Chapter 5 Urban Tourism

Chapter Overview
"Cities are at one and the same time centres of civilization and centres of social and environmental chaos."

About half the world's population lives in urban areas. This is predicted to rise to about 65% by the year 2025. Close to 90% of the growth in cities will occur in developing countries. Of the 16 megacities, those cities with more than 10 million people, 11 are located in developing countries. (See figure 5.22, p.124) This trend has serious implications as these dense conglomerations of people, buildings, traffic and other aspects of human systems will affect the health of the inhabitants and their environment. Cities as centres of power and wealth and exciting places of culture have attracted people for centuries. They influence and provide a variety of functions and services for people within the city region and in the surrounding hinterland. The natural and human attributes of cities attract a wide range of different types of tourists. Some city functions are directly involved in attracting and providing services for tourists.

World-class cities such as London and New York are huge centres of global economic activity with major attractions for tourists. A number of natural and human criteria can be used to compare the attributes of cities to make travel destination choices more effective.

Systems that deliver important services such as supplying water, disposing of sewage, transportation and communication, make up the city's infrastructure. Governments in many cities are faced with deteriorating infrastructure systems that cannot meet the needs of increased urban growth or pressure from additional tourists. Government policies to repair infrastructure and develop new facilities, must consider the needs of tourists as well as residents, and often take tourism and the economic benefits it brings, into account. The travel and tourism industry, with its interrelated features mainly centred in cities, is a system in itself. Canadian cities such as Toronto, Montreal and Vancouver have a vast array of natural and cultural attractions. Tourism brings in billions of dollars of revenue. Economic benefits of tourism associated with large sports or cultural events, leads to competition among cities, despite the negative impacts these events may bring. An issue study on Toronto and its bid to host the 2008 Olympics illustrates the concerns and issues that can arise as people hold different viewpoints on priorities for spending public money.

The Hong Kong case study investigates the impact of travel and tourism on human systems and vice versa as it examines government strategies designed to solve serious air traffic congestion problems at the world's busiest airport.

Venice attracts so many tourists each year, that serious issues arise for residents and tourists alike. This issue study looks at unsustainable tourism, which threatened to get worse, as a number of groups, including well-known multi-national corporations lobbied to hold Expo 2000 there. Site characteristics including ‘flat land’ and ‘near water’, and how these factors might influence the tourism industry in the city-centred regions of Montreal and Ottawa, is the focus of the GeoTech study.

Key understandings
- Half the world lives in cities
- Cities are regions that have influence on the surrounding region and can negative impacts on the surrounding natural environment
- Cities, in particular world-class cities, are important tourist attractions
- Each city has a unique combination of natural and human features that make up an 'image' or distinct character
- Some human systems (infrastructure) within cities are getting old and need repair
- Tourism brings economic wealth to cities but puts additional pressure on natural and human systems
- The travel and tourism industry and its interrelated features is a system in itself, centred mainly in cities
- Natural and human features can be used as criteria when making decisions on which cities are the best travel destination for individuals
- Protecting green space within cities benefits residents and attracts tourists
- Cities compete for the economic benefits international sporting events bring
- Increasing travel to Hong Kong made the building of a huge new airport necessary
- Venice has so many tourists that serious problems arise resulting in unsustainable tourism
- People hold different viewpoints on the advantages and disadvantages of attracting large numbers of tourists to international events
### Specific Expectations

