
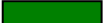



DETAILED RESEARCH SUMMARY

DRIVERS FOR SUSTAINABILITY IN THE TOURISM INDUSTRY: JANUARY 30TH, 2006 VERSION

Trends and Issues	Implications for the Tourism Industry		
	Environmental	Economic	Social
International			
<p>1. International health issues: Epidemics and diseases (SARS, Avian Flu, West Nile). The threat of transmission of diseases into or out of Canada through international travel.</p>	<ul style="list-style-type: none"> Potential environmental impacts of containment measures, particularly in the case of Avian Flu or BSE. If efforts to contain disease transmission include animal control measures they may have an environmental impact (positive or adverse).ⁱ 	<ul style="list-style-type: none"> Voluntary or imposed travel restrictions due to threats of epidemics and diseases that might be transmitted internationally. Loss of employment in the tourism sector due to decreased international and intraregional tourism.ⁱⁱ 	<ul style="list-style-type: none"> Uncoordinated efforts of people to avoid becoming infected (minimizing face-to-face contact with others).ⁱⁱⁱ
<p>2. Climate change.^{iv}</p>	<ul style="list-style-type: none"> Reduced snow packs. Droughts and floods. Changes in biodiversity including water levels and impacted species. Unstable mountain regions (landslides as a result of increased precipitation).^v Occurrences of disease through impacts on, and crowding of, species including mosquitoes, ticks and animals.^{vi} 	<ul style="list-style-type: none"> Decreased opportunities for outdoor recreation, in particular recreational and nature based tourism such as fishing, hunting, snow-based recreation, hiking, and wildlife viewing. 	<ul style="list-style-type: none"> Impaired social well-being in impacted areas and adaptive migration of people out of affected communities.
<p>3. The threat of large environmental disasters such as those seen recently in South East Asia and New Orleans.</p>	<ul style="list-style-type: none"> Occurrences of disease through impacts on, and crowding of, species including mosquitoes, ticks and animals.^{vi} 		
<p>4. An emerging Chinese travel market: In 2005 China granted Canada <i>Approved Destination Status</i>, allowing for Chinese mainlanders to obtain visas for travel to Canada.</p>		<ul style="list-style-type: none"> Innovations in tourism offerings that contribute to local, regional and provincial prosperity. High yield market(s) for BC tourism operators.^{vii} 	

 Issues over which the BC tourism industry has limited influence.

 Issues over which the BC tourism industry has moderate influence.

 Issues over which the BC tourism industry has significant influence.

Implications for the Tourism Industry

Trends and Issues	Environmental	Economic	Social
<p>5. Increasing international travel for business and pleasure.</p>	<ul style="list-style-type: none"> • Impacts of air travel on the natural state of the atmosphere and climate.^{iv} • Greenhouse gas and other emissions from land-based travel that may impact air quality and the climate. 	<ul style="list-style-type: none"> • Greater direct and indirect economic returns from a growing tourism market internationally.^{viii} • An internationalized MICE market. 	<ul style="list-style-type: none"> • Growing networks of travelers sharing experiences and stories, and enhanced awareness and understanding of different cultures.
<p>6. An aging population and demographic shift: An aging population that may lead to either changing markets (i.e., to attract older tourists) and/or a shrinking workforce leading to skills shortages.^{ix}</p>		<ul style="list-style-type: none"> • Shifts in travel behaviour – older tourists are more likely to take short trips, to warm destinations, and are less inclined to seek intensive outdoor activities. • Investment in ensuring that facilities provide the amenities expected by older travelers.^x • A shift from outdoor to cultural (museums, theatre etc.) tourism service offerings and demand, with the market for family oriented products declining. • Limited ability to staff an expanded market due to skills shortages. • Increased need for investment in understanding the impact of an aging demographic on travel behaviours. 	<ul style="list-style-type: none"> • The proportion of the population living with children will decline. • A higher proportion of our population will be foreign born.^{xi} • Competition for limited human resources between sectors (see below).

