

CGG30 Unit 2: Tourism and the Economy

Activity 6: Promoting Canada

Overview

In this Activity, you will look at and read information about the 8 sectors of tourism and the five themes of Geography. Then you will design your own advertisement for a specific area of Canada of your choice.

Lesson



CN Tower, Ontario



Saskatchewan River, Saskatchewan



Louisbourg, Nova Scotia



Minister's Island, New Brunswick



Whistler, British Columbia



Tulita Airport, Northwest Territories



Kluane National Park, Yukon



Anne of Green Gables Farmhouse, P.E.I



Chateau Frontenac, Quebec



Winnipeg Blue Bombers Stadium,
Manitoba



Polar Bear, Nunavut



West Edmonton
Mall, Alberta



Gros Morne National Park,
Newfoundland

Look at the above beauty and diversity of Canada and the different destinations. Isn't it amazing what our country has to offer to its visitors? Have you ever wondered how many jobs are available in the tourism industry? There are millions. Let's look a little more closely at the tourism industry.

The Tourism Industry can be broken up into 8 sectors:

1) Food and Beverage - restaurants, pubs, hotels, bars, catering companies etc.	2) Transportation - highways, trains, airplanes, buses, taxis etc.
3) Adventure Tourism - hiking, biking, zip lining, white water rafting etc.	4) Travel Trade - governmental and non governmental agencies for example ministry of tourism and development, Canadian Tourism Commission etc.
5) Events and Conferences - banquets, convention centers, hotels, resorts etc.	6) Attractions - museums, amusement parks, stadiums, concerts etc.
7) Tourism Services - travel agents, tour guides, insurance agents, tourist information centers etc.	8) Accommodations - bed and breakfasts, hostels, hotels, motels, resorts etc.

As you can see from the above chart, tourists travel for different reasons and different destinations will attract different types of tourists. Those who like to shop might visit Alberta and go to the West Edmonton Mall. Those who enjoy adventure might visit Nunavut and the polar bears or go whale watching in New Brunswick. Having the sectors helps focus the different attractions that will aid you in your assignment.

You will also have to know about the 5 themes in Geography for your next assignment. Here they are:

- Location** - deals with the geographical question "where?" Absolute location or relative location refers to the general location of a feature. Thus, in the case of the Promoting Canada Poster, where is the attraction?
- Place** - answers the question "what" or more specifically "what is a location like?" Place is a study of the physical and the human systems that make up Geography. What environmental or human aspects make up the attraction?
- Interaction** - examines the question "how?" or how physical and human systems shape each other. What environmental/human aspects impact the attraction?
- Movement** - studies "how movement impacts on place." How do tourist interactions, connections, diffuse or impact the environment?
- Region** - investigates the unifying features of a place. How does the environment contribute to making the attraction great?

Assignment

- Which of the following places from the pictures above would fall under the accommodations sector?
- Which of the following places from the pictures above would NOT fall under the adventure tourism sector?

3. Which of the following places from the pictures above would NOT fall under events and conferences?

4. Promoting Canada Poster

You are going to choose an area of Canada that you are interested in and make an advertisement/poster for it, in order to encourage more tourists to visit. You will need to decide which sector the area will advertise. For example, if you are advertising Toronto, Ontario you could be using the attractions, accommodations, events and conference, food and beverage, or tourism services sectors all of which are possible in Toronto. You would probably not choose Toronto if you were doing the travel trade or adventure tourism sectors. Once you have your location and sector chosen, come up with different blocks of information for your poster based on the 5 themes of Geography. So, you need to have information on location, place, interaction, movement and region all on your poster. Use the questions/explanations from the content page to help you. You will be evaluated on how well you include the 5 themes of Geography on your poster.

Other requirements:

- at least an 8 X 11 size poster
- titles/subtitles
- photographs
- border
- captions/descriptors
- creativity
- accuracy/appearance