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TOURISM IN CANADIAN CITIES

FINAL PAPER

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ABSTRACT

Tourism is the activities of people travelling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers’ changing needs and desires, as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism businesses. It has become an important, even vital, source of income for many regions and even entire countries. Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists. City tourism is one of the fastest growing travel segments worldwide and the changing nature of city tourism becomes increasingly apparent in many cities. Canada is no exception. It is the world’s second-largest country by total area with the majority of its land area dominated by forest and tundra. Consequently, its population is highly urbanized, with 82 percent of the 35.15 million people concentrated in large and medium-sized cities, many near the southern border. All of this resulted in city tourism becoming the most important form of tourism in Canada. The focus of this paper are 8 cities in Canada and their importance for Canadian tourism.

Key words: attractions, Canada, city, tourism, visitors
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1. Introduction

In many countries, tourism plays a significant role in the formation of the gross domestic product, creating additional jobs and providing employment for the population, and enhancing the foreign trade balance. Tourism has a huge impact on key sectors of the economy, such as transport and communications, construction, agriculture, production of consumer goods and others. Tourism is also a very important sector for Canada.

Renowned for its physical beauty, Canada has a vast and widely varied terrain. From the beaches of the west coast to the breathtaking Rocky Mountains, to bustling metropolitan cities or quiet provincial towns, there is something to offer to almost any visitor. Travellers looking for world class cities can visit Montreal, Toronto or Vancouver, and those with a taste for the small town life can visit any number of villages in the Maritime Provinces or in Quebec. In Central Canada, the best cities to visit are Edmonton, Calgary and Winnipeg.

French and English are the two official languages and are most commonly spoken in Canada, although there are also a multitude of languages spoken by aboriginal peoples and communities of immigrants from diverse origins. The infusion of traditions from a wide variety of ethnic communities combined with a neighbourly attitude makes Canada a vibrant destination for travel.
2. Canada

Canada is located in the northern part of North America. Its 10 provinces and 3 territories extend from the Atlantic Ocean to the Pacific Ocean and northward into the Arctic Sea, covering 9.98 million square kilometres, making it the world's second-largest country by total area. Canada's southern border with the United States is the world's longest bi-national land border. As a whole, Canada is sparsely populated, the majority of its land area being dominated by forest and tundra. Consequently, its population is highly urbanized, with 82% of the 35.15 million people concentrated in large and medium-sized cities, many near the southern border. Its capital is Ottawa, and its three largest metropolitan areas are Toronto, Montreal, and Vancouver.

Canada is a federal parliamentary democracy and a constitutional monarchy, with Queen Elizabeth II being the head of state. The country is officially bilingual (English and French official languages) at the federal level. It is one of the world's most ethnically diverse and multicultural nations, the product of large-scale immigration from many other countries.

Canada is often associated with cold weather and snow, but in reality, its climate is as diverse as its landscape. Generally, Canadians enjoy four very distinct seasons, particularly in the more populated regions along the US border. In summer, temperatures can rise to 35°C and higher, while in winter temperatures of -25°C are common.

Its advanced economy is the tenth largest in the world, relying mainly upon its abundant natural resources and well-developed international trade networks. Canada is a developed country and has the fifteenth-highest nominal per capita income globally. It ranks among the highest in international measurements of government transparency, civil liberties, quality of life, economic freedom, and education (Armstrong et al, 2017).
2.1 Canadian economy

The economy of Canada is a highly developed mixed economy with the 10th largest GDP\(^1\) by nominal and the 17th largest GDP by PPP\(^2\) in the world. As with other developed nations, the country's economy is dominated by the service industry, which employs about three quarters of Canadians. Canada has the fourth highest total estimated value of natural resources, valued at USD33.2 trillion in 2016. It has the world's third largest proven petroleum reserves and is the fourth largest exporter of petroleum. It is also the fourth largest exporter of natural gas. Canada is considered an "energy superpower" due to its abundant natural resources and small population.

With the logging and oil industries being two of its most important industries, Canada pays a great importance to the primary sector. It also has a sizable manufacturing sector, based in Central Canada, with the automobile industry and aircraft industry being especially important. With the world's longest coastline, it has the 8th largest commercial fishing and seafood industry in the world. It is also one of the global leaders of the entertainment software industry (Wallace, 2002).

2.2 Tourism

Tourism has become an important sector that has an impact on the development of the country's economy. The main benefits of tourism are income creation and generation of jobs. The ability of the national economy to benefit from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to supply the needs of tourists. In 2013, Canada's tourism industry represented more of Canada’s GDP than agriculture, forestry and fisheries combined, generated $88.5 billion in economic activity. It was responsible for more than $17.2 billion in export revenue despite a growing travel deficit, it generated $9.6 billion in federal government revenue, and fostered 628,000 jobs across the country (https://tiac-aipc.ca/advocacy_global.htm).

\(^1\) Gross domestic product is a monetary measure of the market value of all the final goods and services produced in a period of time.
\(^2\) Purchasing power parity is a neoclassical economic theory that states that the exchange rate between two countries is equal to the ratio of the currencies' respective purchasing power.
3. City tourism

Canada is a mainstream tourist attraction. As the largest nation in North of America, it is a vast land incorporating mountains, coastlines, Arctic tundra and roomy prairies. While a large part of the country is of British and French plummet, Canada is home to many multi-cultural communities. The growth of city tourism is reflected in four interrelated processes: the presence of tourists, the desire, by local authorities or enterprises to welcome tourists in their territory. Thus, the economic and socio-spatial implications of city tourism are significant.

