korea, Australia -- which are characterized by high revenue and high spend per visitor.

top priority markets

Markets for BC identified as a top priority for Destination BC — Ontario, California, Germany, Japan, United Kingdom, South Korea, Australia — which are characterized by high revenue and high spend per visitor.

Total Quality (TQ)

Integrating all employees, from management to front-level, in a process of continuous learning towards increasing customer satisfaction.

total quality (TQ)

Integrating all employees, from management to front-level, in a process of continuous learning towards increasing customer satisfaction.

Total quality management (TQM)

A process of setting service goals as a team.

total quality management (TQM)

A process of setting service goals as a team.

Tour operator

An operator who packages suppliers together (hotel + activity) or specializes in one type of activity or product.

tour operator

An operator who packages suppliers together (hotel + activity) or specializes in one type of activity or product.

Tourism

Tourism according to the UNWTO is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

tourism

Tourism according to the UNWTO is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

Tourism carrying capacity (TCC)

The maximum number of people that can visit a specific habitat in a set period of time without negative impacts, and without compromising the visitor experience.

tourism carrying capacity (TCC)

The maximum number of people that can visit a specific habitat in a set period of time without negative impacts, and without compromising the visitor experience.

Tourism Industry Association of BC (TIABC)

A membership-based advocacy group formerly known as the Council of Tourism Associations of BC (COTA).

Tourism Industry Association of Canada (TIAC)

The national industry advocacy group.

Tourism marketing system

An approach that guides the planning, execution, and evaluation of tourism marketing efforts (PRICE concept is an approach to this).

tourism marketing system

An approach that guides the planning, execution, and evaluation of tourism marketing efforts (PRICE concept is an approach to this).

Tourism paradox

The concept that tourism operations destroy its very requirements for success -- a pristine natural environment.

tourism paradox

The concept that tourism operations destroy its very requirements for success: a pristine natural environment.

Tourism services

Other services that work to support the development of tourism and the delivery of guest experiences.

tourism services

Other services that work to support the development of tourism and the delivery of guest experiences.

Tourism Supply Chain

the combination of sectors that supply and distribute the needed tourism products, services, and activities within the tourism system

tourism supply chain

The combination of sectors that supply and distribute the needed tourism products, services, and activities within the tourism system.

Tourism world-making

The way in which a place or culture is marketed and/or presented to tourists.

tourism world-making

The way in which a place or culture is marketed and/or presented to tourists.

tourist

Someone who travels at least 80 kilometres from his or her home for at least 24 hours, for business or pleasure or other reasons; can be further classified as domestic, inbound, or outbound.

tourist attraction

A places of interest that pulls visitors to a destination, open to the public for entertainment or education.

Tourist attractions

Places of interest that pull visitors to a destination, open to the public for entertainment or education.

Tourist:

Someone who travels at least 80 kilometres from his or her home for at least 24 hours, for business or pleasure or other reasons; can be further classified as domestic, inbound, or outbound.

trade show or trade fair

Allows a range of vendors to showcase their products and services either to other businesses or to consumers. Can be a standalone event or adjoin a convention or conference.

Trade shows/trade fairs

Can be stand-alone events, or adjoin a convention or conference and allow a range of vendors to showcase their products and services either to other businesses or to consumers.

Tragedy of the commons

The tendency of society to overconsume natural resources for individual gain.

tragedy of the commons

The tendency of society to overconsume natural resources for individual gain.

Transferable skills

Skills required to perform a variety of tasks that can be transferred from one type of job to another.

transferable skills

Skills required to perform a variety of tasks that can be transferred from one type of job to another.

Transportation Safety Board (TSB)

The national independent agency that investigates an average of 3,200 transportation safety incidents across the country every year.

Travel

moving between different locations for leisure and recreation

travel

Moving between different locations for leisure and recreation.

Travel agency

A business that provides a physical location for travel planning requirements.

travel agency

A business that provides a physical location for travel planning requirements.

travel agent

An individual who helps the potential traveller with trip planning and booking services, often specializing in specific types of travel.

Travel agent

An individual who helps the potential traveller with trip planning and booking services, often specializing in specific types of travel.

Travel Industry Regulation

Part of the BC Business Practices and Consumer Protection Act that outlines the requirements for licensing, financial reporting, and the provision of financial security for travel sales.

Travel services

Under NAICS, businesses and functions that assist with planning and reserving components of the visitor experience.

travel services

Under NAICS, businesses and functions that assist with planning and reserving components of the visitor experience.

Trend

A phenomenon that influences things for a long period of time, potentially shifting the focus or direction of industry and society in a completely different direction.

trend

A phenomenon that influences things for a long period of time, potentially shifting the focus or direction of industry and society in a completely different direction.

Unintentional torts

Primarily consist of negligence.

unintentional torts

Primarily consist of negligence.

United Nations Declaration on the Rights of Indigenous People (UNDRIP)

a 2007 United Nations statement that set forth the minimum standards for the survival, dignity, and well-being of the indigenous peoples of the world

United Nations World Tourism Organization (UNWTO)

UN agency responsible for promoting responsible, sustainable, and universally accessible tourism worldwide.

Upscale casual restaurant

Emerging in the 1970s, a style of restaurant that typically only serves dinner, intended to bridge the gap between fine dining and family/casual restaurants.

upscale casual restaurant

Emerging in the 1970s, a style of restaurant that typically only serves dinner, intended to bridge the gap between fine dining and family/casual restaurants.

Values

An individual's ways of living and making decisions that is congruent with his or her beliefs and principles.

values

An individual's ways of living and making decisions that is congruent with his or her beliefs and principles.

VFR

An acronym for visiting friends and relatives; a tourism consumer market.

Visitor centre

A building within a community usually placed at the gateway to an area, providing information regarding the region, travel planning tools, and other services including washrooms and Wi-Fi.

visitor centre

A building within a community usually placed at the gateway to an area, providing information regarding the region, travel planning tools, and other services including washrooms and Wi-Fi.