National

<p>7. Decreased tourism from the United States with many contributing factors including: the rising Canadian dollar, higher gas prices, tighter border controls and longer crossing times, planned changes to border protocols (proposed Western Hemisphere Travel Initiative (WHTI)^{xii}), political differences between the two countries, inexpensive travel internationally and the availability and/or aggressive marketing of alternate destinations^{xiii}. <i>(Note: the tourism industry has varying levels of influence depending on the issue).</i></p>	<ul style="list-style-type: none"> Potentially lower greenhouse gas and other emissions from reductions in land-based travel. 	<ul style="list-style-type: none"> Increased need for lobbying with United States and Canadian governments to resolve security and travel issues equitably. Decrease in revenue from tourism (i.e., the United States is the prime source-country for tourists to Canada).^{xiii} An increased need for targeted marketing in the United States. Loss of employment from tourism, particularly in border cities. 	<ul style="list-style-type: none"> Decreased opportunities for cultural exchange between Canadians and Americans.
<p>8. Skills shortages: Nation wide shortages in the construction and hospitality trades, with tourism being a labour intensive sector that will be consequently affected.</p>		<ul style="list-style-type: none"> Employers will have to create incentives to reduce staff turnover and towards becoming ‘employers of choice’ in an increasingly tight labour market. Limited innovation and longevity for new businesses. Limited ability to build infrastructure. 	
<p>9. Changing airline passenger fares and levels of service: Rising prices and falling services, both for international and national tourists, have a negative impact on our tourism market. Increased instability in the Canadian aviation market also impedes expansion of the domestic tourism market.</p>	<ul style="list-style-type: none"> Reduced air travel could have a positive impact on the state of the atmosphere and climate. 	<ul style="list-style-type: none"> Impeded growth in the tourism market – both for national and international travelers – with reduced flight service. Limited access to many Canadian destinations. Increased government investment in supporting the aviation industry. 	<ul style="list-style-type: none"> Unemployment at a local and regional level due to downsizing in the aviation industry and attendant changes in tourism operations and supporting service industries.

Implications for the Tourism Industry

Trends and Issues	Environmental	Economic	Social
10. Development pressures and the loss of parklands: ^{xiv} Overuse and development of parklands.	<ul style="list-style-type: none"> • Decreased biodiversity. • Erosion and other damage from increased traffic in park areas. • Loss of habitat, or habitat fragmentation impacting select species.^{xv} 	<ul style="list-style-type: none"> • Overuse of facilities or infrastructure such as sewage treatment systems and trails.^{xv} • Diminished opportunities for commercial recreation entrepreneurship. • Negative impact on the “Super, Natural BC” brand. 	<ul style="list-style-type: none"> • Crowding in parklands. • Access to local outdoor recreation opportunities is diminished. • Potential conflict between ‘conservationists’ and ‘developers’.
11. Enhanced and expanded Aboriginal tourism activity and offerings ^{xvi}	<ul style="list-style-type: none"> • Potential impacts on the natural environment through infrastructure development. 	<ul style="list-style-type: none"> • Aboriginal employment, self employment and entrepreneurship. • New opportunities for partnerships with Aboriginal communities for cultural tourism. • Increased exposure and government support for aboriginal-led business development. 	<ul style="list-style-type: none"> • Cultural exchange and enrichment. • Community building. • Increased voice for aboriginal tourism operators. • Increased need for skills and capacity building with aboriginal entrepreneurs.^{xvii} • Need to develop a “community approval process” for tourism development.^{xvii}

Provincial

12. Pine beetle infestation ^{xviii}	<ul style="list-style-type: none"> • Deforestation (from infestations and increased cuts). • Environmental impacts of containment measures. 	<ul style="list-style-type: none"> • Impact on the Super, Natural BC brand. • Diversification away from primary resource extraction. • Unemployment, particularly with tourism operations that are highly dependent on natural landscapes and settings. 	<ul style="list-style-type: none"> • Impaired social well-being in impacted areas and migration of people out of affected communities.
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Issues over which the BC tourism industry has limited influence.

Issues over which the BC tourism industry has moderate influence.

Issues over which the BC tourism industry has significant influence.

Implications for the Tourism Industry

Trends and Issues

Environmental

Economic

Social

13. Forest fires^{xix}

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|---|---|--|
| <ul style="list-style-type: none"> • Loss of live forests. • Smoke damage. • Loss of habitat for selected species. | <ul style="list-style-type: none"> • Travel restrictions. • Campfire and other bans. • Decreased visitation to British Columbia by tourists. • Limited benefits to accommodation and food service providers from evacuees, fire watchers and fire fighters. | <ul style="list-style-type: none"> • Social upheaval resulting from evacuations. • A range of negative human health impacts from smoke and fine particulate, most notably in the elderly, children, and those with pre-existing cardio-respiratory conditions. |
|---|---|--|