At global, national and regional level, city tourism has become an important economic driver. Nationally, it outperforms both tourism to countries as a whole, and GDP growth. Regionally and locally, city tourism is considered to be an incubator of innovation and technology and a key factor in the urban economy and city development: it creates jobs, stimulates foreign exchange through revenues and taxes, and promotes investment in infrastructure and the provision of public services. Find below described eight most important cities for Canadian tourism (https://etacanadaonline.com/best-cities-to-visit-in-canada).

4. Montreal

Montreal is a city in the province of Quebec on the Island of Montreal in Canada. It is the second largest city in Canada, the largest in the province and the 9th largest city in North America with an estimated population of 1.75 million in 2016. The official and primary language of the city is French. The city of Montreal occupies about three-fourths of the Montreal Island, the largest island of the 234 islands in the Hochelaga Archipelago (https://www.britannica.com/place/Montreal).
4.1 Tourism statistics of Montreal

By the end of the year, more than 11 million tourists will have spent more than $3.6 billion in the Montreal region, according to an estimate prepared by the Conference Board of Canada for Tourisme Montreal released on Tuesday the 8 May 2018. The board said tourism numbers were up across the board with an increase in airline passenger traffic. In total, according to Tourisme Montreal, the number of international visitors to the city was up by six per cent.

According to the board, the number of visitors from China rose by 32.1%, while the number of visitors from Mexico was up 119.3%. $3.6 billion in tourist spending is an increase of 9.9% when compared to 2017. However, when the tourism numbers for 2016 were reported, it said tourists spent $3.3 billion in Montreal that year. That’s a difference of 9.09%. In 2016, 10.2 million tourists visited Montreal, according to Tourisme Montreal, up from 9.6 million the year before. A small increase in the number of tourists for 2018 is expected. The city is seeing an increase in the number of cruise ships docking in the city, because a new cruise terminal opened in summer 2018. Cruise ship traffic is expected to rise 20% in 2017 and between 15 and 20% in 2018 (http://montrealgazette.com/business/the-best-since-expo-67-tourist-numbers-rise-this-year-in-montreal).
Montreal has many attractions that tourists can visit, but among those attractions there are three which stand out, namely Parc Jean-Drapeau, Mount Royal Park and Old Montreal.

4.2 Parc Jean-Drapeau

Parc Jean-Drapeau is spread across two islands in the St. Lawrence River to the east of downtown Montréal. It offers the most diverse range of attractions of any area in the city. It was home to the 1967 World’s Fair. These islands offer a casino, museum, racetrack and other diverse attractions.

Saint Helen’s Island is the northernmost of the two islands. It hosts a landmark of postmodern architecture: the Biosphere. The dome was designed by Buckminster Fuller for the world’s fair held on the island. Visitors can rent bikes at one of two rental kiosks in the park and ride it on the Circuit Gilles Villeneuve. This 4.3-kilometer racetrack hosts the Canadian Grand Prix every June. For the rest of the year it is open to walkers, bikers and roller skaters. The Stewart Museum is located in an old British military fort on Saint Helen’s Island. This museum presents the influence of European culture on Canadian culture through five centuries of artifacts.

The park is accessible by bus via either the Jacques Cartier Bridge or the Concorde Bridge. There is also a metro stop at the centre of Saint Helen’s Island. There is no admission fee, but many of the individual attractions have fees. The park is open year-round, but some of its attractions are closed during the cold months (https://www.expedia.ca/Parc-Jean-Drapeau-Ville-Marie.d6242415.Vacation-Attraction).
**Picture 2 Parc Jean Drapeau**


### 4.3 Mount Royal Park

Like the Eiffel Tower in Paris or the Big Ben in London, Mount Royal acts as a natural landmark and way to orient yourself in Montreal. The Mont Royal summit has a lookout and a park designed by Frederick Law Olmsted\(^3\), famous for his work on Central Park in NYC.

The Smith House is a heritage building that offers education and reception services to visitors. This entry point to Mount Royal Park also has the Café Smith restaurant-terrace. Beaver Lake is a man-made lake where you can also find a playground and pavilion with a restaurant-bistro, restrooms, telephones, and rental counter for outdoor equipment (seasonal). There are three lookouts: Camillien-Houde Drive, Kondiaronk, and the Crags Trail.

Bird feeder Circuit is a major visitor component at Mount Royal for Birdwatchers. The circuit runs along Olmsted Road from November to April. Mount Royal Park offers plenty of places to picnic, including around Beaver Lake and the chalet. A wonderful children's playground features modern, artistic takes on traditional play structures (https://www.tripsavvy.com/mount-royal-park-guide-1481910).

\(^3\) An American landscape architect, journalist, social critic, and public administrator. He is popularly considered to be the father of American landscape architecture.
4.4 Old Montreal

Old Montreal is a popular tourist destination since it holds some of Montreal’s oldest buildings, many of which date back as far as the 1600s. This historic neighbourhood is picturesque and full of character. Lined with cobbled streets and as a culture hotspot, Old Montreal is a must-see. Here are the top things to do and see.