Visitor-ready operation

Often a start-up or small operation that might qualify for a listing in a tourism directory but is not ready for more complex promotions (like cooperative marketing); may not have a predictable business cycle or offerings.

visitor-ready operation

Often a start-up or small operation that might qualify for a listing in a tourism directory but is not ready for more complex promotions (like cooperative marketing); may not have a predictable business cycle or offerings.

Volunteering

Performing a service without pay in order to obtain work experience, learn new skills, meet people, contribute to community, and contribute to a cause.

volunteering

Performing a service without pay in order to obtain work experience, learn new skills, meet people, contribute to community, and contribute to a cause.

Waiver

A document used as risk management technique where the responsibility for the risk is transferred to the participant through contract and voluntary acceptance of risk.

waiver

A document used as risk management technique where the responsibility for the risk is transferred to the participant through contract and voluntary acceptance of risk.

Western Canada Mountain Bike Tourism Association (MBTA)

A not-for-profit organization working towards establishing BC, and Western Canada, as the world's foremost mountain bike tourism destination.

Western Mountain Bike Tourism Association (MBTA)

A not-for-profit organization working towards establishing BC, and Western Canada, as the world's foremost mountain bike tourism destination.

Wilderness Tourism Association (WTA)

An organization that advocates for over 850 nature-based tourism operators in BC, placing a priority on protecting natural resources for continued enjoyment by visitors and residents alike.

Wine tourism

Tourism experiences where exploration, consumption, and purchase of wine are key components.

wine tourism

Tourism experiences where exploration, consumption, and purchase of wine are key components.

Word of mouth

Information about a service experience passed along orally or through other social information sources from past customers to potential customers.

word of mouth

Information about a service experience passed along orally or through other social information sources from past customers to potential customers.

WorkSafeBC

BC's occupational health and safety organization.

Origins of Tourism in Canada Timeline

This is an accessible copy of the Origins of Tourism in Canada timeline H5P activity provided in [Chapter 1.3 Canada Overview](#).

Origins of Tourism in Canada

Understanding the factors influencing the development of tourism in Canada through time.

- **1534:** Explorers of the day, such as Jacques Cartier, were some of the first tourists to what is now called Canada.
- **1836:** The first railway was launched.
- **1885:** Banff was established as Canada's first national park.
- **1892:** Early tourism promotion.
As early as 1892, enterprising Canadians like the Brewsters became the country's first tour operators, leading guests through areas such as Banff National Park (Brewster Travel Canada, 2014). Communities across Canada developed their own marketing strategies as transportation development took hold. For instance, the town of Maisonneuve in Quebec launched a campaign from 1907 to 1915 calling itself "Le Pittsburg du Canada." By 1935, Quebec was spending \$250,000 promoting tourism. Other provinces such as Ontario, New Brunswick, and Nova Scotia followed suit, also enjoying the benefits of establishing provincial tourism bureaus (Dawson, 2004).
- **1911:** The Dominion Parks Branch is created.
The Dominion Forest Reserves and Parks Act created the Dominion Parks Branch, the first of its kind in the world (Shoalts, 2011).
- **1914-1960:** The Railway Age.
By the onset of World War I in 1914, four railways dominated the Canadian landscape: Canadian Pacific Railway (CPR), Canadian Northern Railway (CNOR), the Grand Trunk Railway (GTR), and the Grand Trunk Pacific (GTP). Unfortunately, their rapid expansion soon brought the last three into near bankruptcy (Library and Archives Canada, n.d.). In 1923, these three rail companies were amalgamated into the Canadian National Railway (CNR), and together with the CPR, these trans-continentals dominated the Canadian travel landscape until other forms of transportation became more popular.
- **1937:** Air Canada was formed.
Our national airline, Air Canada, was formed in as Trans-Canada Air Lines.
- **1950-1960:** Increased mass travel.
Through the 1950s and 1960s, reduced airfares saw increased mass travel. Competitors including Canadian Pacific (which became Canadian Airlines in 1987) began to launch international flights during this time to Australia, Japan, and South America (*Canadian*

Geographic, 2000).

- **1962:** Trans-Canada Highway officially opens.
It would take decades before a coast-to-coast highway was created, with the Trans-Canada Highway officially opening in Revelstoke in 1962. When it was fully completed in 1970, it was the longest national highway in the world, spanning one-fifth of the globe (MacEachern, 2012).
- **1970:** The National Park System Plan divided Canada into 39 regions.
- **1978:** The popularity of car travel was partially to blame for the decline in rail travel.
In 1978, with declining interest in rail travel, the CPR and CNR were forced to combine their passenger services to form VIA Rail (Library and Archives Canada, n.d.). The rising popularity of car travel was partially to blame for the decline in rail travel, although it took time to develop.
- **1987:** Canada's first marine conservation areas created.
- **2000-2002:** Air Canada was facing financial peril and forced to restructure.
A numbered company, owned in part by Air Canada, purchased 82% of Canadian Airline's shares, with the result of Air Canada becoming the country's only national airline (*Canadian Geographic*, 2000). The 2000s saw Air Canada experiencing a roller-coaster performance from verging near bankruptcy in 2002
- **2013-2017:** Air Canada transforms.
Air Canada experienced a number of transformations from interior and interior aircraft redesigns and further fleet upgrades
- **2019:** Air Canada takes over Air Tansat.
Once a rival airline, Air Transat was subsequently taken over by Air Canada.
- **2020 (March):** COVID causes an almost complete shut down.
Tourism was placed in a standstill as global travel restrictions were imposed to prevent the spread of infection. Aggravated with a nose dive of consumer confidence in travel, many tourism businesses and operators big and small were forced to close.