14. Hosting of the Winter Olympic and Paralympic Games^{xx}

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Increased need for environmental impact, economic and social sustainability planning in the development of infrastructure and services. • Increased burden on existing infrastructure (such as roads, water, and sewage treatment). • Temporarily increased burden on our services infrastructure (i.e. transportation, food and hospitality, etc.). • Potential impacts on the natural environment through infrastructure development. • Waste and other impacts from the potential use of non-renewable natural resources. | <ul style="list-style-type: none"> • A short-term boom with the potential to be transformed into longer-term economic returns. • Revenue from infrastructure development in local communities. • International exposure for Super, Natural BC. • Increased government interest in supporting the tourism industry. | <ul style="list-style-type: none"> • The availability of state-of-the-art facilities in some communities. • Pressure on low-income housing areas in Vancouver.^{xxi} |
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Implications for the Tourism Industry

Trends and Issues	Environmental	Economic	Social
<p>15. Extraction and use of non-renewable natural resources: Within the province by non-tourism related industries.^{xxii}</p>	<ul style="list-style-type: none"> • Decreased biodiversity. • Loss or fragmentation of habitat for select species. • Adaptive migration of select species. 	<ul style="list-style-type: none"> • Decreased opportunities for nature based tourism, wildlife viewing and commercial recreation. 	<ul style="list-style-type: none"> • Competition for access to land including for community and social (recreational) purposes.
<p>16. Changes in fisheries stocks^{xxiii}</p>	<ul style="list-style-type: none"> • Impact on wild fish from fish farms. • Species at risk from climate change (changing water levels). 	<ul style="list-style-type: none"> • Decreased opportunities for sports fishing related to conservation regulations. • Unemployment in the fishing industry. 	<ul style="list-style-type: none"> • Decreased opportunities for sports fishing.
<p>17. Provincial government policy:</p> <ul style="list-style-type: none"> • ActNow BC. <i>ActNow</i> BC is designed to support individuals and communities to protect and improve their health by focusing on five goals for the provincial population by 2010, including an increase of 20 percent in the population who are physically active.^{xxiv} • The Five Great Goals and a commitment to “more than double the BC tourism industry by 2015”^{xxv}. • Tenure for commercial recreation providers (access to land).^{xxvi} 	<ul style="list-style-type: none"> • Increased emphasis on ‘sustainable environmental management’ will have attendant positive impacts on the state of the natural environment. 	<ul style="list-style-type: none"> • Opportunities for the tourism sector to promote outdoor recreation opportunities to British Columbians. • An opportunity to leverage government priorities for a healthy population and economy into direct support to tourism operators.^{xxvii} • Doubling of tourism marketing funding from \$25 to \$50 million. • Changing state of access to lands appropriate for tourism for nature-based operators. • Reduced access to financing for operators with limited tenures. 	<ul style="list-style-type: none"> • A healthier population in British Columbia. • Reluctance to start up new businesses with insecure land tenure, which might ultimately undermine community and regional diversification and prosperity.

Implications for the Tourism Industry

Trends and Issues


Environmental


Economic


Social

Regional (Community)

	<p>18. Regional beetle action coalitions^{xxviii}</p>		<ul style="list-style-type: none"> Investment from the provincial government in economic diversification for affected communities presents an emerging opportunity for tourism to create new markets. 	
	<p>19. State of relationships with local community interests: Sustainable development depends on healthy relationships with local community leaders and citizens.^{xxix}</p>		<ul style="list-style-type: none"> If neglected, tourism operators could face opposition from community and/or Aboriginal interests against development and desired land uses. 	
	<p>20. Expanded opportunities for agri-tourism: Includes fruit and vegetable-stand shopping (direct farm marketing); winery, orchard, garden and alpaca tours; farm-based bed and breakfast accommodation; participation in harvest festivals, farmer's markets and cattle drives.</p>	<ul style="list-style-type: none"> Potential environmental impacts resulting from expanded activities and travel to agri-tourism destinations. 	<ul style="list-style-type: none"> Expansion of a dual market for small and medium sized agri-businesses. Increased domestic tourism. Attractive destinations for older tourists.^{xxx} 	<ul style="list-style-type: none"> Increased income and employment from tourism related visitation and expenditures. Increased appreciation for rural livelihoods among the general population.
	<p>21. Maintained growth in the cruise ship industry: Vancouver, Victoria, Prince Rupert, and other coastal cities such as Nanaimo, Campbell River and Alert Bay are ports of call for luxury and pocket cruise ships. Cruise ship passengers represented approximately 2.5% of the tourists entering Vancouver in 2000 and spent 3.5% of the total dollars spent by tourists. Vancouver receives 76% of the cruise market in Canada.^{xxxi}</p>	<ul style="list-style-type: none"> Potential for dumping of wastes including untreated sewage (black water), untreated grey water (sink and shower water), and treated sewage or grey water too close to shore. This also includes oil, solid waste and garbage, and ballast or bilge water. 	<ul style="list-style-type: none"> Increased tourism revenue through capitalizing on this market. Government investment in monitoring and enforcement of industry health and safety standards (national and international law) as well as waste disposal systems of ships. 	<ul style="list-style-type: none"> A fluctuating cycle of business (boom and bust) – particularly relevant for smaller communities. Potential for social disruption in smaller port communities when experiencing a large influx of short term visitors.

