TMGT 4040 – Tourism and Sustainable Development

*Online (Asynchronous) Class – Friday, February 12, 2021*

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**Background**

Vancouver’s North Shore is the busiest tourism region in British Columbia, receiving more than two-million visitors each year, to popular attractions such as Grouse Mountain, Capilano Suspension Bridge, and Deep Cove.

The intense pressure of visitors in the region is frequently cited as a concern by local area homeowners, due to transportation congestion, crowding, and noise. This is intensified by the North Shore’s transportation bottlenecks – the Ironworkers Memorial Bridge and the Lions Gate Bridge – which result in significant traffic congestion issues on both sides of the bridges for much of the year.

In 2019 the Vancouver North Shore Tourism Association contracted Larose Research & Strategy to conduct an analysis of the size, value, and characteristics of tourism on the North Shore, including the explosive growth in Airbnb listings in the past ten years. This was accompanied by a “capacity management” analysis that examined the actions taken by municipal and provincial governments, business organizations, non-profit recreation organizations, and local residents to address crowding and congestion issues.

**Your Task**

1. Review the report “Value of Tourism on Vancouver’s North Shore” (posted on Moodle under Week 5) – note that the visitor volume and economic impact information have been omitted until the report is published in May 2021.
2. Select one of the following “sustainability frameworks” from which to analyze the actions taken by the region, and in approximately two pages, describe how the visitor “capacity management” strategies taken align with the model’s framework, and any key gaps based on your understanding of the framework.
   1. David Weaver’s Broad Context Model and “Deliberate Alternative Tourism”
   2. The Regenerative Travel framework
   3. The “Three Pillars” Sustainable Tourism Framework

**Please submit your responses by Tues, Feb 23 at 5:00 PM via Moodle**

**(submission folder at top of class Moodle site)**

**This is part of your participation grade, and is not graded independently as an assignment.**