

Features of Tourism Development in Canada

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ABSTRACT: Tourism is one of the ways of learning about nature, culture, customs, traditions, languages, nationalities, history and the world in general. Among tourists, excursion tourism has gained particular popularity, which is a wide variety of hikes, trips and trips, the purpose of which is to get acquainted with the monuments of architecture, nature or important sights of the country. The article describes the peculiarities of tourism development in Canada.

KEYWORD: federal state, constitutional monarchy, navigator, commonwealth, income, growth rates, factor, sector

Canada is a federal state that occupies most of the mainland of North America and the adjacent numerous islands. The word "Canada" was first mentioned by the French navigator Jacques Cartier in 1535. The inhabitants of the Indian village of Stadacona (located on the site of the modern city of Quebec) called the lands that belonged to their tribe that way. Subsequently, the French used this name to designate their possessions along the St. Lawrence, and their northwestern border has not been precisely established.

The first French colony on the St. Lawrence officially became known as Quebec, and the name "Canada" by the British began to be used in a broader sense. In 1791, the division into Upper and Lower Canada was introduced, which corresponds to the modern provinces of Ontario and Quebec. In 1867, the name "Canada" was extended to the newly created federation. Canada is a constitutional monarchy that is part of the British Commonwealth. Administratively, it is divided into 10 provinces and 3 territories.

Canada is one of the leading countries in the world, ranked 11th in 2017 in terms of inbound tourist flow and tourism income, and 12th in terms of spending by Canadian tourists abroad. The share of Canada in tourist arrivals and departures of the world is 2.5%, in tourism income and expenditure - 2.1%.

The recreational and geographical position of Canada is determined by positive and negative factors. Among the positive ones, the following should be highlighted. First, the position in the Asia-Pacific region, the most dynamic region in the world in terms of socio-economic and tourism. The share of the western sector of the Asia-Pacific region (East and South-East Asia, Australasia and Oceania) increased from 1-3% to 17-19% of the global volume of the main tourism indicators. The pace of

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tourism development in the American sector of the Asia-Pacific region is somewhat lower. Secondly, the presence in the neighborhood of such a tourist giant as the United States. The United States of America is the world leader in terms of income and expenditure in the international tourism market. The tourist weight of the country in the American sector of the Asia-Pacific region, according to various indicators, is 60-70%. This determines the high dependence of inbound and outbound tourism in Canada on this country. Thirdly, the presence of extensive access to the seas of three oceans. Before the advent of jet aircraft and airbuses, the sea played an important role in the transport of tourists, especially in the European direction. The development of marine tourism is limited by the northern position of the country. However, the picturesqueness of the sea coasts, the presence of natural and cultural monuments on the coast is the basis for the development of cruise tourism, including in the Arctic. Fourthly, the considerable size of the country. Dimensions are not only stocks of land resources, they determine the diversity of recreational resources (several natural belts, mountainous, flat and oceanic territories).

Such a factor as the uneven distribution of the population, social and transport infrastructure has both a positive and a negative value. Due to the fact that a significant part of the country's territory is underdeveloped and "wild" territories, there are excellent conditions for natural tourism. On the other hand, the local nature of the development of social and transport infrastructure limits the possibilities of organizing tourism activities in vast areas.

The negative factors include, first of all, the relative remoteness of Canada from the main tourist markets of the world (with the exception of the United States) - Europe (more than half of the world tourist flow) and East Asia (more than 10% of the world flow, mainly from Japan and China). Secondly, the presence of a land border with only one country (USA). The combination of these two factors limits the geography and size of tourist flows to / from Canada and determines the absolute dominance of the United States in mutual human and monetary tourist flows.

The characteristic of recreational resources is briefly and quite accurately given by the well-known phrase that "Canada has a lot of geography and little history." In the world tourism specialization, Canada is distinguished primarily by the development of natural types of tourism, both mass (visiting national parks) and elite (extreme tourism). Eco-tourism is well developed in Canada. It is no coincidence that in 2002, which was declared the Year of Ecotourism by UNESCO, Quebec hosted the World Summit on Ecotourism, which was attended by more than 1,000 delegates from 132 countries. The organizational centers of natural tourism are primarily national parks, the most famous are Banff, Dinosaur, Glacier, Yoho, Buffalo.