<table>
<thead>
<tr>
<th>SPECIFIC EXPECTATIONS</th>
<th>TEXT CONNECTIONS</th>
<th>ASSESSMENT OPPORTUNITIES</th>
</tr>
</thead>
</table>
| **• Identify significant global tourist attractions** | • Key question 1  
• Figure 5.1 p.112  
• Cityscapes pp.112-113  
• Figure 5.4 p.114  
• Figure 5.6 p.115  
• Text p.117  
• World Class Cities p.124  
• Figure 5.26 p.127  
• Toronto as a Travel and Tourism Centre pp. 128-131  
• Issue study: Venice pp.140-121 | • Check in 3, p.123  
• Check in 1, p.131  
• Revisit 3, 13 pp.144-145 |
| **• Evaluate the natural and human attributes that contribute to the success of selected globally significant tourist attractions** | • Key question 1  
• Cityscapes p.112  
• Cities and their Sites p.114  
• Figure 5.4, p.114  
• Cities as Central Places pp.115-117  
• Figure 5.8 p.116  
• Text pp.120 -121  
• World Class Cities p. 124  
• Figure 5.26 p.127  
• Toronto as a Travel and Tourism Centre, pp.128-130  
• World Class Cities, p.124 | Figure 5.4, p.114 (caption)  
• Check in 1, p.118  
• Check in 1, p.131  
• Revisit 3, p.144  
• Revisit 13 e), p.145 |
| **• Explain how tourism-related development can have important impacts on human systems** | • Key question 2  
• Text p.117 (tourist districts)  
• Text pp.120 -121  
(subterranean systems)  
• Figure 5.17, p.117  
• Impact of Systems p.122  
• Ecological footprint, Figure 5.19, p.122  
• Toronto as a Travel and Tourism Centre pp. 128 -131  
• Issue study: Toronto p.133  
(impact of Olympics)  
• Sustaining Urban Tourism, p.134  
• The Bad with the Good, pp.134-135  
• Case study: Hong Kong pp. 136 -138  
• Issue study: Venice pp.140 -141 | • Check in 1,2 p.123  
• Check in 2, p.135  
• Check in 2, p.141  
• Revisit 5, p.144 |
<table>
<thead>
<tr>
<th>SPECIFIC EXPECTATIONS</th>
<th>TEXT CONNECTIONS</th>
<th>ASSESSMENT OPPORTUNITIES</th>
</tr>
</thead>
</table>
| Analyze the effects of human systems on travel and tourism | Key question 2  
Cities as Systems pp.119 -12 (decaying infrastructure)  
Figure 5.12, p.118  
Text and Figure 5.17, p.121  
Impact of systems p.122  
Text p. 130 (unique combination of systems attract film-making travellers)  
The Bad with the Good, pp. 134-135  
Case study: Hong Kong, pp. 136-139 | Check in 1,3, p.123  
(systems attract tourists)  
Check in 2, p.135  
Check in 2,3 p.139  
Revisit 2, 4, 8, p.144 |
| Demonstrate an understanding that the travel and tourism industry consists of many interconnected components | Travel and Tourism as a System p.123  
Figure 5.20, p.123 | Job Skills p.145 |
| Select criteria and compare travel and tourism characteristics for two world-class city-centred regions | Cities as Regions p.114  
Text p. 115 (boundaries, influence, neighbourhoods in regions)  
Figure 5.6, p.115  
World Class Cities, p.124  
Figures 5.21, 5.22, 5.23, pp.124-125  
Comparing Cities p.125-127  
Figure 5.26, p.127 | Figure 5.26, p.127 (use method and some of the criteria suggested)  
Check in 1, 2, p.131  
Revisit 13, p.145 |
| Research and report on the economic, environmental and cultural impacts of travel and tourism associated with international sporting events | Issue study: Toronto - Olympic Games pp. 132-133  
Text p. 140 (Pink Floyd concert)  
Issue study: Venice (Expo 2000) pp.140-141 | Check in 1, 2, 3, p.141  
Revisit 9, p.144 |
| Analyze the effects of an increase in tourism on the natural and human systems of a selected region | Impact of systems p. 122  
Figure 5.19, p.122  
Sustaining Urban Tourism (sustainable tourism concept) p.134  
The Bad with the Good pp.134-135  
Text pp.129-130 (impact of film development, crews, traffic on streets)  
Case study: Hong Kong pp.136-138  
Canada Travels p.139 | Check in 1, 3, p.135  
Revisit 6 b), p.144 |
| Evaluate the impact of government policies on travel and tourism in a selected region | Issue study: Toronto p.133  
Case study: Hong Kong, pp.136-138  
Figure 5:47, p.139 (caption)  
Issue study: Venice, pp.140-141 | Check in 1, 2, 3, p.141  
Revisit 4, 8, p.144  
Job Skills, p.145 |
| Explain the effects of natural systems on travel and tourism | Cities and their Sites p.114  
Figure 5.4, p.114  
Impact of Systems p.122  
Green Toronto p.131  
Figure 5.35, p.131  
Issue study: Venice p.140 (canals attract tourists) | Check in 1, p.131  
Revisit 10 |
SUGGESTED APPROACHES

“Toronto in the Movies”
Begin this chapter with a brief video clip from a movie filmed in Toronto (see Hollywood North in text pp. 129-130 and Figure 5.32) representing another city, or a clip of a large city such as New York or Los Angeles. Ask students to note the natural and human features of the city that attract tourists. Complete the lesson using Revisit question 12 on page 145, noting natural and human features that contribute to the image of the chosen city.