About the Authors and Reviewers, 1st Edition

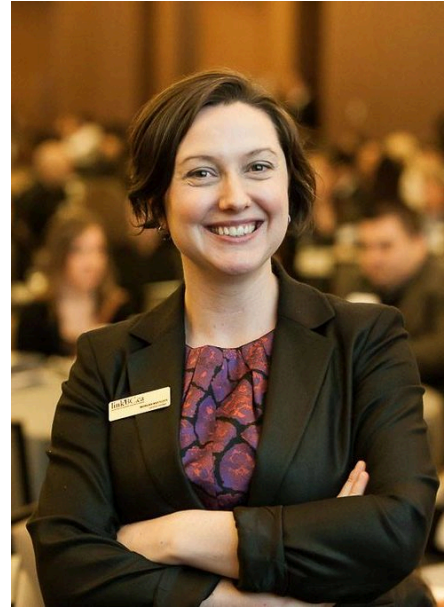
Authors

Morgan Westcott, Editor and Author

Morgan Westcott served as project manager and lead author for this textbook and is responsible for Chapters 1, 2, and 7. A graduate of the BCIT tourism marketing program, Morgan holds a B.A. in English and an M.A. in tourism management. She has management-level experience in cultural tourism, food and beverage operations, and special events.

Morgan is the general manager for LinkBC: the tourism and hospitality education network. She oversees operations, staff, and strategic direction and ensures delivery of signature events including the Student Case Competition and Student-Industry Rendezvous.

Morgan has been an instructor at Capilano University and Royal Roads University and has served as an author on the revised British Columbia Tourism 11 and 12 curriculum. She lives in East Vancouver with her husband, Matt; daughter, Fraser; and son, Douglas.



Morgan Westcott

Geoffrey Bird

Geoffrey Bird is associate professor of the School of Tourism and Hospitality Management and the program head for the Master of Arts in Tourism Management at Royal Roads University. His research interests include heritage tourism, remembrance tourism, community development, poverty alleviation, sustainable tourism, cultural landscapes, tourism HRD policy and practice, and the visitor experience. Geoff has worked on three CIDA-funded tourism training projects in Vietnam and Malaysia. While living in Kuala Lumpur, he was president of the Malaysia Canada Business Council.

Prior to working at Royal Roads, Geoff spent seven years with the Ministry of Advanced Education coordinating the public post-secondary tourism and hospitality programs. He managed the international implementation of the SuperHost programs at Tourism British Columbia and American Express as well as operating his own tour business. He also served as convenor of the tourism management diploma and degree programs at Capilano University for seven years. He has a Ph.D. from the University of Brighton where he studied the relationship between battlefield tourism and remembrance. He also holds an M.Sc. in training from the University of Leicester, where he studied tourism education policy and planning. His B.A. Honours degree in international development, with a minor in French literature, is from the University of Guelph



Geoffrey Bird

When not immersed in the world of tourism and education, Geoff's leisure repertoire includes kayaking and skiing. He continues to enjoy the opportunity to travel for pleasure and for research purposes, particularly in North America, Europe, and Vietnam.

Peter Briscoe

Peter has taught hospitality, tourism, and event management at the post-secondary level for over two decades, with faculty appointments at Okanagan University College, College of New Caledonia, Thompson Rivers University, and Vancouver Island University, where he is currently the chair of the bachelor of hospitality management program and the wine business program. He holds a master's of business administration degree from Southern Cross University, specializing in hotel and tourism management, and he is an approved tutor for the Wine and Spirit Educational Trust. His research interests have led him to international destinations in North America, Europe, and the Pacific. He is particularly interested in food, wine, and events and their role in shaping cultures and societies, and the continually changing nature of the hospitality experience.



Peter Briscoe

Previous to working in academia, Peter held various management positions in hotels and food service organizations. His passion is people and their success, and he prides himself in expecting the best from both himself and others. He currently resides on Gabriola Island with his wife Lynda, where they enjoy time with friends and family, particularly their grandchildren.

Ray Freeman

Ray Freeman is an associate faculty member in the School of Tourism and Hospitality Management at Royal Roads University and a principal consultant with Left Coast Insights – Tourism Development Consulting. Ray's research interests include community tourism development and stakeholder integration, tourism product development, destination management and marketing, social entrepreneurship, sustainable tourism development, adventure tourism, and tourism education.

To date Ray has had several roles in the industry including community tourism and product development; tourism and hospitality course development and delivery; DMO industry services management, customer service training curriculum development and e-learning; and international conference keynote speaker.



Ray Freeman

Ray is a member of the board of directors of Tourism Victoria. Some of his clients include the Aboriginal Tourism Association of British Columbia, Destination BC, and the Alberta Ministry of Culture and Tourism.

Kelley Glazer

Kelley has over 26 years of experience in the tourism and hospitality industry. She has worked in destination marketing and management, hospitality sales, operations, and transportation marketing.

Having lived in northern BC and northern Saskatchewan, and on Vancouver Island, Kelley has a distinct perspective of tourism product development — from extreme destinations with little exposure to very busy and popular experiences striving to differentiate themselves. Kelley has been honoured to serve on many tourism-oriented boards and advisory groups, including community, regional, and provincial organizations.

Deeply motivated to learn and challenge herself, Kelley recently decided to formalize her experience by working toward her M.A. in tourism management at Royal Roads University, which has been a wonderful journey.



Kelley Glazer

Keith Henry

Keith Henry is of Métis heritage, born in Thompson, Manitoba, and raised in Prince Albert, Saskatchewan. He achieved a B.Ed. from the University of Saskatchewan in 1995.

Keith began his career in 1995 with teaching positions and has become well known for his strategic administrative and negotiations skills. Since 1998, he has led numerous provincial, federal, and industry negotiations on a variety of issues. He has been directly responsible for financial administration of a number of Aboriginal non-profit organizations and has a proven track record of success.

Keith is the president and CEO of KCD Consulting Incorporated, which specializes in human resource development, economic development, project delivery, strategic planning, negotiations, and leadership development. He has worked with several Aboriginal clients, including the Aboriginal Tourism Association of British Columbia, Treaty 8 Tribal Association, Prophet River First Nations, Halfway River First Nations, Alexis Creek Indian Band, Kelly Lake Métis Settlement Society, and Tl'azt'en Nation.



Keith Henry

Keith has held several industry board positions including the former president of the Industry Council for Aboriginal Business, current chair of the Aboriginal Tourism Association of Canada, former chair for the Native Education College, current member of the Minister's Council on Tourism, current member of the Vancouver Board of Trade's Aboriginal Opportunities Committee, Destination BC marketing committee

member, member of the World Indigenous Tourism Alliance, president of the White Buffalo Aboriginal and Métis Health Society, and current president of the BC Métis Federation.