The share of Canada in the tourism industry of the Asia-Pacific region in tourist flows is 8.7%, in tourist foreign exchange turnover - 5.0%. The importance of Canada in the tourism system of the Asia-Pacific region has recently been declining due to the very rapid development of tourism in the Asian sector of the Asia-Pacific region. In addition, tourism in Canada was hit hard by the September 11, 2001 attacks on the United States and the 2003 SARS epidemic and the 2020 Covid-19 epidemic. Both the entry and exit of tourists significantly decreased during these periods. If in 2000 Canadians spent \$12.1 billion abroad, in 2001 - \$11.6 billion, then in 2003 - \$9.9 billion. from 8 to 12 in the world. In 2003 alone, Canada's world ranking of tourist arrivals fell from 8th place to 11th.

In the Asia-Pacific region, Canada has long been second only to the United States in terms of the number of foreign tourists. The rapid development of inbound tourism in China has brought it to the 5th place in the world and the second in the region. In the coming years, China will come out on top in the region, and possibly in the world. In the coming years, Canada will give way to third place in Mexico, whose potential in inbound tourism is higher. Other Asia-Pacific countries are still

significantly inferior to Canada in inbound tourism, but it should be borne in mind that the pace of development of the tourism industry in Thailand, Hong Kong and especially in Malaysia is much higher.

Canada's position in Asia-Pacific's tourism revenues is more modest. The absolute leader in tourism revenue is the United States, which is twice ahead of Spain, which occupies the second line in the world ranking, and three times China. China and Hong Kong have overtaken Canada in terms of tourism revenues, and several other countries in the Asia-Pacific region should overtake it in the next decade. The main reason for the low share of Canada in tourism income is related to the short duration of trips to the country, because the bulk of the arrivals come from the border areas of the United States.

Although in Canada, as in other highly developed northern states, outbound tourism prevails, the country's position in the Asia-Pacific region in terms of spending on tourism is even more modest. This is also due to the predominance of short trips by Canadians to the US border areas. Recall that since 2001 the expenses of Canadians abroad have decreased significantly.

Canada's tourism balance is consistently negative. It grew in the 1980s and early 1990s, reaching in 1992 - 6.4 billion can. USD (more than 5 billion US dollars). In the future, the balance improved and currently stands at -0.2 billion dollars. USA.

Canada's inbound and outbound tourism has a distinct seasonality due to the country's climatic conditions. The peak of visits to Canada falls on the warmest months of July-August, in each of these months the arrivals are more than 3 million foreigners, while in January there are only 0.7 million tourists.

The seasonality of Canadians traveling abroad depends on the direction of travel. Canadians go to the northern border states of the United States mainly in the summer, to the southern states (Florida, California and Hawaii) - in the winter. While summer accounts for a third of annual outbound travel in quantitative terms, Canada's winter tourism spending is 1.5 times higher due to travel distance.

Canada's outbound flow is mainly directed to the US - 73.9% (2017). The vast majority of Canadians go to the border states: New York (2.2 million people), Washington (1.6), Michigan (1.2). Of the 10 most popular US states among Canadians, 7 are border states. This pattern is violated only by Florida (1.6 million), California (0.9), where Canadians go mainly for seaside holidays, and the state of Nevada (0.6), famous for the largest entertainment and gambling center Las Vegas.

The length of stay of Canadians in the border areas in the United States is mainly limited to the "weekend" and averages 2-3 days. For the sake of rest on the sea they leave for a long time: Florida (21 days), Hawaii (13), California (9). As a result, Canadian tourists leave \$2.1 billion in Florida alone, \$0.8 billion in California, \$0.6 billion in Hawaii, which is more than in any other US state.