 Issues over which the BC tourism industry has limited influence.

 Issues over which the BC tourism industry has moderate influence.

 Issues over which the BC tourism industry has significant influence.

Implications for the Tourism Industry

Trends and Issues	Environmental	Economic	Social
<p>22. Expanded opportunities for cultural tourism: Increased travel to enjoy performing arts and commercial sports activities or major events such as the Leonardo da Vinci show or exhibitions at art galleries, among other cultural venues and offerings.^{xxxii}</p>	<ul style="list-style-type: none"> • Increased traffic leading to environmental damage (particularly for heritage sites).^{xxxiii} • Potential impacts on the natural environment through infrastructure development. 	<ul style="list-style-type: none"> • Increased return for the investment in community facilities such as theatres and sport arenas. • Positive economic benefits for the hospitality sector. • Increased revenue from, and future investment in, the performing arts and sport events. 	<ul style="list-style-type: none"> • Increased access to restored and market ready heritage sites locally. • Increased knowledge about local history and culture. • Increased access to high-quality entertainment in urban centers.
<p>23. Expanded opportunities for educational tourism: British Columbia has many prime destinations for Elderhostel programs, school trips and cultural exchange programs.</p>	<ul style="list-style-type: none"> • Increased traffic from expanded outdoor and nature related educational tours with attendant impacts on the state of the environment. 	<ul style="list-style-type: none"> • Increased economic returns and the fostering of the next generation of domestic tourists through targeted marketing. 	<ul style="list-style-type: none"> • Increased local, national and international knowledge about the cultural and natural diversity of Super, Natural BC.



Issues over which the BC tourism industry has limited influence.



Issues over which the BC tourism industry has moderate influence.



Issues over which the BC tourism industry has significant influence.

DETAILED RESEARCH SUMMARY

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Endnotes and Background Research

ⁱ According to Environment Canada, "Tourism has been massively affected by diseases such as SARS in Canada, Foot and Mouth Disease in the United Kingdom and Ireland, and even by BSE, which has closed many borders to meat exports from Canada, including game meat obtained by recreational and commercial hunting. If Canada fails to manage wild animal diseases effectively and visibly, it will lose its reputation for pristine environments and nature-based tourism, and the multi-billion dollar economy this reputation sustains." Environment Canada, *Canada's National Wildlife Disease Strategy, Annex 3, Socio-economic Impacts of Wildlife Diseases*. Retrieved January 2006 from: http://www.cws-scf.ec.gc.ca/cnwds/ann3_e.cfm.

ⁱⁱ According to the International Labour Office (ILO): "Rough estimates indicate that since March 2003 the travel and tourism business lost at least one third of its activities in the locations directly affected by SARS. These are Hong Kong, China; the Guangdong province of China; Taiwan, China; Singapore; and Vietnam. ... In most of the rest of the world the industry is estimated to lose about 5 per cent this year instead of growing at the rate of one or two per cent expected earlier". Belau, Dirk, *New Threats to Employment in the Travel and Tourism Industry – 2003*, 2003, International Labour Organization. Retrieved January 2006 from: <http://www.ilo.org/public/english/dialogue/sector/papers/tourism/emp2003.pdf>.

ⁱⁱⁱ As expressed by Milan Brahmbhatt, World Bank Lead Economist for East Asia and the Pacific, "Interestingly, the most immediate economic impacts of a pandemic might arise not from actual death or sickness but from the uncoordinated efforts of people to avoid becoming infected. This at least was the experience during SARS, when people tried to avoid infection by minimizing face-to-face interactions, resulting in a severe demand shock for services sectors such as tourism, mass transportation, retail sales, hotels and restaurants, as well as a supply shock due to workplace absenteeism, disruption of production processes and shifts to more costly procedures". The World Bank, *Avian and Human Pandemic Influenza -- Economic and Social Impacts*. Retrieved January 2006 from: <http://www.worldbank.org/>