4.4.1 Place d’Armes

Place d’Armes is a beautiful and historical public square in the heart of Old Montreal. The square is also bordered by some of Montreal’s most impressive buildings. On the northern side, there is the old Bank of Montreal and on the western side, the Aldred Building. Place d’Armes is recently known as the place where Canadian superstar Celine Dion got married.

4.4.2 Bonsecours Market

Bonsecours market is located on Saint-Claude Street. The Market was inaugurated in 1847 and contains 15 boutiques featuring top-quality made-in-Quebec creations, and various restaurants and bars. It used to be the oldest and largest public market in Montreal, so it has changed somewhat but still remains an incredibly impressive piece of architecture.

4.4.3 Saint-Paul Street

Saint-Paul Street is one of the most picturesque streets in Montreal. There isn’t much to do on the street but it is worth walking down it due to its architecture and the general ambiance. Place Jacques Cartier is a square named after the explorer Jacques Cartier, who claimed Canada for France in 1535 (https://theculturetrip.com/north-america/canada/quebec/articles/the-top-10-things-to-do-and-see-in-old-montreal/).
5. Toronto

Toronto is the capital of the Ontario province. It has the most populous metropolitan area in Canada and, as the most important city in Canada’s most prosperous province, it is the country’s financial and commercial centre. The estimated population of Toronto is 2,503,281. Its location on the northern shore of Lake Ontario, which forms part of the border between Canada and the United States, and its access to Atlantic shipping via the St. Lawrence Seaway and to major U.S. industrial centres via the Great Lakes has enabled Toronto to become an important international trading centre. Since the second half of the 20th century the city has grown phenomenally, from a rather sedate provincial town “Toronto the Good” to a lively, thriving, cosmopolitan metropolitan area (https://www.britannica.com/place/Toronto).

Picture 3 Toronto map

Source: http://catolico.info/toronto-canada-map/toronto-canada-map-where-is-toronto-located-toronto-location-on-map-800-x-685-pixels/

5.1 Tourism statistics of Toronto

According to statistics by Tourism Toronto, as seen in Table 1, the region hosted more than 43.7 million visitors and more than 15 million visitors stayed overnight in Toronto.
in 2017, both figures shattering previous records. Table 1 shows that $8.8 billion is being generated in the local economy during 2017 as a result of visitor activity. More than 300,000 jobs across the Toronto region actually depend on tourism in the area. In terms of international travellers in Toronto, Table 2 shows that approximately 319,000 visitors from China continued to top the list in 2017. As shown in Table 2, the biggest increase in international tourism came from those visiting from Mexico. According to Tourism Toronto, there was a 72-per-cent increase in visitors during 2017 compared to 2016 (https://globalnews.ca/news/3983802/toronto-tourism-2017-visitors/).

**Table 1 2017 Toronto tourism statistic compared to 2016**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visitors to Toronto</td>
<td>41,540,000</td>
<td>43,730,000</td>
</tr>
<tr>
<td>Same-day visitors</td>
<td>26,500,000</td>
<td>28,200,000</td>
</tr>
<tr>
<td>Overnight visitors</td>
<td>13,810,000</td>
<td>15,530,000</td>
</tr>
<tr>
<td>U.S. overnight visitors</td>
<td>1,991,000</td>
<td>2,973,000</td>
</tr>
<tr>
<td>International overnight visitors</td>
<td>4,231,000</td>
<td>5,120,000</td>
</tr>
<tr>
<td>In spending</td>
<td>$7,900,000,000</td>
<td>$8,840,000,000</td>
</tr>
<tr>
<td>U.S. visitor spending</td>
<td>$1,075,000,000</td>
<td>$1,763,000,000</td>
</tr>
</tbody>
</table>

Source: Created by the author

**Table 2 Visitors from international markets in 2017 compared to 2016**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>223,000</td>
<td>319,000</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>301,000</td>
<td>263,000</td>
</tr>
<tr>
<td>India</td>
<td>94,000</td>
<td>161,000</td>
</tr>
<tr>
<td>South Korea</td>
<td>87,000</td>
<td>122,000</td>
</tr>
<tr>
<td>Japan</td>
<td>96,000</td>
<td>95,000</td>
</tr>
<tr>
<td>Germany</td>
<td>94,000</td>
<td>93,000</td>
</tr>
<tr>
<td>France</td>
<td>78,000</td>
<td>84,000</td>
</tr>
<tr>
<td>Italy</td>
<td>79,000</td>
<td>79,000</td>
</tr>
<tr>
<td>Mexico</td>
<td>17,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Brazil</td>
<td>37,000</td>
<td>71,000</td>
</tr>
</tbody>
</table>

Source: Created by the author

Toronto has many attractions that tourists can visit, but among those attractions there are three which stand out, namely, the CN Tower, the Royal Ontario Museum and Casa Loma.
5.2 CN Tower

Toronto's famous landmark, the 553-meter CN Tower, is one of the city's must see attractions and also the most impossible to miss. Towering above the downtown, the structure can be seen from almost everywhere in the city. Visitors have two options of simply appreciating the building from the ground, or taking a trip up to one of the observation areas. The CN Tower, built between 1972 and 1976, was once the tallest freestanding structure in the world, but has long since been surpassed by the buildings like Makkah Royal Clock Tower, Shanghai Tower and Burj Khalifa.