“My View of Cities”
What do you think of Cities? Use Revisit question 1 on p. 144. Ask students to read Cityscapes, pp. 112-113 and The Bad with the Good, pp. 134-135, and the quotes on pp. 113, 114 and 125. Then poll the class to see how students answer the question “What do you think of cities?” (p. 113) Discuss their perspectives on cities. Some will likely agree with both perspectives. Students will create their own quotes that describe how they feel about cities or a particular city. Post the quotes around the classroom.

Try to obtain some used posters from travel agents that display a variety of cities around the world. Brainstorm with the class a list of cities around the world that students would like to travel to if given the chance and an ‘all expenses paid’ trip. Have them identify the reasons for their interest or a description of the ‘image’ they have of their favourite city. Extend the activity with some research on their city and have them make up an itinerary for a one-week visit, noting natural and human attractions.

“Unsustainable Tourism in Venice”
Have students read the issue study of Venice and then use Check in question 3 on p. 141 to develop an understanding of the important aspects of the issue of unsustainable tourism. Complete the lesson with Check in question 1 on p. 135.

“Solving Tourism Issues in Cities”
Use Revisit question 4 on p. 144 and have students create a comparison organizer to i) identify the issue in each of the 3 cities, ii) the action taken by government, and iii) the impact of the government action on tourism.

“Investigating Hong Kong”
To reinforce understanding of one aspect of the inquiry method for investigating issues, ask students to study the situation in Hong Kong, pp. 136-139 and answer Check in question 1 on p. 139. You may wish to use the organizer in BLM 12. Graphic Organizers for Investigating Issues.

Culminating activity:
Study the section on Comparing Cities as Travel and Tourism Centres, pp. 125-128. (Note: refer to Figure 5.22 on p. 124 and Figure 5.24 on p. 126, for a sample listing of the world’s largest and most popular cities, but other cities would also be appropriate for students to choose. Refer to Figure 5.26 for suggested criteria for the comparison.)

Use question 13 on p. 145 as a performance task for summative assessment of the following expectations:
• Select criteria and compare travel and tourism characteristics for two city-centred regions
• Evaluate the natural and human attributes that contribute to the success of globally significant tourist attractions
• Explain the effects of natural systems on travel and tourism
• Use information from a variety of primary and secondary sources when conducting geographic inquiries
• Communicate effectively in written, oral and visual form
  In addition, depending on criteria chosen, some of the following expectations might be included
• Use statistics effectively to analyze travel and tourism patterns
• Evaluate the impact of government policies on travel and tourism in a selected region
• Explain how natural and human criteria are used to establish regional boundaries
• Analyze tourist travel within selected regions and explain the reasons for observed patterns
• Analyze the effects of human systems on travel and tourism
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Check In - Page 118

1. Describe the site and situation of your community.
   Site refers to physical features of the specific area the city is on such as: on water, protected harbour, flat or hilly, soil characteristics, and local people.
   Situation refers to the characteristics of the lands around the city such as: agricultural capability, transportation routes, peoples, natural resources, other cities and climate.

2. Identify ways in which the city closest to where you live influences the region around it.
   Some possible ways the nearest city affects the region around it are:
   • Shopping destination
   • Work destination
   • Newspaper, radio and television markets
   • Bedroom suburbs around city
   • Recreation (golf) for city dwellers
   • Market for local produce (dairy, vegetables)
   • Weekend traffic

3. What city functions provide services for tourists?
   Some of the city functions that provide services for tourists are:
   • Retail
   • Sport (professional)
   • Health
   • Transportation
   • Cultural
   • Media
   • Hotels

4. Identify a unique region within a city close to where you live. What natural and/or human features make it so distinct from other regions?
   One example might be an ethnic area with features such as:
   • Different cooking smells
   • Different languages
   • Different types of stores
   • Foreign movies
   • Different places of worship
   • Different sidewalk activities
   • Different park activities
   • Visible minorities
Identify the parts of a city's infrastructure that collect and dispose of waste, move people to work or school, and transport messages between family and friends.

