

Learning Objective

- Explain how to develop a tourism sales and marketing strategy.

Activity Type	Content	Est. Time
Small Group Discussion + Computer Based Activity 	<p>Say: Looking at the card that you matched to your partner's card (the type of tourism and the example of that type of tourism), with your partner, go online and look up the answers these questions, as they pertain to that type of tourism.</p> <p>Ask:</p> <ul style="list-style-type: none"> • Why might someone want to participate in this type of experience? • Where do people go to have these sorts of experiences? • What services are offered as part of this type of experience? • Considering the target audience, and the motivation for taking this kind of trip, how might you market this kind of experience? 	20 mins 



Eco-Tourism

Example Trip:

Exploring Banff National Park in Alberta, taking guided tours to observe diverse wildlife and pristine natural landscapes while supporting conservation efforts.

Sports Tourism

Example Trip:

Attending the NHL Winter Classic in Canada, cheering for your favourite teams and experiencing the excitement of professional ice hockey.



Dark Tourism

Example Trip:

Visiting the Pier 21 National Historic Site in Halifax, Nova Scotia, to learn about immigration history and its impact.

Culinary Tourism

Example Trip:

Savouring traditional Québécois cuisine in Montreal, participating in maple syrup harvesting, and exploring the city's culinary scene.



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