^{iv} According to Environment Canada, "Climate change is a shift in the "average weather" that a given region experiences. This is measured by changes in all the features we associate with weather, such as temperature, wind patterns, precipitation, and storms. Global climate change means change in the climate of the Earth as a whole. ...The Earth's natural climate has always been, and still is, constantly changing. The climate change we are seeing today differs from previous climate change in both its rate and its magnitude." Taken from Environment Canada, *The Science of Climate Change*, 2005. Retrieved January 2006: http://www.ec.gc.ca/climate/overview_science-e.html. Further, they report that "Climate change will have significant impacts on British Columbia and Yukon, including increased flood dangers in some areas, drought in others, and widespread disruption to forests, fisheries, and wildlife". Taken from *Canada Country Studies: A Window on Climate Change in Canada*, 2005. Retrieved January 2006: http://www.ec.gc.ca/climate/overview_canada-e.html.

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In addition, "The tourism industry is a major contributor to global warming through transportation. Emissions from airplanes are considered by many to be one of the largest contributors to climate change and the industry continues to grow", Eldis, *Climate Change and Tourism*. Retrieved January 2006 from: <http://www.eldis.org/csr/climatechangeandtourism.htm>

^v Also reported by Environment Canada: "Sea levels are expected to rise up to 30 cm on the north coast of British Columbia and up to 50 cm on the north Yukon coast by 2050, mainly due to warmer ocean temperatures. This could cause increased sedimentation, coastal flooding, and permanent inundation of some natural ecosystems, and place low-lying homes, docks, and port facilities at risk". *Canada Country Studies* (ibid.).

^{vi} Environment Canada also reports that: "Many diseases are highly influenced by climate. Vector species such as mosquitoes, ticks, slugs and snails respond dramatically to small changes in climate and this can, in turn, radically alter the occurrence of the diseases they carry. Climate also affects disease occurrence through mechanisms such as crowding of animals on remnant habitat as areas become dryer or wetter or otherwise unsuited to previously resident species. Thus, disease emergence is predicted to be an important impact factor of global climate change". *Canada's National Wildlife Disease Strategy* (ibid.).

^{vii} "Chinese visitors currently account for \$150 million per year of tourism spending in Canada. Their average length of stay is 30 days and they spend an average of \$1,857 per person-trip, the highest among Asia Pacific markets." Tourism Industry Association of Canada (TIAC), *China ADS*, 2005. Retrieved December 2005 from: http://www.tiac-aitc.ca/english/china_ads.asp. Further, "In some countries with ADS designation, Chinese tourists spend on average more than \$4,660 per trip, as they make purchases not only for themselves but for friends, family, and co-workers back home. ... Of the estimated three million Chinese who currently hope to travel abroad, a recent [2002] survey suggested 64%, or 1.9 million, would be interested in coming to Canada. Travel on this scale could bring in well over \$1 billion to the Canadian economy each year". *Asia Pacific Bulletin, Canada Must Move on China's Growing Outbound Tourism Market*, September 2002. Retrieved January 2006 from: <http://www.asiapacificbusiness.ca/apbn/pdfs/bulletin74.pdf>

^{viii} According to the World Tourism Organization, "In absolute figures worldwide earnings on international tourism reached in 2004 a new record value of US\$ 623 billion". World Tourism Organization, *Tourism Highlights*, 2005 Edition. Retrieved January 2006 from: <http://www.world-tourism.org/facts/menu.html>.

^{ix} Environment Canada reports our aging population as one of the factors that makes us more vulnerable to natural disasters caused by climate change or poor urban planning. The Science and the Environment Bulletin, *Natural Disasters on the Rise*, March/April 2002. Retrieved January 2006 from: http://www.ec.gc.ca/science/sandefeb03/a3_e.html. In addition, "Aging has consequences for the environment. On average, over-60s consume more per person than under-15s, so the shift is likely to increase average consumption per person. On the other

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hand, the increasing burden of supporting older dependents and the shortage of young entrants to the labor force may depress economic growth and reduce consumption", American Association for the Advancement of Science, *Population and Consumption Trends*, Atlas of Population and Environment. Retrieved January 2006 from: <http://atlas.aaas.org/index.php?part=1&sec=trends>

^x "[O]f the projected 6.1 million adult residents of the Toronto Census Metropolitan Area in 2026, approximately 3.3 million, or over half, will be new Canadians. If attractions and particularly outdoor products in non-urban areas of the province are going to continue to rely on Toronto for much of their market, they may need to customize their product offering to the particular needs of some of the city's major immigrant groups. At present, immigrants travel within the province at appreciably lower rates than do Canadian-born Ontario residents. To transform these new Canadians into "tourists" for Ontario's outdoors, more study is required to determine the product, language and cultural characteristics that are most apt to lure them to outdoor destinations". (9:2002). Travel Activities and Motivation Survey (TAMS), *If the future were now... Impacts of Aging the Canadian Market on Tourism in Ontario. A Special Analysis of the Travel Activities and Motivation Survey (TAMS)* July 2002. Retrieved January 2006 from: <http://www.tourism.gov.on.ca/english/tourdiv/tams/pdf/aging-cdn-mkt-e.pdf>.