In inter-regional trips of Canadians, the most visited country is the United Kingdom, which accounts for approximately 4% of the tourist flow. This is easily explained by historical and cultural ties and language kinship. More than 3% of the outbound traffic goes to Mexico, the next country after the United States, which can also be visited by land transport. Mexico is an important economic partner of Canada, and its seaside resorts and cultural attractions are also of interest. Despite historical ties and common language, France accounts for only 2.5%. Among the most popular destinations for outbound tourism in Canada are the island states of the Caribbean, specializing in marine tourism: Cuba (1.9%), Dominican Republic (1.4%).

The top ten destinations for Canadian tourists include Germany, Italy, the Netherlands, and only in the second ten popular destinations are the countries of the western sector of the Asia-Pacific region:

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China, Hong Kong, Japan and Australia. However, it is these countries that are leading in terms of spending by Canadians abroad. For one trip, the average Canadian tourist leaves in Australia (2.1 thousand dollars), China (1.7 thousand), Japan (1.5 thousand). This is mainly due to the remoteness of countries and the length of stay in them. So the average tourist stays in these countries for 32, 21 and 13 days respectively, while in Mexico for 10 days, in the USA for an average of 7 days.

The special role of the United States as a leader in the Canadian outbound tourism market has been noted above. In tourist arrivals to Canada, the US share is even higher at 80.6%. The positions and shares of Great Britain, France and Germany correspond to the geography of departures described above. However, in tourist arrivals to Canada, the share of Asia-Pacific countries is significantly higher: Japan (2.1%), Mexico (0.8%), Republic of Korea (0.7%), Australia (0.7%), Hong Kong (0.6%). Most of the money for one day of stay in Canada is left by the Japanese - 136 dollars, tourists from the USA - 130 dollars, most other countries - less than 100 dollars. [4,5]. However, Chinese tourists leave the most money for a trip to Canada - almost \$ 2,000, which is due to the duration of their stay in Canada (26 days), more than a representative of any other country. These are, apparently, ethnic trips to the Chinese living in Canada.

A significant part of the trips of the Chinese, Indians, and partly the Koreans - the leaders in terms of the duration of their stay in the country, is apparently related to the search for work, but at the same time, the true purpose of the trip to Canada is hidden under "tourism".

The main destinations for the arrival of foreign tourists to Canada are the cities of Toronto (3.7 million people), Vancouver and Montreal. The fourth place in popularity among tourists belongs to two small satellite towns of St. Cantherines and Niagara and is associated with the arrival at the Niagara Falls. Niagara is the most famous and visited waterfall in the world, while the Canadian part of the waterfall is more picturesque. This resource is actively exploited by tourism; numerous hotels, entertainment enterprises, viewing platforms, cable cars have been built near the waterfall. Up to 2 million people come to see the waterfall every year [4]. This is despite the fact that less than 1 million tourists a year arrive in the cities of Quebec, Victoria, Ottawa.

Among the tourist goals of foreign guests, there is a very high interest in nature - 21%. Almost 12% of tourists visit national parks, 2.3% of tourists come for kayaking, canoeing or rafting. Fishing, outdoor recreation, sports routes, nature excursions are also popular - 6.7%. One of the main purposes of visiting the country is "sightseeing", where natural sites, such as Niagara, also make up a significant share.

Thus, in terms of the share of the natural component for the purposes of foreign tourism, Canada is the leader among the highly developed countries of the world. "Shopping" (19.7%) also stands out among the purposes of arrival, which also distinguishes Canada from developed countries. This is due to short-term cross-border travel of US residents. The proportion of people who came to Canada to visit friends and relatives is also high (12.7%), which is natural for a resettled country.

Thus, Canada is a country with a highly developed tourism industry, in which the volumes of inbound and outbound tourism are in relative balance. In recent decades, outbound tourism has dominated Canada and is expected to retain its leadership until 2025. According to the WTO, among the world leaders in outbound tourism, Canada will take the ninth place, which will amount to more than 30 million tourists or 2% of the world tourist flow. In inbound tourism, by 2025, Canada is expected to move to 15th-16th place. At the same time, Canada's experience in the territorial organization of tourism in underdeveloped areas is very useful for us.

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