The highest viewing area on the CN Tower is from the Sky Pod at 447 meters above the city, with views that, on clear days, extend to Niagara Falls and New York State. Below the Sky Pod, at the top of the main elevator is the LookOut at 346 meters where the Horizons Restaurant is located. One floor below the LookOut is the Glass Floor and the Outdoor Sky Terrace. As the name suggests, the Glass Floor offers a bird's eye view directly down over the city as visitors stand on a glass floor (https://www.planetware.com/tourist-attractions/~toronto-cdn-on-ont.htm).

Picture 4 CN Tower

Source: http://www.torontobusco.com/product/cn-tower/
5.3 The Royal Ontario Museum

The Royal Ontario Museum is the largest museum in Canada. The museum's purpose is to explore both the natural world and humankind's cultural past. Each year, over a million visitors visit the museum. The museum is located in Toronto, and it was created in 1912.

The museum currently has more than 6 million objects in its collection. The Natural History and World Cultures departments contain collections related to anthropology, Near Eastern and Asian civilizations, Western art and culture, earth sciences and palaeobiology and other disciplines. The museum houses archaeological collections from all areas of the New World. Its ethnological collections are worldwide in scope, with Canadian North-West Coast, Plains, Inuit and Woodlands being the most comprehensive. The Near Eastern and Asian collections contain exceptional Chinese holdings, including tomb figurines dating from Han to Tang dynasties; there are also the most comprehensive collections of Egyptian and Near Eastern artifacts in Canada, as well as Canada's largest textile and costume collection (http://www.thecanadianencyclopedia.ca/en/article/royal-ontario-museum/).

5.4 Casa Loma

Casa Loma is a 98-room castle in the middle of Toronto that bankrupted Sir Henry Mill Pellatt, a 19th century electricity multimillionaire. Nowadays, Casa Loma is owned by the city of Toronto and has become a museum and tourist attraction for visitors to the city. The castle includes the 60-foot-tall Great Hall with wooden chandeliers and sculpted figures on its pillars, the plant-filled conservatory complete with a marble floor and a stained glass ceiling, the 10,000-book library, the mahogany stables built with a Spanish tile floor suited for the hooves of the horses, and the beautiful gardens abounding with flowers (https://www.atlasobscura.com/places/casa-loma).
6. Ottawa

Ottawa is the capital of Canada and the country's fourth largest city. Ottawa is located in the eastern region of Southern Ontario along the Ottawa River. The estimated population of Ottawa is 812,129. Originally, a trading and lumbering community that grew into a town of regional significance, Ottawa was named the capital of the Province of Canada in 1857 and retained that status when Canada became a dominion within the British Commonwealth in 1867. Because of its location on the boundary between English-speaking Ontario and French-speaking Quebec and its position as national capital, Ottawa is one of the most bilingual cities in the country (http://worldpopulationreview.com/world-cities/ottawa-population/).

Picture 5 Ottawa map


6.1 Tourism statistics of Ottawa

It is reported by Ottawa Tourism that more than 11-million visitors came to the city. Its social media channels saw an increase in activity of 53% on Facebook and a 420% on Twitter. Visitation from the U.S. grew by 7.8%, while the international visitor base also grew by 10.9%. Total visitor spending reached $2.3-billion in 2017. That figure is an

Ottawa has many attractions that tourists can visit but between those attractions there are three which stand out, namely Parliament Hill, the Canadian War Museum and the Canadian Museum of Nature.

6.2 Parliament Hill

Parliament Buildings are structures in Ottawa that house the Canadian Parliament (the Senate and House of Commons). The buildings, which are designed in a Gothic Revival style, officially opened on June 6, 1866. On February 3, 1916, a fire destroyed all but the Library of Parliament. Reconstruction began later that year and was completed in 1927.

As the seat of Canada’s federal government, the Parliament Buildings are remarkable and visually striking landmarks. The complex is made up of three buildings: the Centre Block, which houses the Parliament, the Library of Parliament, and the Peace Tower; and the East and West blocks, each of which is an administrative building.

The Centre Block is centrally located at the hill’s highest point near a steep escarpment. The East and West blocks are to each side of the Centre Block and create a public plaza facing the city’s urban core. The surrounding open grounds are interspersed with monuments of important political figures (https://www.britannica.com/topic/Parliament-Building-Ottawa-Ontario).
Picture 6 Parliament Hill

Source:https://www.ottawatourism.ca/ottawa-insider/parliament-hill/

6.3 Canadian War Museum

The Canadian War Museum is a national museum of military history and is one of the world’s most respected museums for the study and understanding of armed conflict. The Museum dates back to 1880, when it consisted primarily of a collection of militia artifacts. The Museum re-opened at a new location in downtown Ottawa on May 8, 2005. Its opening not only marked the 60th anniversary of the end of the Second World War in Europe (V-E Day) but also the 125th anniversary of the Museum itself. Since its opening in 2005, every year approximately 500,000 visitors visit the Museum (https://www.warmuseum.ca/about/).