^{xi} "In the Toronto CMA – the likely reception site for many new immigrants to the province – those born outside Canada participate in outdoor activities such as canoeing, fishing and hunting at about half the rate as do Torontonians who were born in Canada. Participation rates in various urban and indoor-oriented activities such as museums, art galleries, theatre and concerts in their home community, favour Canadian-born residents but are considerably closer for the two groups than is the case for outdoor activities". (26:2002), *ibid*.

^{xii} Research conducted when the plan to require passports for US citizens re-entering the United States under the WHTI was announced suggests such a policy would result in a loss of 7.7 million visits to Canada from the U.S., resulting in an estimated loss of \$403 million in B.C. between 2005 and 2008. Currently, 72 per cent of overnight entries into B.C. originate from the U.S. Source: Ministry of Tourism, Sport and the Arts Intergovernmental Relations Secretariat, *Provincial Submission Decries U.S. Passport Plan*, Oct. 26, 2005. Retrieved from Ministry website December 2005: http://www.gov.bc.ca/bvprd/bc/channel.do?action=ministry&channelID=-536895936&navId=NAV_ID_province

Recently (January 17, 2006) the US Government announced a revision to WHTI, which now plans to develop a PASS (People Access Security Service) card for US citizens for travel between Canada and the US by land. Canadian advocates remain in opposition to this plan. It has been estimated that approximately 23% of Americans currently have a passport, and Canadian advocates assert that a separate identity pass will reach a similar number, and in addition would not address the issues of impeding spontaneous (unplanned) travel between countries, or the issues of entry by air or sea. See: Times Colonist, Wednesday January 18, 2006, "In the cards: easier entry into the U.S." and "Debate opens as U.S. opts for ID cards".

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- ^{xiii} BC STATS reports that “American visitors comprise the biggest client base for British Columbia’s tourism sector. ...The number of US travellers coming to Canada via BC began to decline in 2001 and has fallen every year since then”. BC STATS, *Special Focus: What Drives US Visitors Away?* Tourism Sector Monitor, June 2005. Retrieved December 2005 from: <http://www.bcstats.gov.bc.ca/pubs/tour/tsm0507.pdf>
- ^{xiv} Canadian Parks and Wilderness Society (CPAWS) - British Columbia Chapter, *British Columbia government reviewing designation of the South Chilcotins as a Provincial Park*. Retrieved December 2005 from: http://www.cpawsbc.org/action/south_chilcotin/action_20021025.php
- ^{xv} Parks Canada, *National Parks of Canada, Ecosystem Management, Stressors*. Retrieved January 2006 from: http://www.pc.gc.ca/progs/np-pn/ecosystem/ecosystem2_E.asp
- ^{xvi} Aboriginal Tourism Association of British Columbia (ATBC), <http://atbc.bc.ca/actbp/index.html>.
- ^{xvii} In their *Aboriginal Cultural Tourism Blueprint Strategy for British Columbia, Executive Summary* the Aboriginal Tourism Association of British Columbia states: “The development challenges facing the Aboriginal Cultural tourism industry are significant and include such things as the need for community approval processes, a lack of community awareness of tourism, restricted access to land and other resources, inadequate physical infrastructure support, gaps in human resource skills development, and lack of access to appropriate marketing mechanisms.” (v: 2005). Retrieved December 2005 from: <http://www.atbc.bc.ca/actbp/blueprint/ATBC%20Aboriginal%20Cultural%20Tourism%20Blueprint%20Strategy%20Exec%20Summary%20Nov%202005.pdf>
- ^{xviii} Many of the implications listed here were taken from a review of the literature on the BC Ministry of Forests and Range *Mountain Pine Beetles in British Columbia* site. Retrieved December 2005 from: http://www.for.gov.bc.ca/hfp/mountain_pine_beetle/
- ^{xix} BC STATS, *Special Focus: The Immediate Impact of Forest Fires on the BC Tourism Sector*, Tourism Sector Monitor, November 2003. Retrieved December 2005 from: <http://www.bcstats.gov.bc.ca/pubs/tour/tsm0311.pdf>
- ^{xx} BC Government and the Ministry Small Business and Economic Development and Minister responsible for the 2010 Olympic and Paralympic Winter Games, *Spirit of 2010 Tourism Strategy*. Retrieved December 2005 from: <http://www.sbed.gov.bc.ca/ProgramsAndServices/Tourism/SUMMIT.pdf>
- ^{xxi} In a pre-bid analysis of the potential impact of the 2010 Games on inner-city neighbourhoods in Vancouver, this was one of the points emphasised. However, indications are that this is being carefully considered: “It is essential for inner-city community members to continue to

