

Chapter 13 Outline

National and Provincial Tourism Structure
Canadian Tourism Commission
Tourism Industry Association of
Canada
Provincial Agencies
Travel Ontario
Tourism British Columbia
Travel Alberta
Canadian CVBs
Case Study—Tourism Vancouver
Initiative-Based Strategic Planning
From Membership to Customer Focus
Destination Managers
Creating Conditions to Generate
Demand
Case Study—BestCities.net

Competencies

1. Describe the role of national agencies such as the Canadian Tourism Commission in developing and marketing Canada as a destination. (pp. 230–233)
2. Identify similarities and differences among various provincial tourism agencies in Canada, and explain how these agencies achieve their goals to enhance tourism within their spheres of influence. (pp. 233–236)
3. Explain the difference between destination marketing and destination management, and describe how some tourism organizations in Canada are moving toward a destination management model of operation. (pp. 233–241)
4. Describe how membership in BestCities.net benefits Tourism Vancouver and other members of the alliance, and identify the goals of the organization as a whole. (pp. 241–242)