6.4 Canadian Museum of Nature

The Victoria Memorial Building has had a lively existence, and today the excitement continues as it serves as the home of the Canadian Museum of Nature. The Vale Earth Gallery showcases more than 1,000 dazzling minerals and rocks. Visitors can learn about the powerful forces that have shaped our planet, and how geology and mineralogy connect with everyday life. There is an awe-inspiring collection of insects, arachnids, and even slimy banana slugs, housed in attractive terraria. (https://www.ottawatourism.ca/ottawa-insider/canadian-museum-of-nature/).
7. Quebec

Quebec City is the capital of Quebec province in Canada. The estimated population of Quebec is 491,142. One of the oldest cities in Canada having celebrated its 410th anniversary in 2018, Quebec City has a distinct old-world character and charm. It is the only remaining walled city in North America north of Mexico and was recognized as a UNESCO World Heritage site in 1985. Among its other distinguishing characteristics are its narrow cobblestone streets, stone buildings, fortifications, and rich French Canadian culture grounded in the French language. The city’s splendid views of the surrounding landscape and unique character were noted as early as 1842, during a visit by Charles Dickens, who called Quebec the “Gibraltar of North America.”

In addition to being a major tourist destination, Quebec is an administrative centre and a port city for transatlantic trade. Its location at the confluence of the St. Lawrence and Saint-Charles rivers, about 240 km northeast of Montreal, provided a number of strategic military advantages: because of the narrowing of the St. Lawrence River, Quebec was the farthest upstream oceangoing vessels could navigate, and the city’s fortifications on a high ridge had a commanding view of the river. (https://www.britannica.com/place/Quebec).

Picture 7 Quebec map

7.1 Tourism statistics of Quebec

Over 31.1 million tourists visited Quebec and its regions in 2014. Of 31.1 million tourists that visited Quebec, some 6.4 million were visitors from outside the province. Total tourism revenue of $13.1 billion (2014) has a $9.2-billion impact on the gross domestic product (GDP), or approximately 2.5% of Quebec’s total economic activity.

Quebec has over 32,000 tourism businesses that provide a range of services, including food, accommodation, travel arrangements, reservations and transportation, as well as other services, such as entertainment and recreational activities. Roughly 355,000 people are employed in these businesses, or nearly 9% of total employment in Quebec (http://www.gouv.qc.ca/EN/LeQuebec/Pages/Tourisme.aspx).

Quebec has many attractions that tourists can visit but between those attractions there are three which stand out, namely Place Royale, Sainte-Anne-de-Beaupré and Chutes Montmorency.

7.2 Place Royale

Place-Royale is the most eloquent witnesses to Quebec’s French origins. Until the mid-19th century, this public square was the city’s commercial hub. Each year hundreds of thousands of people visit Place Royale to experience the faithfully recreated atmosphere of New France.

The Place-Royale you see now looks a lot like Place du Marché from 1725 to 1750. It is all there: a dense configuration of two and three-storey stone houses with fire walls, wide chimneys, gable roofs, and small-paned windows. Half the buildings were completely rebuilt between 1960 and 1980, the other half were only partially renovated. Today Place-Royale provides a comprehensive picture of the site’s rich history. Some of the buildings are evocative of the New France period, while others reflect the British influences.

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4 A marketplace or market square in the centre of a French village.

**Picture 8 Place Royale**

Source: https://www.expedia.ca/Place-Royale-Quebec.d507201.Vacation-Attraction

### 7.3 Sainte-Anne-de-Beaupré

Sainte-Anne-de-Beaupré is a town in the Quebec region. It lies along the St. Lawrence River near the mouth of the Sainte-Anne, about 32 km northeast of the city of Quebec. Settled about 1650, the town has been a noted Roman Catholic pilgrimage centre since 1658, when its first chapel was built. Numerous miraculous cures have been reported to have happened in the town, and since then, the shrine has been visited by pilgrims from throughout Canada and the United States.

The present basilica was completed in 1963. Constructed in the 12th-century Romanesque-Gothic style, it can accommodate 9,000 worshippers. Sainte-Anne-de-Beaupré is the headquarters of the French Redemptorists and the seat of their college. An attraction of the town is a huge cyclorama of Jerusalem depicting the day of the Crucifixion (https://www.britannica.com/place/Sainte-Anne-de-Beaupre-Quebec#ref223856).

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5 A society of missionary priests founded by St. Alphonsus Maria Liguori, for the purpose of labouring among the neglected country people in the neighbourhood of Naples.
7.4 Chutes Montmorency

Montmorency Falls Park is just a few minutes from downtown Quebec City. The waterfalls are 83 m tall, which is a full 30 m higher than Niagara Falls. The cable car up the cliff takes the visitors to the start of the panoramic walking tour at the Manor. The Manore houses an interpretation centre, restaurant and gift shop. There is a footpath along the top of the cliff, which leads to a suspended bridge, and it affords a splendid view of the area (https://www.quebecregion.com/en/businesses/attractions/tourist-sites/parc-de-la-chute-montmorency/).

8. Edmonton

Edmonton is the capital of the Alberta province in Canada. It lies along the North Saskatchewan River in the centre of the province, 300 km north of Calgary. The estimated population of Edmonton is 730,372. Transportation has been the cornerstone of the settlement and development of Edmonton. The North Saskatchewan River was a major conduit for the historic fur trade, which established trading posts near what is now Edmonton. The advent of railways in the early 1900s and, later, of roads, oil and gas pipelines, and an international airport, transformed the city into a transportation centre known as the “Gateway to the North.” It is the service and supply centre for the oil industry as well as the petrochemical centre for western Canada (https://www.britannica.com/place/Edmonton-Alberta).

