Tourism 12- Chapter 1 –Introduction to Tourism Industry- Questions and Assignments

1. Explain the importance of the tourism industry to Canada in terms of the economy (money/jobs etc.).
2. List 5 factors that affect growth in the tourism industry and explain each.
3. Explain the tourism industry’s impact on economics and culture using specific examples.
4. Describe the tourism industry in terms of direct and indirect employment. Give examples of the types of jobs in each sector. Which of these types of jobs are available in Prince Rupert?
5. Name areas of knowledge important to a tourism professional and explain why.
6. Answer product knowledge questions on pg. 7.
7. Explain tourism as an industry.
8. List the 8 sectors of the tourism industry and explain each one in terms of products and services it provides to the industry. List examples of each sector from either the Prince Rupert area, and/or British Columbia.
9. Explain how the sectors are interrelated.
10. What is the difference between tourism as a product and tourism as a service?
11. Do questions on pg. 13 for check your product knowledge. Explain the difference between free enterprise and mixed enterprise.
12. Explain the 4 p’s of marketing.
13. Explain the other p’s in marketing.
14. Answer questions #1-2 on p. 16 for check your product knowledge.
15. Explain how the travel industry functions in the marketplace.
16. List ways the government promotes and regulates the tourism industry in terms of facilities, publicity, concessions/incentives, licenses/certificates, rules/regulations, taxes/fees and international tourism.
17. Discuss how geography influences the tourism industry in terms of location, culture, and physical conditions.
18. List questions about destinations that a tourism professional should be able to answer.
19. Answer questions on pg. 21 for check your product knowledge.
20. Define the key terms on pg. 22.
21. Answer the What do you think? Questions on p. 22.
22. Do the activities in Dealing with Product on pg. 22
23. Do the activities in Dealing with people on pg. 22
24. Do the worksheets attached to the chapter.