Terry Hood

Terry has been a leader in the fields of tourism education, regional tourism planning, project management, and Aboriginal education program development for over 30 years. He most recently established and served for eight years as general manager for LinkBC: the tourism and hospitality education network, where he initiated the development of the Tourism Online Resource Centre. He has coordinated the development of numerous tourism-related learning resources including *Aboriginal Cultural Tourism: Business Planning Guide*, *Transforming Communities through Tourism*, and *Cultural/Heritage Tourism: a Handbook for Community Champions*.

As principal of the North Shore Project Leadership (NSPL) consultancy, he has coordinated many tourism strategic plans and broader initiatives for the industry in Canada and for international clients. He has also built a strong reputation as an innovative program developer in the post-secondary education field. Terry has extensive experience working in collaboration with the Aboriginal community and, through NSPL, has provided services for many Canadian and international clients.



Terry Hood

A graduate and faculty member of Simon Fraser University, Terry has also held faculty and administrative positions at the University of British Columbia and Capilano University.

Heather Knowles

Heather brings more than 10 years' experience to the tourism and hospitality industry. A graduate of Royal Roads University tourism management M.A. program, Heather was awarded the Tourism Industry of British Columbia/Pat Corbett graduate award in 2011. Currently working in tourism marketing, Heather is able to develop strategic relationships with local DMOs, stakeholders, and government entities to implement successful tourism marketing campaigns.

Over the past 10 years Heather has worked in a variety of tourism sectors including with the City of Edmonton as a festival and event liaison, assistant manager for an outdoor tour company, and tourism sessional instructor. Additionally, Heather has contributed to variety of consulting projects including visitor experience redevelopment for Forillon National Park, Hostelling International Canada Pacific Mountain Region, Lac La Biche Visitor



Heather Knowles

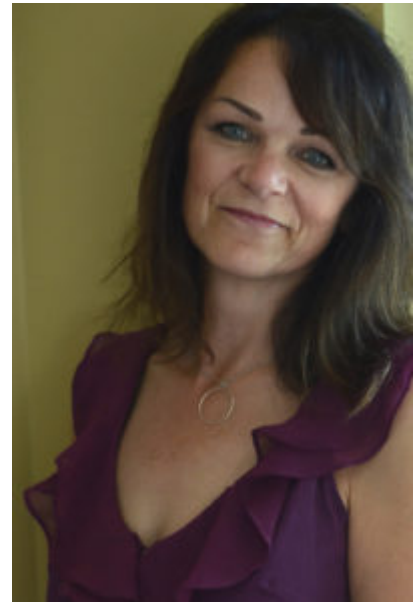
Information Centre Development Project, and Tourism Jasper Event Strategy. Research interests include the analysis and development of visitor experiences and strategic implementation of these experiences for communities.

Heather currently is working toward completing her provincial instructor diploma while spending as much time as possible exploring western Canada and the BC coast.

Micki McCartney

For the past nine years, Micki has been employed as the co-operative education instructor and coordinator at Vancouver Island University, with the responsibility for co-operative education programming and assignments for diploma and bachelor degree students engaged in the study of tourism and recreation. Micki is currently the acting manager for Vancouver Island University's Powell River campus.

Her expertise includes a master's degree in leadership and training as well over 20 years of direct work and certification/training with a focus on leadership, career management, career counselling, and training. She has worked as an instructor, coach, facilitator, and owner/operator and manager in a variety of settings.



Micki McCartney

Donna Owens

Donna began her public service career in Ottawa at Statistics Canada. Within the federal government she gained experience in various policy and program areas including the Minister's Task Force on Federal Sport Policy, Treasury Board, and Industry Canada.

Donna spent 11 years at the Canadian Tourism Commission and undertook research, product development (in the attractions, festivals, cultural, and heritage tourism sectors) and marketing in the U.S. leisure and business travel programs. In 2004, she became the first tourism director of a major retail attraction, Vaughan Mills (Toronto). In 2006, she returned to the public sector as an advisor with the Ministry of Tourism and Culture (Ontario), and in 2012, she joined the Ministry of Children and Youth Services as a senior policy advisor.



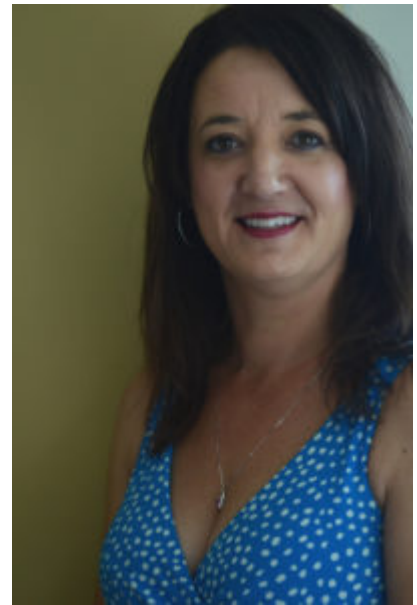
Donna Owens

Donna chaired the Toronto Attraction Council from 2005 to 2008 and remains an active supporter of the attractions sector. She has published on topics such as public libraries, Canadian income trends, the competitiveness of Canadian resorts and attractions sector, and development of cultural/heritage tourism. She currently teaches in the Continuing Education, Apprenticeship, and Community Programs Centre for Hospitality and Culinary Arts at George Brown College in Toronto.

Lynda Robinson

Lynda has worked at Vancouver Island University (VIU) for the past 12 years in career and employment services. She currently focuses on supporting students in the hospitality management and tourism programs as an instructor and co-operative education coordinator.

Lynda's educational background includes an M.A. in leadership and training, with thesis work focusing on employability skill development for post-secondary students. Her role has included developing and expanding career services, focusing on creating programming and services to help students acquire the knowledge and skills to connect their educational experiences to work and life. With a keen interest in experiential learning, student success, and curriculum development, Lynda enjoys contributing to VIU students' job and career development success.