Picture 9 Edmonton map

Source:https://www.worldatlas.com/na/ca/ab/where-is-edmonton.html
8.1 Tourism statistics of Edmonton

Tourists bring in close to $2 billion a year in direct and spin-off revenue to Edmonton. According to a 2012 report from Travel Alberta, tourism brings $1.6 billion in direct expenditures and $197 million in indirect and induced expenditures each year to the city. That in turn generates $748 million in tax revenue and 25,036 in tourism jobs.

Statistics show that seven million people visit Edmonton annually, spending $1.3 billion on hotels, restaurants, shopping and entertainment. The most frequent visitors from outside Canada come from the US, the United Kingdom, Australia, and China (https://edmontonsun.com/2015/07/19/seven-million-people-visit-edmonton-annually/wcm/b1b54b06-1935-4183-8954-533ed884f32c).

Edmonton has many attractions that tourists can visit but between those attractions there are three which stand out, namely, Elk Island National Park, Muttart Conservatory and West Edmonton Mall.

8.2 Elk Island National Park

The Elk Island National Park is situated in the Beaver Hills, an area, as the name suggests, abundant in beaver at the turn of the 19th century. What made the Beaver Hills unique was the aspen thickets, which surrounded the prairie and provided forage and protection for the wintering herds of bison and year-round population of elk, moose, and deer. There was was plenty of water as well.

The Beaver Hills became an important centre for much of the commercial hunting, which supplied the fur trade. Beavers were virtually eliminated from the Beaver Hills by the 1830s. By the late 1860s, the numbers of large ungulates were depleted to the point where the bison were almost eliminated and other large herbivores were very scarce. With elk, mule deer, and moose enclosed within its fenced boundaries, Elk Park became the first federally controlled area in Canada to be enclosed as a big game sanctuary (https://www.pc.gc.ca/en/pn-np/ab/elkisland/decouvrir-discover/chrono).
8.3 Muttart Conservatory

The Muttart Conservatory, one of the most iconic structures in Edmonton, offers a year-round escape into the beauty of the world's plant life. It was designed by the award-winning Canadian architect Peter Hemingway, and it officially opened in September 1976.

The Muttart Conservatory’s four pyramids are home to thousands of species of plants. Each pyramid maintains a different environment, representing different environments in the world. The Arid Pyramid displays plants from the hot and cold dry areas of the world, spanning five continents. They share an ability to thrive in environments with dry air, irregular moisture and wide day/night temperature fluctuations. The jungle-like environment of the Tropical Pyramid is lush, green and fragrant, while the air is humid and warm. The plants come from tropical rainforests, tropical evergreen forests or tropical grasslands, and are often showy and bright. The Feature Pyramid exhibit changes completely several times per year providing new experiences for visitors. (http://www.edmontonattractions.com/muttart_conservatory/).
8.4 West Edmonton Mall

The traditional urban bazaars of Persia, where shopping and entertainment were plentiful and operated in tandem, fulfilling a variety of consumer needs all in one place is the inspiration that shaped the West Edmonton Mall. 5.3 million square feet is the size of the Mall, which is comparable to a small city.

The Mall is home to more than 800 stores and services including nine world-class attractions, over 100 dining venues, two hotels, the widest variety of one-of-a-kind retailers, and entertainment for all ages. Approximately 30.8 million people visit the mall yearly on average making West Edmonton Mall the province's number-one tourist attraction (http://www.wem.ca/info/about/).

9. Calgary

Calgary is located in southern Alberta in Canada. The estimated population of Calgary is 988,812. It is situated on the western edge of the Great Plains, in the foothills of the spectacular Canadian Rockies (about 100 km to the west), and the surrounding valleys and uplands are a distinct change from the flat prairie landscapes typical of the region.

A relatively young Canadian city and the administrative and financial headquarters of the country’s petroleum industry, Calgary also celebrates its history as a cattle-ranching capital, an image enhanced by the city’s hosting of the annual Calgary Stampede, a 10-day rodeo-centred event. In the early 21st century, Calgary was one of the fastest-growing cities in Canada (https://www.britannica.com/place/Calgary).
9.1 Tourism statistics of Calgary

More than 7.3 million visitors travelled to the Calgary area in 2014. Domestic tourists were the main source of visitors to Calgary (89%). Visitors to the Calgary area in 2014 spent an estimated $1,584,086,500 in the region on accommodation, private and public transport, restaurants, entertainment and shopping.

Tourism spending in 2014 generated the following benefits to the Calgary area: $2.5 billion in industry output added $779 million to wages and salaries, employed approximately 15,121 people, supported $452 million in taxes, and contributed $1.1 billion to GDP (http://tourism.visitcalgary.com/industry-members/research-market-research/economic-impact).

Calgary has many attractions that tourists can visit but between those attractions there are three which stand out, namely, Calgary Stampede, Rocky Mountaineer Rail Journey and Calgary Zoo and Prehistoric Park.
9.2 Calgary Stampede

The Calgary Stampede is an exhibition and stampede (rodeo) held in Calgary annually since 1923. The world-famous rodeo festival was started in 1912 by Guy Weadick, a former Wyoming cowboy, with the backing of major Alberta cattlemen. Held in July, it is a colourful 10-day celebration of the Old West, featuring many rodeo events, musical performances, a parade and other festivities; attendance exceeds one million visitors each year (https://www.britannica.com/sports/Calgary-Stampede).