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have early input into all levels of Games planning. It will be important to build on the foundation that has been established through the activities of the Inner-City Inclusive Work Group, through having members on the Vancouver 2010 Bid Corporation Board of Directors, and through the extensive consultation that has been undertaken to date.” The potential for conflict between the tourism and housing industries will be minimized by this continued effort. Ference Weicker & Company, *Vancouver Agreement, Community Assessment of 2010 Olympic Winter Games and Paralympic Games on Vancouver's Inner-City Neighbourhoods, Final Report*, February 2003. Retrieved December 2005 from: http://www.ecdev.gov.bc.ca/2010Secretariat/Downloads/Community_Assessment.pdf.

^{xxii} Tourism BC Research Services in cooperation with Wilderness Tourism Association, *Characteristics of the Commercial Nature-Based Tourism Industry In British Columbia*, January 2005. Retrieved December 2005 from: <http://www.tourismbc.com/PDF/Characteristics%20of%20Commercial%20Nature-Based%20Tourism.pdf>.

^{xxiii} According to the Ministry of Agriculture and Lands, “A major tourist attraction for both domestic and foreign tourism markets - the sector supports about 8,900 jobs. Sport fishing generates \$233 million a year in GDP.” This can be contrasted to the approximately \$170 million that is generated by commercial fishing, or \$116 million generated by aquaculture. Taken from *Fisheries Statistics Home Page*. Retrieved January 2006 from: http://www.agf.gov.bc.ca/fish_stats/statistics.htm

^{xxiv} BC Ministry of Health, “ActNow BC is designed to support individuals and communities to protect and improve their health by focusing on these five achievable goals for BC’s population by 2010: Healthy Eating – Increase by 20 per cent BC’s population who eat recommended daily servings of fruit and vegetables. Physical Activity – Increase by 20 per cent BC’s population who are physically active. Tobacco Use – Reduce tobacco use by 10 per cent among British Columbians. Overweight and Obesity – Reduce by 20 per cent the BC population classified as overweight or obese. Fetal Alcohol Spectrum Disorder (FASD) – Increase by 50 per cent women who access prevention and information on the risks of alcohol use during pregnancy”. Retrieved January 2006 from: <http://www.healthservices.gov.bc.ca/cpa/mediasite/actnow.html>

^{xxv} The five Great Goals include commitments to: “More than double the BC tourism industry by 2015; Create more jobs per capita than anywhere else in Canada; Lead the way in North America in healthy living and physical fitness; and, Lead the world in sustainable environmental management.” Williams et al, ‘Towards Greater Tenure Security for Commercial Recreation Operators’, November 2005. Retrieved December 2005 from: <http://www.wilderness-tourism.bc.ca/docs/tenureSecurity.pdf>

^{xxvi} Ibid.

^{xxvii} For example, the BC Agriculture Council has secured funding in support of a program linked with ActNow: “Agri-Food Partners in Healthy Eating (ActNow BC): Good progress is being made on the Partners in Healthy Eating project. A submission from the industry and partners

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Steering Committee has been accepted by the Ministries of Health and Agriculture and Lands to provide funding resources for the initiative. The Steering Committee has been formally established including BCAC, BC Food Processors Association, BC Restaurant and Food Services Association, the Canadian Council of Grocery Distributors and the respective Ministries. The purpose of the Agri-Food Partners in Healthy Eating is to promote, support and encourage agri-food industry initiatives and activities that proactively "make the healthy choice the easy choice" for British Columbians, and to provide as many BC products as possible to meet their healthy food choices." BC Agriculture Council, *November 2005 Update*. Retrieved January 2006 from: http://www.bcac.bc.ca/Council_CapsuleDetail.asp?ID=72&Page=0.

^{xxviii} BC Ministry of Forests and Range, *Support for Regional Beetle Action Coalitions*, 2005. Retrieved December 2005 from: http://www.for.gov.bc.ca/hfp/mountain_pine_beetle/CoalitionSupport.htm. Of particular interest to this project is the component of the action plans that includes funding for economic diversification in affected communities, and aboriginal communities in particular. Alongside the emerging aforementioned Aboriginal Tourism Association of British Columbia, this represents a unique opportunity for expanding our tourism services and infrastructure.