Waste collection and disposal:
- city trucks use city roads to collect garbage and recycled material
- landfill sites or incinerators used to dispose of garbage
- sorting depots run by, or contracted to, the city sort and sell off recyclable materials
- human waste is carried by city pipes to water purification plants

Moving people:
- public transit systems move people
- city streets are used by private transportation systems such as cars and bikes

Transport messages:
- telephone lines are spread across the city by private companies
- computers are linked by phone or cable lines across the city
- median outlets such as radio and television use public airwaves to send messages

2. **List two characteristics that all systems have in common.**
   Two characteristics all systems have in common are that they all have different parts and these parts are joined together to form a unified whole.

3. **What parts of a city's infrastructure would be most important to tourists? Why?**
   The city infrastructure most important to tourists would probably be transportation routes (they don't know their way around the city) and water and sewerage systems (personal cleanliness requirements are not very portable).

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1. **Choose two world-class cities shown in Figure 5.22 and describe features of their natural site that would attract tourists.**
   This research is best done on the Internet. Use Google to search 'World cities maps' and go from there. It is soon obvious that most sites are meant for tourist enquiries.
   Try these two: [www.lib.utexas.edu/maps/world_cities](http://www.lib.utexas.edu/maps/world_cities) and [www.wtg-online.com](http://www.wtg-online.com)

2. **Which hotel (Figure 5.28) would you choose to stay in? Explain why.**
   Students should pick the Hotel Granada because the point total from the decision maker was highest. It might be a good idea to try the same decision maker with a weighted ranking whereby students rank the criteria 5-1 in order of importance to them. They would then multiply the importance of each criteria by its score for each hotel as follows.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
<th>Hotel Madrid</th>
<th>Hotel Sevilla</th>
<th>Hotel Granada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean</td>
<td>3</td>
<td>2x3</td>
<td>1x3</td>
<td>3x3</td>
</tr>
<tr>
<td>Inexpensive</td>
<td>4</td>
<td>3x4</td>
<td>1x4</td>
<td>2x4</td>
</tr>
<tr>
<td>Etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   Is the Hotel Granada still the top pick when they have considered their own perspective on what is most or least important.

3. **As a tourist, make up an itinerary for a one-week visit to Toronto.**
   The best source for this is to use Google and search 'Toronto city guide'. There students will find everything to do in Toronto as a tourist and much more.
1. If you were a Toronto homeowner, would you want your tax dollars spent to attract tourism or to support local initiatives? Explain. Some tourist attractions are also of benefit to local residents such as recreation facilities (i.e. Calgary) while others are a benefit to the whole city such as new subway lines (Montreal) built for special events like the Olympics.

2. As the taxpayer living in small-town Ontario, would you approve of the $500 million provincial grant to develop Toronto’s waterfront to attract tourism? Why or why not? Students in smaller communities may find it hard to accept the reasoning that what’s good for the largest city in the province is good for everyone. There is another approach to the issue. All communities, big and small, receive tax dollars back from the Provincial Government, tax dollars that were collected locally in the first place, for tourist development. It may be necessary to call the Town office, speak with the Treasurer, and ask what grants have been received to promote tourism in the town or region where students live. Determine if these grants are in proportion to the town/region’s population in the province.

3. Complete a chart like the one shown in Figure 5.39 for Toronto’s 2008 Olympic bid. Using this information, prepare an argument either supporting or opposing the bid. Present your argument to the class. The various factors include, but are not limited to, the following. Try a Google search to see if ‘Toronto Olympic bid’ site is still available.

<table>
<thead>
<tr>
<th>Economic</th>
<th>Political</th>
<th>Environmental</th>
<th>Cultural</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction jobs</td>
<td>All levels of government saw this as something taxpayers wanted and supported the application</td>
<td>Clean up ‘brown lands’</td>
<td>Toronto as a ethnically diverse city</td>
<td>Development industry</td>
</tr>
<tr>
<td>Direct tourist spending</td>
<td></td>
<td>Waterfront improvements</td>
<td></td>
<td>Hotels</td>
</tr>
<tr>
<td>Indirect spending</td>
<td></td>
<td>New transit facilities</td>
<td></td>
<td>All other retailers in city</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Corporate sponsors</td>
</tr>
</tbody>
</table>

4. Which city was successful in its bid for the 2008 Olympic Games? Beijing was successful.
1. In your own words, write a definition of the term "sustainable tourism".
   Sustainable tourism is that which has little or no impact on the natural environment, hence can go on indefinitely, and actually improves the lives of peoples living in the area.