Picture 12 Calgary Stampede

Source:https://www.calgarystampede.com/

9.3 Rocky Mountaineer Rail Journey

The luxuriously appointed, privately owned "Rocky Mountaineer" runs between Calgary and Vancouver, cutting westward on the historic Canadian Pacific line through the soaring mountain wall of the Rocky Mountains. At Canmore, providing the weather is good, there is a fine view of the snow-capped "Three Sisters." Soon afterwards, the popular winter resort of Banff is reached. Other highlights on this mountainous section

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6 Rocky Mountaineer is a Canadian rail-tour company offering Western Canadian vacation packages that operates trains on four rail routes through British Columbia, Alberta, and the U.S. state of Washington.
7 Banff is Canada’s first national park, and a resort town, one of Canada's most popular tourist destinations, known for its mountainous surroundings and hot springs.
include Kicking Horse Pass, Rogers Pass, and Lake Louise (https://www.planetware.com/tourist-attractions-/calgary-cdn-ab-abc.htm).

9.4 Calgary Zoo and Prehistoric Park

From the splendor of the Canadian Wilds to the heart of Destination Africa, visitors can see close to 900 animals from around the world in the Calgary Zoo. Visitors can visit the gorilla rainforest habitat, trek over to the Savannah to watch the hippos swim, or have an adventure in the Canadian Wilds seeing a majestic grizzly bear. Every visit helps protect species-at-risk at home and in the wild. Visitors can visit the unique and immersive permanent Land of Lemurs exhibit and starting in 2018, they can see the iconic giant pandas (https://www.visitcalgary.com/places/calgary-zoo-botanical-garden-prehistoric-park).

10. Winnipeg

Winnipeg is the capital of the Manitoba province in Canada since 1870. It lies at the confluence of the Red and Assiniboine rivers, 65 km southwest of Lake Winnipeg and 95 km north of the U.S. state of Minnesota. The estimated population of Winnipeg is 633,451.

Winnipeg is the economic and cultural centre of Manitoba and is at the heart of the most populous metropolitan area in central Canada. The Forks National Historic Site, at the junction of the Red and Assiniboine rivers, commemorates the history of the Canadian West. Assiniboine Park includes a zoo and a conservatory. Also nearby are Bird’s Hill (northeast) and Beaudry (west) provincial parks. Winnipeg’s professional sports teams include the Jets (National Hockey League) and the Blue Bombers (Canadian Football League) (https://www.britannica.com/place/Winnipeg).
10.1 Tourism statistics of Winnipeg

The tourism sector in Winnipeg employs more than 43,000 people at approximately 3,300 establishments. This includes a mixture of small, medium and large local, national and international businesses and not-for-profit organizations.

The sector is represented by seasonal and year-round operations, dining establishments, bed and breakfasts, hotels, outfitters, outdoor adventures, tour operators, eco-tourism, festivals, museums, cultural events, casinos, performing arts, spectator sports, amusement parks, and heritage sites.

Winnipeg’s tourism sector generates more than $3.0 billion in GDP annually. Winnipeg is visited by 3.5 million people (overnight and day trips) for leisure, business, and other personal reasons. Total direct visitor expenditures generated in 2014 were an estimated $673 million. In 2014, 474,000 people (or 12% of travellers) visited Winnipeg for business purposes and spent $118 million. With $76 million in direct spending in 2014, U.S. visitors represent Winnipeg’s largest international travel market (accounting for 69% of visitors within this segment). Manitobans represent the largest share of visitors to Winnipeg (2.6 million or 74%). Overall hotel occupancy in 2016 averaged 66%.
which outperformed the Canadian average of 64% (https://www.economicdevelopmentwinnipeg.com/key-industries/tourism).

Winnipeg has many attractions that tourists can visit but among those attractions, there are three, which stand out, namely, Festival du Voyageur, Fort Whyte Alive and The Canadian Museum for Human Rights.

10.2 Festival du Voyageur

Saint-Boniface is transformed into a winter paradise and becomes host to the largest winter festival in Western Canada, every winter since 1970. The name of the festival is Voyageur\(^8\). Métis and First Nations histories are brought back to life, not only through the historical interpretation offered inside reconstructed Fort Gibraltar, but also through the many attractions inside Voyageur Park and at the festival’s various official sites. Music of old, traditional cuisine, sensational snow sculptures and captivating shows are but a few examples of entertainment. Offering a vast array of historical, recreational and educational activities, Festival du Voyageur has something for all tastes and all ages (https://festivalvoyageur.mb.ca/en/about-us/).

Picture 14 Festival de Voyageur

Source:http://in-keepexploring.canada.travel/things-to-do/exp/festival-voyageur/?galleryItemId=200009901

\(^8\) The voyageurs were French Canadians who engaged in the transporting of furs by canoe during the fur trade years.
10.3 Fort Whyte Alive

Fort Whyte Alive is a nature centre that covers more than 600 acres of prairie, lakes, forest and wetlands. The centre offers a 40 head bison prairie exhibit, hiking trails with a bison viewing mound, family tree house, bird feeding stations, songbirds, deer, prairie dog compound, and floating boardwalks. The Interpretive Centre is home to the Aquarium of the Prairies, indoor beehives, dioramas and much more. Upon arrival at Fort Whyte, visitors are provided with a brief background of the centre and indicate its mission and mandate by the employees.