Lynda Robinson

Eugene Thomlinson

Eugene is an assistant professor in the School of Tourism and Hospitality Management at Royal Roads University and has more than 15 years of experience in industry and academia providing a firm foundation of practical and theoretical knowledge in market research and management. Eugene worked for the Canadian Tourism Commission as the senior market analyst and where he was the principal researcher for the award-winning explorer quotient (EQ) program. Prior to this, he worked for Parks Canada, conducting social science research for national tourism and historic sites across western Canada.



Eugene Thomlinson

Eugene completed his Ph.D. in tourism through La Trobe University in Australia. He holds a Bachelor of

Commerce in finance and small business management from the University of Manitoba. He also has an M.B.A. in tourism and hospitality management from the University of Calgary with his thesis examining the business of ecotourism in Central America.

Griffith (Griff) Tripp

Griff's academic career at Vancouver Island University (VIU) started in 1994 teaching financial management courses in the hospitality management program. He went on to serve as chair of the program for many years, also teaching at CHN (now Stenden University) in the Netherlands, University of Nevada Las Vegas Singapore campus, Technological Educational Institute in Greece, and Seoul Women's University in South Korea. Upon retiring in 2010, he was named an Honorary Research Associate at VIU.



Griff Tripp

Prior to teaching, Griff was with the Keg Steakhouse & Bar as a multi-unit owner-operator, and the Old Spaghetti Factory Restaurants as a franchisor and as a franchisee. He has served as chair of the Canadian Restaurant and Foodservice Association (now Restaurants Canada) and is an Honourary Fellow of that organization. Griff holds an M.B.A., a B.Sc., a B.Ed., and is a certified Red Seal Chef.

Today Griff and his wife, Pat, have a farm with sheep and hens in Victoria.

Don Webster

Don Webster is the convener of the Wilderness Leadership and Advanced Wilderness Leadership Certificates at Capilano University. His past experience includes guiding wilderness trips on five continents in such destinations such as Patagonian Chile, Arctic Norway, Greenland, Alaska, the Middle East, and Antarctica. He stays active within the outdoor industry by continuing to lead international trips and certifying aspiring guides.

In addition to guiding, Don has consulted on numerous industry projects, including technical sea kayak manuals, risk assessments for education institutions, recreation assessments for small businesses, and GAP analyses for outdoor adventure companies. His credentials include an adventure tourism business management certificate (College of the Rockies), an adventure guide diploma (Thompson Rivers University), a bachelor of tourism management degree



Don Webster

(Thompson Rivers University), and a master's of environmental management (Royal Roads University). Don is also an examiner with the Sea Kayak Guides Alliance of BC.

Rebecca Wilson-Mah

Rebecca Wilson-Mah is assistant professor in the School of Tourism and Hospitality Management at Royal Roads University. Drawing on her education and personal and professional experience, she strives to create participatory and inclusive approaches to learning and problem solving. Rebecca is an award-winning case writer and reviewer and associate editor for tourism and hospitality cases for The International Journal of Instructional Cases. She researches and writes cases that convey real life; factual, organizational problems for students to analyze and then aim to resolve. Rebecca completed her EdD in higher education and holds a Chartered Professional in Human Resources (CPHR) designation.



Rebecca Wilson-Mah

Reviewers

Shawna Broekhuizen

Shawna began her tourism career 20 years ago and in 1998 decided to return to school, graduating from the hospitality management program at what is now Vancouver Island University.



Shawna Broekhuizen

Since then she has worked in various properties across Canada including the Rimrock Hotel in Banff and the Hilton Whistler Resort.

In 2008, Shawna was hired as general manager for the Beach Club Resort, which received national recognition as a top-three finalist for the Tourism Industry Association of Canada New Business of the Year Award. The resort was the only Canadian property recognized in this category, and the finalist nomination helped boost both the profile of the resort and the community of Parksville. The resort also received a 4.5-star rating from Canada Select in 2009 and was welcomed as a member of the Hotel Association of Canada's green key eco-rating program, recognizing the resort's innovative environmental choices and strategies.

During her employment with the Beach Club Hotel, Shawna completed the Royal Roads University

M.A. in tourism management. She is now an instructor for North Island College Courtenay Campus in the professional tourism program.

Sarai Danby

Sarai has a background that spans the small business, tourism, adult education, and financial services sectors. Coupled with a master's of tourism management, this experience has supported advancement of a unique set of competencies including all aspects of business and human resource development, administration, strategic planning, project/business management, training, and customer service.

Having lived and worked in several communities that count tourism as an important economic driver, Sarai has a passion for the development of unique offerings that support an authentic and memorable experience for the consumer, especially if that offering incorporates innovative environmentally sustainable initiatives.

Sarai lives in the country with her husband, kids, horses, dog, and a menagerie of other critters. She currently works at Olds College developing, managing, and marketing a portfolio that consists of agronomy, livestock, equine, and veterinary programming that ranges from short courses through to accredited certificate programs.



Sarai Danby

Lian Dumouchel

Lian Dumouchel has been a faculty member at Thompson Rivers University (TRU) since 1994 and taken on a variety of roles including chair and international academic coordinator in the Tourism Management Department. She received a teaching excellence award in 2010 and has extensive experience in curriculum development and international initiatives. She recently completed a three-year term as director of international academic development at TRU.

Lian has taught in the areas of entrepreneurship, innovation, and new product development. Her research interests include internationalizing higher education, entrepreneurship, innovation, knowledge management, and product development within small firms.



Lian Dumouchel

In September 2014, Lian was seconded for a three-year term as director of global engagement at TRU.

Wendy Mages

With nearly 25 years of tourism industry experience at the community, regional, provincial, and international levels, Wendy has had the great fortune to work for organizations such as Walt Disney World, Tourism Victoria, BC Ferries, the City of Revelstoke, as well as two BC tourism regions: the former High Country Region and Tourism Vancouver Island.

Currently, as manager of regional partnerships with Destination BC, Wendy enjoys a close working relationship with all six of BC's regional destination management organizations, delivering cooperative marketing programs for the benefit of tourism businesses and communities across the province.