^{xxix} BC Wilderness Tourism Association, *Making our Case*. Retrieved December 2005 from: <http://www.wilderness-tourism.bc.ca/>

^{xxx} In their study of the market potential of aboriginal cultural tourism, one of the demographics noted was that older tourists tend to prefer low-impact outdoor activities such as winery or fruit and vegetable market tours. Aboriginal Tourism Association of BC, *Aboriginal Cultural Tourism Blueprint Strategy* (ibid.).

^{xxxi} BC STATS, *Tourism Sector Monitor, Special Focus: BC's Cruise Ship Industry*, December 2003
<http://www.bcstats.gov.bc.ca/releases/info2003/in0349.pdf>

In *Transportation in Canada 2004*, Transport Canada reports that "After the Caribbean and the Mediterranean, Alaska cruises through British Columbia's scenic Inside Passage are the third most popular in the world. For these voyages, Vancouver and, increasingly, Seattle serve as "home ports," where passengers embark and/or disembark. In 2004, Vancouver experienced a 2.5 per cent decline in cruise traffic from 2003 to 929,976 passengers. This decline was attributable mainly to the Port of Seattle's ability to attract cruise ships by opening new facilities, and the impact of world events on travel and tourism." Transport Canada, *Transportation in Canada 2004, Chapter 8: Marine Travel, Passenger Transportation*. Retrieved January 2006 from: http://www.tc.gc.ca/pol/en/report/anre2004/8E_e.htm.

A 2002 study on the Canadian Pacific Cruise Industry reported that "The economic benefit for Canada's largest cruise ship destination in Vancouver has been approximated at \$1.5 million per every port call." In 2001 Vancouver received "334 sailings by 26 different ships" in 2001. "Cruise ship passengers therefore represented approximately 2.5% of the tourists entering Vancouver in 2000 and spent 3.5% of the total

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dollars spent by tourists." Dobson et al, *A Primer on the Canadian Pacific Cruise Ship Industry*, May, 2002. Retrieved January 2006 from: http://www.sfu.ca/coastalstudies/Cruise_Ship.pdf.

^{xxxii} The Ontario Government estimates that the cultural tourism market brings \$20 billion in annual revenues to the province. Retrieved January 2006 from: <http://ogov.newswire.ca/ontario/GONE/2004/03/09/c8395.html?lmatch=&lang=e.html>

"In domestic travel by Canadians in 1994, 15 percent of person-trips included at least one cultural activity or event. Among Americans and foreign visitors, this figure was significantly higher: 52 percent and 68 percent, respectively. When all person-trips by Canadians, Americans, and foreign visitors are combined, 19 percent included at least one cultural activity or event (Statistics Canada, 1994)." Reported on: The Okanagan Valley Cultural Tourism site, *Understanding Cultural Tourism*. Accessed January 2006: <http://collections.ic.gc.ca/okanaganvalley/project/tourism/tourism/understanding.html>

"Tourism Canada conducted a number of market studies in the late 1980s. The 1986 Longwoods study found that Canada's cultural distinctiveness was the single most important factor attracting Americans to Canada." Christina Cameron, *Cultural Tourism Gold Mine or Land Mine?*, 1993. Retrieved January 2006 from: <http://crm.cr.nps.gov/archive/17-3/17-3-15.pdf>

"How many cultural tourists are there? Nearly 118.1 million American adults say they included at least one of fifteen arts, humanities, historic or heritage activities or events while traveling in 2002. This equates to more than half of the U.S. adult population (56%). One quarter of these cultural travelers take three or more of these trips per year. In fact, historic/cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002." National Assembly of State Art Agencies, *Cultural Visitor Profile*. Retrieved January 2006 from: http://www.nasaa-arts.org/artworks/culture_profile.shtml

^{xxxiii} "[H]eritage institutions are a gold mine for the tourism industry. Even with the inadequate data available, studies indicate that heritage institutions attract more tourists than the performing arts do. ... On the other hand, there is the issue of wear and tear. Without proper management, environmental problems can result from large volumes of traffic and people; historic fabric can become eroded; and heritage resources can be spoilt by unsympathetic alterations or by being "over-restored" in the name of enhancing the visitor experience." This author argues that with the global trend towards a more educated populace, demand for cultural tourism will "what the markets of the future will be seeking". (Cameron, *Ibid.*)

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