2. Do you think businesses that benefit from a city's tourism should contribute to the improvement of the city's infrastructure over and above their regular taxes?
   Assessment, for tax purposes, of commercial properties is higher than that of non-commercial properties. As well, the mill rate (tax rate) for commercially assessed properties is usually higher than that of non-commercial properties. It can therefore be argued that the commercial property taxpayer is already paying twice hence has already paid for tourism enhancing infrastructure over and above the share paid by other taxpayers.

3. What measures could a city take to ensure that tourism is sustainable?
   Some measures might be as follows:
   • Improve public transit facilities
   • New tourist attractions must enhance, rather than negatively impact, the environment
   • Enhance walkways and bicycle trails
   • Encourage benign use of waterfronts (i.e., beaches, benches, walkways etc.)
   • Use tourism revenues to rehabilitate 'brown lands' or other lands that are an environmental industrial legacy

4. What are the economic, cultural, social, environmental, and political aspects of this issue?
   Some of the various aspects of this issue are as follows:
   • Political: resident complaints about noise and cost
   • Economic: costs, airport access
   • Cultural: Is the traditional society changed with the increasing influx of tourists? Do the jobs go to local workers?
   • Social: Are neighbourhoods broken up or affected by overhead noise?
   • Environmental: noise levels, air pollution

2. Do cities like Hong Kong have a responsibility to world travellers to deal with the problem of increased demand by expanding airports? Explain.
   No, but if these cities want the business and associated benefits of hosting world travellers then they must expand airports. It makes sense however to charge the travellers a "user fee" (airport tax) which would be part of the ticket cost.

3. How would you deal with the problem of air traffic congestion at major international airports?
   Students will have various suggestions that might include longer hours of operation (what about noise at night), expansion (where at what disruption), new airports, and larger airplanes.

<table>
<thead>
<tr>
<th>Resident</th>
<th>Tourist</th>
<th>CEO</th>
<th>City Official</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion</td>
<td>Attractions</td>
<td>Exposure for company's</td>
<td>Revenue to pay for infrastructure</td>
</tr>
<tr>
<td>Crowds</td>
<td>Many tourists would not like to</td>
<td>products</td>
<td>improvements</td>
</tr>
<tr>
<td>Pollution</td>
<td>see their favorite city become</td>
<td>Profits</td>
<td>Revenues for commercial taxpayers</td>
</tr>
<tr>
<td>Noise</td>
<td>more crowded</td>
<td>Employees would like</td>
<td>Legacy of attractions for future</td>
</tr>
<tr>
<td>Crime</td>
<td>Prices would rise</td>
<td>to visit Venice</td>
<td>tourism</td>
</tr>
<tr>
<td>Increased cost of living</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Revisiting the Chapter - Page 144

Understanding the Concepts

1. Study the quote by William Norton on page 114.
   a) Suggest three examples of functions that enable cities to be called "centres of civilization".
   Some such functions might be:
   • Centres of government of World Power i.e, Washington D.C.
   • Centre of international government such as the U.N. headquarters in New York City
   • Centre of a major world religion i.e, Rome
   • World commercial centre such as Hong Kong or New York
   • Cultural centre such as Paris i.e, the arts, fashion
   • Cradle of civilization such as Cairo or Alexandria
   • Centres of higher learning and education as in many cities
   
b) Suggest three examples of "social and environmental chaos" in cities.
   Some example of social and environmental chaos in cities might be:
   • Mexico City and air pollution
   • Rio de Janeiro and its shantytowns
   • Hong Kong and its crowded conditions
   • New York and its traffic
   • Los Angeles or Washington D.C and their racial tensions

2. Identify two disadvantages (barriers) and two advantages (motivators) for people travelling to cities.
   Some disadvantages might be crime, finding one's way around a strange city, traffic congestion,
   pollution,or cost.
   Some advantages might be: attractions, excitement of crowds and fast pace, choice of things to do
   and/or ability to walk around and see various things in one place, historic landmarks, architecture, theatre,
   art galleries and museums.