Wendy also lends a voice to advisory councils for Royal Roads University and Camosun College as a strong advocate for greater synergies between academia and the tourism and hospitality industries. Wendy has a certificate in tourism supervisory development and a diploma in special events and convention management from Thompson Rivers University, as well as an M.A. in tourism management from Royal Roads University.



Wendy Mages

Stephanie Wells

As the convenor of Tourism Management programs at Capilano University, Stephanie oversees the bachelor of tourism management and the tourism management co-operative diploma. She teaches a variety of courses including sales, promotions, communications, product development, management, and tourism theory. Sharing experiences with students and finding out their potential career path is one of the things she loves about her role.

She believes the best service starts with a smile and has dedicated her career around developing and training people within frontline roles. She has been certified as a Disney trainer, SuperHost, and tourism visitor information counsellor trainer, and has written and delivered several of her own sales and service workshops. Her goal is to instill in others a sense of passion, service, and pride in their



Stephanie Wells

surroundings enabling them to showcase the best their communities have to offer to visitors from around the globe.

Travelling is the best part of this industry, and Stephanie has been involved as a teacher and consultant on various international projects in Russia, Vietnam, Ecuador, and the Philippines.

Living in Squamish, Stephanie is involved in various levels of committees and organizations that have made a difference in her community, including serving on the board of the Squamish Chamber of Commerce and the Squamish Pirates Swim Club. Most recently, she has served as a member of the Branding Committee for Squamish as the town continues to develop as a key place to visit, live, and build business.

Ted Wykes

Ted has 30 years of experience teaching tourism and hospitality at various post-secondary institutions in Canada. He is currently working on various consulting projects including curriculum development and program redesign, prior learning portfolio assessments, and teaching for the Open Learning Division of Thompson Rivers University.

Prior to teaching, Ted gained industry experience while employed by Tourism Calgary, Travel Alberta, and Fairmont Hotels and Resorts.

He has written curriculum (both face to face and online) for a number of programs and areas of specialization including special event management, conference planning, tourism marketing, and tourism development, and he has been involved in the development of nationally recognized occupational standards for positions within the tourism and hospitality field.



Ted Wykes

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About the Adapting Authors, 2nd Edition

During the spring of 2020, an intrepid team of collaborative educators and industry professionals came together to give this textbook a fresh update focusing on updating data, statistics along with some content updates. The group of diverse editors consisted of faculty from across BC's post-secondary institutions including: BCIT, Capilano University, College of the Rockies, North Island College, Royal Roads University, Selkirk College and Vancouver Island University. Industry professionals representing Heiltsuk First Nation and go2hr also graciously contributed to the updates.

Contributing Editors

Wendy Anderson, Selkirk College

"I love teaching and I love the hospitality industry, now I am fortunate to enjoy both. I have the pleasure of working with inspiring students, watching them grow their careers in the industry."

Wendy was born and raised in the UK and has benefited from studying and working in many locations around the globe. She has completed a Bachelor's degree from the University of Calgary an MBA from Edinburgh School of Business and more recently completed her Instructional Diploma from Vancouver Community College with an Online Teaching Certificate.

Wendy joined the faculty at Selkirk College in 2008 after more than a decade-long management career with the Fairmont and Delta hotel chains. Her industry-specific expertise is derived from past positions ranging from owning an independent event planning company to working as the Director of Conference Services at the Fairmont Chateau Lake Louise.

Wendy has a passion for outdoor adventure and recreation and in her spare time can be seen out in the back-country trail running, biking and skiing.



Wendy Anderson

Mohna Baichoo, Capilano University

Mohna Baichoo was born and raised in Mauritius, an island nation with a significant tourism sector. She has visited several countries, always intrigued by how the local culture fit into an increasingly globalized world.

She completed an advanced diploma course in Hotel and Tourism Management at the Cesar Ritz Colleges in Switzerland. The University of Massachusetts, Amherst, in the USA was her next step, where she obtained her B.Sc. in Hospitality and Tourism Management. Her thirst for knowledge inspired her to obtain an online Master's Certificate in Hospitality Marketing & Revenue Management from Cornell University, as well as a Master's Degree in Tourism Management from Royal Roads University in British Columbia, Canada. Her graduate research paper for her MA focused on customer service and technology in boutique hotels in Victoria, BC.



Mohna Baichoo

Mohna has worked for hospitality companies in various countries such as Switzerland, USA, UAE and Mauritius, working primarily in food and beverage operations, cost control and front office operation. Mohna has taught hospitality and tourism courses for 3 years in a public secondary school in Mauritius. Since 2017, along with teaching hospitality and tourism courses, Mohna has also taught WIL (Work Integrated Learning) courses in both private and public post-secondary institutions in Vancouver, North Vancouver and New Westminster.

Currently, Mohna is an instructor in the School of Tourism, Faculty of Global and Community Studies at Capilano University (Cap U). Her interests include global tourism and hospitality as she also focuses on supporting students completing their practicum placements. Mohna chairs the curriculum committee for the School of Tourism and School of Outdoor Recreation at Cap U, and is a member of the WIL committee. At the regional level, she is a member of ACE-WIL (Association for Co-operative Education and Work Integrated Learning BC/Yukon) and their external relations subcommittee.

Geoffrey Bird, Royal Roads University

Geoffrey Bird, PhD, is a Professor in the School of Tourism and Hospitality Management at Royal Roads University since 2008. His doctoral work focused on the relationship between tourism, remembrance and landscapes of war. Geoff has been active in a range of initiatives related to this topic, including consulting in the design of the educational experience for 10,000 Canadian students to Vimy Ridge, France, in 2017. He is also the Project Lead for the War Heritage Research Initiative, directing and producing some 30 short documentaries.



Geoffrey Bird

He has been involved in tourism and hospitality education for 30 years, working primarily in British Columbia while gaining valuable experience in Malaysia, Vietnam, Europe and across Canada.