3. Prove, with supporting evidence, that cities are globally significant tourist attractions.
   Cities are globally significant tourist attractions since:
   • The world's major airports are in or around major cities
   • The world's great museums, galleries and the like are in cities
   • Major events such as World Fairs, Olympics, etc., are held in cities
   • Legacies of world civilizations tend to be preserved in cities

4. Identify the role played by government in the tourism industry in Toronto, Hong Kong and Venice.
   What impact has there been on tourism in each case?
   Toronto: The government of Toronto has a tourism department and a slogan "The World Within a City"
   which they use to sell the city. The city has actively pursued such things as major league baseball and
   basketball teams, built a retractable domed stadium for sport and other major attractions such as concerts
   and conventions, pursued the Olympic games and, through its planning, promoted the establishment of
   cultural districts throughout the city. As a result of these and other factors Toronto is a major tourist
   attraction throughout the year. The government supports the Green Toronto initiative.
   Hong Kong: The government of Hong Kong has built a new airport and improved transportation access to
   that airport to accommodate the increased demand from international travellers wanting to visit that city.
   The city actually created the land to do this in the adjoining South China Sea.
   Venice: The city of Venice has actually instituted measures to control and limit the number of tourists
   visiting the city through its Web site and through its unwillingness to host the Millennium World's Fair,
   Expo 2000.
Practising Your Skills

5. Draw a diagram to represent the relationship between a city and its hinterland. Use arrows to show the movement of goods and services in and out of the city.

6. Refer to the graph in Figure 5.3.
   a) Analyze the growth patterns for developed and developing countries.
      The increase in the number of urban residents in the developing world is much greater than the rather slow increase in the developed world. In the developing world countries are urbanizing at such a rate that their cities are growing faster than they are able to plan for this growth.

   b) Predict how the growth pattern observed will affect future travel and tourism patterns.
      The rapid growth in urban residents in developing countries might result in cities that are unplanned, without the necessary infrastructure to support such numbers. These cities might be unclean, without safe drinking water, without good public transit and, in general, be too crowded, dangerous and dirty to be attractive to tourists.

7. a) On an outline map of the world, locate and label the cities most preferred by Conde Nast Traveler readers as shown in Figure 5.24.
      Provide BLM Map 1, Countries of the World for students
b) Write an analysis of the patterns that you can see on the map.
   Patterns observed:
   • all but one (Sydney) are in the Northern Hemisphere
   • all but two (Vancouver and San Miguel de Allende) are in Europe
   • all but one (San Miguel de Allende) are in developed countries
Most European and North American travellers visit cities in developed countries. Europe is still the preferred destination for many tourists.

Applying Your Skills

8. Contact your local municipal government for information on infrastructure improvements taking place or being planned in your area. How will the improvements likely affect tourism in the region?
   Designate one or two students in your class to call your town hall and ask for the Public Works department or contact the Regional Municipality and request information.
   Improvements in highways can either allow more visitors or encourage people to bypass your town as the new highway goes around, rather than through it.
   Water and sewerage improvements allow more development; perhaps a new and larger tourist attraction such as Canada's Wonderland.

9. In a three-column chart, identify low-order, medium-order, and high-order businesses that might benefit in a city hosting an Olympic Games.

<table>
<thead>
<tr>
<th>Low Order</th>
<th>Medium Order</th>
<th>High Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film developing shops</td>
<td>Camera stores</td>
<td>Limo services</td>
</tr>
<tr>
<td>Fast food shops</td>
<td>Restaurants</td>
<td>Bus rental companies</td>
</tr>
<tr>
<td>Souvenir stores</td>
<td>Clothing stores</td>
<td>Sports medicine facilities</td>
</tr>
<tr>
<td>Transit and taxi services</td>
<td>Car rentals</td>
<td>Hotels</td>
</tr>
<tr>
<td>Liquor and wine stores</td>
<td>Motels</td>
<td>Specialty restaurants</td>
</tr>
<tr>
<td>Pubs and wine bars</td>
<td>Laundromats</td>
<td>Advertising agencies</td>
</tr>
</tbody>
</table>

10. Design a plan outlining three initiatives to make your city or community a "green city" to attract tourists who appreciate nature.
   Some initiatives might be:
   • Bicycle trails linking communities
   • Nature corridors linking communities
   • Publish an 'ecotourism' guide to your city
   • Publish a "green map"
   • Promote sustainable transportation through transit passes or reduced rates
For more ideas see Toronto's green tourism site at www.greentourism.on.ca
10. Conduct a geographic inquiry to investigate one of the following issues:
   a) building a new Disneyland in Hong Kong
   b) the Green Games initiatives for the Sydney 2000 Olympics
   c) airspace congestion and how air traffic control works to reduce the risk of mid-air collision

Students should use the issue investigating strategy referred to in Chapter One. This involves 5 steps:
• what is the issue
• who are the stakeholders
• what are their viewpoints
• evaluate each viewpoint
• make a decision

A format for this is suggested below.