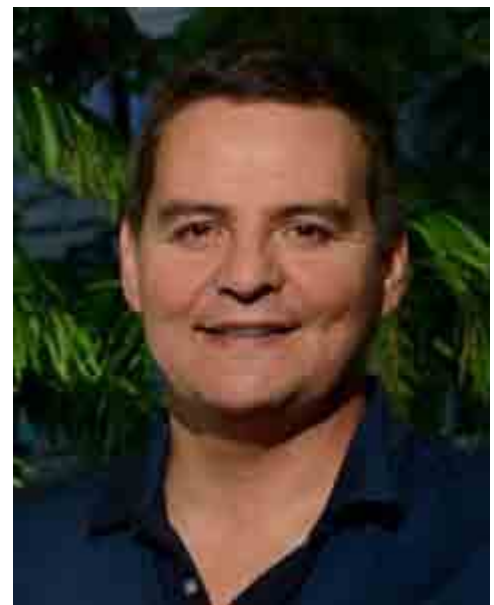
Geoff was instrumental along with a team of other dedicated educators in the creation of tourism and hospitality programming in the province while working with the government and then as an instructor at Capilano University. While there, he initiated the community based tourism project in Vietnam in 2002–2008, a project that has continued over the years.

John Brouwer, Capilano University

Frank Brown, Heiltsuk First Nation

Frank Brown is a member of the Heiltsuk First Nation, who carries the Hereditary Hemas (Chief) name of Dhadhiyasila (ᐱ.ᐱ.yasila) meaning “preparing for the largest potlatch”. He serves as Sr. Advisor on the National Indigenous Leadership Initiative and as a member of the Bank of Montreal Indigenous Advisory Council with Indigenous leaders from across Canada. Brown is also an adjunct professor at Simon Fraser University’s Resource and Environmental Management Department and recipient of an Honorary Doctorate of Laws from Vancouver Island University.

Brown is a leader in the Pacific coast-wide ocean-going Indigenous canoe resurgence and served as initiator and events planner for the Tribal Journeys to Bella Bella in 1993 and 2014. Brown was the founding director of the Heiltsuk Integrated Resource Management Department and director of Land and Marine Stewardship for the Coastal First Nations – Great Bear Initiative. He co-developed and is part of the implementation



Frank Brown

team for the Aboriginal Ecotourism Training Program (AETP) with the Heiltsuk Tribal Council, Vancouver Island University and North Island College. He also supported the development of an Indigenous Guardians training program with Coastal First Nations – Great Bear Initiative and Vancouver Island University.

Brown has served as a director of Aboriginal Tourism BC and was chairperson of the Heiltsuk Economic Development Corporation. He co-established and was the co-program manager for the FP Innovations, First Nations Forestry Program. Brown is also an entrepreneur involved in fisheries, forestry and tourism

Suzanne de la Barre

Suzanne de la Barre, PhD, is a faculty member with Vancouver Island University's Recreation and Tourism Management program, and teaches in the Bachelor of Tourism Management Program, the Aboriginal Ecotourism Training Program (AETP), and the Master of Arts in Sustainable Leisure Management Program (MASLM). Her research interests include community development at the intersection of culture and creative activity, new economies, and remote places, with a special interest in the northern and circumpolar world. She has been involved in the development and implementation of several multi-year research and teaching programs through the University of the Arctic's Thematic Network on Tourism and the International Polar Tourism Research Network. She collaborates with tourism and community development organizations in BC and Yukon, and loves to share her enthusiasm for supporting positive change with students, as well as community and research project partners. Suzanne lives in Whitehorse (Yukon) and Nanaimo (BC).



Suzanne de la Barre

Rob Ferguson, Vancouver Island University

Rob Ferguson, PhD, has seen cultural engagement emerge as a driving force behind the growth of tourism around the world. Rob is a faculty member with Vancouver Island University's Recreation and Tourism Management program, and teaches in the Bachelor of Tourism Management Program, the Aboriginal Ecotourism Training Program (AETP), and the Master of Arts in Sustainable Leisure Management Program (MASLM).

Prior to his appointment at Vancouver Island University, Rob was a Senior Lecturer in Leisure Management at the University of Gloucestershire, U.K. He currently serves on a number of community advisory boards and his research interests include the role of Indigenous tourism in fostering cultural resilience and social reconciliation among selected coastal communities in British Columbia, Canada.

Rob's hometown is beautiful Qualicum Beach, British Columbia, and he is committed to exploring British Columbia's many outdoor recreation opportunities with his young family as much as possible!



Rob Ferguson

Paolo Fresnoza, Capilano University

Paolo is an accomplished tourism expert with a wealth of experience in the tourism industry in Canada, Australia, Thailand and the Philippines. Armed with over 20 years of experience, his specialties include tourism planning, destination and policy development, tourism sustainability, community-based strategizing, and more recently, disaster risk management in tourism.

As a former Assistant Professor at the University of the Philippines – Asian Institute of Tourism and as a current Instructor at Capilano University in North Vancouver, Paolo brings together his experience and expertise into the classroom environment.

Paolo is a graduate of Capilano University's Tourism Management Degree program and holds a Master's degree (with honours) in Urban and Regional Planning from the University of the Philippines. He is currently working on his last chapter for his doctoral dissertation, which focuses on disaster risk management in tourism in the perspective of Indigenous systems and practices.

Paolo's research interests revolve around post-tourism, theories and epistemologies of tourism,



Paolo Fresnoza

interdisciplinarity, critical paradigms and tourism activism, the emergence of tourism disruptors, rethinking destination development, and the continuous quest for managing mass tourism. He is also currently spearheading initiatives in establishing tourism research at Capilano University.

Andrea Hinck, go2HR

Andrea joined the go2HR team in 2015 and has more than 30 years' experience in the tourism and hospitality industry, 10 of which are in human resource management at the operation and corporate levels. She manages and implements go2HR's industry training programs and projects including SuperHost, and in the past, the Winning Pitch and Student Industry Rendezvous. She also liaises with go2HR committees, industry associations, employers, training providers, and other stakeholders. Andrea is a Chartered Professional in Human Resources (CPHR) and holds a certificate in leadership coaching and a diploma as a provincial instructor in adult education.

Favourite place in BC: Stanley Park, Vancouver

Tania Loken, Capilano University

Tania (Barron) Loken (MA, Royal Roads University, 2009) has been in and a part of British Columbia's tourism industry since 1995. Starting her career in Whistler during the key market development years, she worked for notable organizations such as Tourism Whistler, Delta (opening), Westin (opening) Sheraton, Marriott and Intrawest (Whistler Blackcomb and Panorama Mountain Resorts) in sales roles.

Furthermore, she worked with hoteliers in sales and training for a hotel software company, and at go2 HR where she managed a nationally funded tourism certification and tourism training program in BC.

Tania transitioned into a teaching career in 2014. She joined the BCIT student Association in a career development and training capacity, where she facilitated 100+ career focused workshops for a diverse student audience in all schools and campuses at BCIT.



Tania Loken

Tania is a Certified Training and Development Practitioner, holds her Provincial Instructors Diploma, and is a Career Development Practitioner candidate. She is currently an instructor/convenor in the School of Tourism, Faculty of Global and Community Studies at Capilano University and working in her community.

David MacGillivray, Selkirk College

A Senior Operations Manager with over 35 years' experience with the world-renowned Fairmont Hotels and Resorts. David has 25 years of executive-level experience in a variety of positions including General Manager, Director of Operations, Director of Food and Beverage, and Executive Chef. He has worked at the Chateau Whistler, Palliser Hotel, Banff Springs, Chateau Lake Louise, Chateau Laurier. David was the opening General Manager for the Fairmont Zimbali Resort, Fairmont Zimbali Lodge and Country Club. The Fairmont Zimbali Resort was the first Fairmont hotel opened in South Africa, opening in time for the 2010 World Cup.

David has been an instructor at Selkirk College in Nelson in the School of Hospitality and Tourism since 2016.



David MacGillivray

Moira McDonald, Royal Roads University

Becky Pelkonen, College of the Rockies

David Pinel, North Island College

David Pinel, M.Sc., is Faculty with Adventure Guiding and Tourism & Hospitality at North Island College (NIC). A highlight for since 2014 has been co-developing and delivering the Aboriginal Ecotourism Training Program (AETP) with colleagues from NIC, Vancouver Island University, and the Heiltsuk Tribal Council, together with students from over 27 First Nations.

David otherwise co-owns and manages West Coast Expeditions (WCE), a sea kayaking tour company based in Ka:'yu:'k't'h'/Che:k'tles7et'h First Nations' territory. WCE is recognized by Destination Canada for offering a Canadian Signature Experience.

David has been leading coastal education and adventure experiences since 1985 and involved in community-based planning and capacity-building since 1995. A common theme is the interconnection of biological and cultural diversity for ecosystem and human health and well-being. He appreciates



David Pinel

working with a range of educators, entrepreneurs, organizations, and partners...when not otherwise Nordic skiing, biking, paddleboarding, or active with friends and family.

Blake Rowsell, Capilano University

Garrett Stone, Vancouver Island University

[Eugene Thomlinson, Royal Roads University](#)

Graham Vaughan, Capilano University

[Don Webster, College of the Rockies](#)

[Morgan Westcott, BCIT](#)

[Rebecca Wilson-Mah, Royal Roads University](#)

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2nd Edition Changes

During the spring of 2020, a team of collaborative post-secondary educators from across British Columbia and industry professionals came together to give the *Introduction to Tourism and Hospitality in BC* textbook a fresh update. These revisions focused on updating data and statistics as well as provided some needed content updates.

At the same time as the plan for the second edition of the textbook started to come together in early 2020, the COVID-19 pandemic was announced by the World Health Organization. The ultimate impacts of COVID-19 on the tourism and hospitality industries at the time of editing is unknown, although it is clear that COVID-19 is a defining moment for tourism and hospitality locally in British Columbia, across Canada, and around the world. So much is unknown as to what the imminent tourism and hospitality landscape might bring. As such, the chapter edits have been kept predominantly pre-COVID. Several chapters refer to the crisis, but no assumptions are made as to what might lie ahead.

All chapters now contain updated statistics, revised content, interactive H5P activities, and added references, all of which provide a more relevant and up-to-date reading experience. Crucial tourism organizations that have recently undergone name changes have been brought up to date, such as the Canadian Tourism Commission name change to Destination Canada and Aboriginal Tourism Canada and Aboriginal Tourism BC being revised to Indigenous Tourism Canada and Indigenous Tourism BC, respectively.

Several chapters — such as [Chapter 9](#) on customer service, [Chapter 10](#) on environmental stewardship, and [Chapter 12](#) on Indigenous tourism — have been substantially rewritten, as these areas have changed considerably over the last several years. Internet links throughout have been reviewed and updated, along with several modernized end-of-chapter exercises and case studies throughout the text. Lastly, glossary terms have been hyperlinked.

Versioning History

This page provides a record of edits and changes made to this book since its initial publication. Whenever edits or updates are made, we make the required changes in the text and provide a record and description of those changes here. If the change is minor, the version number increases by 0.01. However, if the edits involve substantial updates, the version number goes up to the next full number.

If you find an error in this book, please fill out the [Report an Open Textbook Error](#) form.

Version	Date	Change	Details
1.00	April 18, 2015	Book added to the B.C. Open Textbook Collection	
1.01	June 5, 2019	Updated the book's theme	The styles of this book have been updated, which may affect the page numbers of the PDF and print copy.
1.02	October 22, 2019	The following changes were part of a project to standardize BCcampus-published books.	• Added additional publication information • Updated copyright information • Renamed “About the book” to “About BCcampus Open Education” and updated the content • Updated the book cover
1.03			• Broke chapters up into sections
2.00	September 1, 2020	2nd Edition published	• Data, statistics and content update throughout, with significant updates to Chapters 9, 10 and 12 • Glossary terms hyperlinked • Key organizational name changes updated (such as CTC changed to Destination Canada and Aboriginal Tourism Canada changed to Indigenous Tourism Association of Canada) • Updated end of Chapter Exercises • Updated book cover
2.01	June 4, 2021	H5P activities added plus some accessibility edits.	• Added over 60 interactive H5P activities throughout the book. • Added a transcript and captions for the introduction video. Added a transcript for the Tourism Richmond video.