<table>
<thead>
<tr>
<th>Issues</th>
<th>Stakeholders</th>
<th>Viewpoints</th>
<th>Evaluation</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disneyland in Hong Kong</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Olympics in Sydney</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air traffic control</td>
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</tbody>
</table>

Research is best done on the Internet. Here are some suggestions.
For Disneyland use [www.google.com](http://www.google.com) and search 'Disneyland Hong Kong'.
For Sydney Olympics use [www.google.com](http://www.google.com) and search 'Sydney 2000 games'.
For air traffic control use [www.google.com](http://www.google.com) and search 'air traffic control'.

**Thinking Like a Tourist**

11. What is your image of your city or the one closest to where you live? Compare your ideas with those of other members of your class.
   To have students think like a tourist have them respond to the following:
   • What highlights of natural and cultural features are there?
   • What could you do there?
   • Where would you go?
   • Where would you stay?
   • How would you move around?
   • Are you safe there?
   • How much would it cost?

12. You have been offered a trip to any city in the world.
   a) Select six criteria of your choice, including both natural and human features, for comparing two cities.
      Such criteria might include: natural setting (site), language spoken, culture, safety, natural and human features, accommodation, and cost. Refer to the list of suggested criteria in Figure 5.26 on p.127 in the text.
   b) For any two cities that you would like to visit, construct a comparison organizer listing the criteria you have chosen in the first column.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>First City</th>
<th>Second City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site</td>
<td></td>
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<tr>
<td>Language</td>
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<tr>
<td>Culture</td>
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<td>Safety</td>
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<tr>
<td>Natural features</td>
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<tr>
<td>Human features</td>
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<tr>
<td>Accommodation</td>
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<tr>
<td>Cost</td>
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</tbody>
</table>

c) Conduct research on both cities using a variety of sources such as travel brochures, the Internet, books, and if possible, interviews with people who have visited the cities. A very good place to start such research is a Fodor's travel guide or www.fodors.com.

d) Based upon the information you select and include in your comparison organizer, decide which city you will visit. You may wish to create a decision-making matrix similar to Figure 5.28.

The weighted decision-making matrix would appear as follows.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting (3-1)</th>
<th>First City Score (2 or 1)</th>
<th>Second City Score (2 or 1)</th>
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<tbody>
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</table>

e) Write a one-page article for a travel magazine, explaining your choice. Be sure to refer to the natural and human attributes your city has to offer.
Job Skills

Study the advertisement seeking a Director of Economic Development and Tourism Services shown in Figure 5.52 on page 145.

a) Identify five key skills that are required by the successful applicant.

These are:
• Strong leadership, management and interpersonal skills
• University degree in Business Administration or related programs in economic development, marketing, and/or tourism
• Five successful years of relevant experience in municipal or public sector
• Experience developing promotional programs and budgets for expansion of business and tourism opportunities
• Proficiency in computerized environment
• Highly effective communication and leadership skills

b) Outline three things that the Director is expected to do to promote tourism in the city.

The new director would be expected to do the following:
• Develop strategies to expand tourism opportunities that will increase both the tax base and the city economy
• Create networks and be the contact person for potential investors, commercial interests, brokers, and tourism partners.
• Prepare capital and operating budgets and business forecasts.
• Develop and maintain business, commercial and tourism information databases.
• Develop partnerships with neighbouring communities.

c) Make one suggestion as to how the Director could expand tourism opportunities in the city.

Some suggestions might be:
• Twin the city with another in the world
• Build a Convention Centre in the city
• Attract an NFL (or other sport) franchise
• Build a unique attraction such as Cleveland's "Rock and Roll Hall of Fame"

d) What jobs at a less senior level might provide some of the necessary experience to be able to apply for the job of Director?

Possible jobs:
• Summer camp counsellor
• Tourist information booth representative
• Entrepreneur for a small tourism business
• Poster design and brochure writer
• Hotel or restaurant worker