Visitors can also tour the Alloway Reception Centre and receive an explanation of resource efficient construction materials, and operating systems. In addition, visitors will be taken on the People of the Prairies walk, this includes a history of the plains bison and the Aboriginal relationship with them. Visitors can explore the “bison box” demonstrating Aboriginal use for bison, visit the buffalo rubbing stone, pioneer sod house, Red River cart, Aboriginal encampment, bison viewing mound, and the buffalo hunt drive lane (http://heartlandtravel.ca/book-a-tour/fort-whyte-alive/).

10.4 Canadian Museum for Human Rights

The Canadian Museum for Human Rights is the first museum solely dedicated to the evolution and future of human rights. The museum’s goal is to build not only a national hub for human rights learning and discovery, but a new era of global human rights leadership. It is the first national museum built in nearly half a century, and the first outside the National Capital Region.

Creating inspiring encounters with human rights, it engages Canadians and their international visitors in an immersive, interactive experience that offers both the inspiration and tools to make a difference in the lives of others. The museum welcomes their visitors as partners on a journey to erase barriers and create meaningful, lasting change (https://humanrights.ca/about).
11. Vancouver

Vancouver is located in southwestern British Columbia in Canada. It is the major urban centre of western Canada and the focus of one of the country’s most populous metropolitan regions. The estimated population of Vancouver is 603,502. Vancouver lies between Burrard Inlet to the north and the Fraser River delta to the south, opposite Vancouver Island. The city is just north of the U.S. state of Washington. It has a fine natural harbour on a superb site facing the sea and mountains (https://www.britannica.com/place/Vancouver).

**Picture 15 Vancouver map**

Source:https://www.worldatlas.com/na/ca/bc/where-is-vancouver.html

11.1 Tourism statistics of Vancouver

Vancouver was visited by over 10.3 million people in 2017. It was the highest overnight visitation in the city’s history. The top five visitor markets for Vancouver are Canada, the U.S., China, Australia and the UK.

Tourism approximately contributes $4.8 billion to the Metro area of the Vancouver economy annually and supports over 70,000 full time jobs. In Vancouver, there are over 23,000 hotel rooms, with over 12,000 in the downtown core. The city receives more than 230 cruise ship calls annually. Each cruise ship stimulates nearly $3 million in
economic activity for the local economy (https://www.tourismvancouver.com/media/corporate-communications/vancouvers-tourism-industry-fast-facts/).

Vancouver has many attractions that tourists can visit but among those attractions, there are three, which stand out, namely Museum of Anthropology, Gastown and Science World.

11.2 Museum of Anthropology

The Museum of Anthropology is built on the traditional, ancestral and unceded land of the Musqueam\(^9\) people and it is thought that the first artworks and words encountered outside the Museum are a welcome from generous First Nations hosts. The Museum itself embodies the essence of Canada’s West Coast. In the museums Great Hall, massive and magnificent First Nations sculptures stand against a soaring glass wall that opens onto a panorama of forested islands and snow-capped mountains bordering the Salish Sea. Part of the museums originality comes from it being a public, research and teaching museum. The cutting-edge technology makes it possible for a range of exhibitions and events that cut across traditional disciplinary divisions to provoke creative engagement and dialogue (https://moa.ubc.ca/welcome/).

Picture 16 Museum of Anthropology

![Museum of Anthropology](https://www.expedia.com/Museum-Of-Anthropology-Vancouver.d503165.Vacation-Attraction)

\(^9\) The Musqueam are the oldest-known residents of Vancouver.
11.3 Gastown

The oldest part of Vancouver, Gastown is an area ful of galleries, shops, and restaurants set in carefully restored Victorian buildings. Heritage structures, cobblestone streets, and iron lampposts give the district its distinctive atmosphere. Gastown came into existence when a man called John Deighton arrived in 1867.

Deighton had the nickname "Gassy Jack", as a result, the vicinity became known as "Gastown". A statue of the proprietor now watches over the neighborhood in Maple Tree Square. Tourists stop for photos with Gassy Jack, and also love to visit the nearby Steam Clock, which puffs steam-powered chimes every 15 minutes (https://www.planetware.com/tourist-attractions/vancouver-cdn-bc-bcv.htm).

11.4 Science World

Science World is Vancouver's giant ball-shaped science centre, which has an OMNIMAX theatre and family-friendly science-related things to do and see. Built for the 1986 World’s Fair, Science World is the modern-looking landmark building at the east end of False Creek that looks like it has a giant mirrored ball on top.

Science World is full of entertaining and scientific displays and activities. It is highly recommended for young children, but also for people of all ages. As it is almost 100% inside, and because it is a first-rate science centre, Science World is an especially great place to visit on a rainy day (https://vancouversbestplaces.com/top-attractions/science-world/).
12. Canadian Tourism Statistics

In 1946, about 4 million tourists visited Canada. Over the next two decades, that number nearly quadrupled, reaching more than 15 million in 1967, the year Canada celebrated its centennial anniversary and Montréal hosted Expo 67. Much of the increase over this period can be attributed to the rapid rise in commercial air travel, which took off in the late 1950s and expanded further in the late 1960s.

Starting in 1968, the number of visitors continued to rise albeit at a slower rate until 2002, when more than 20 million tourists visited Canada. Historically, most tourists to Canada have come from the United States. In 1947, 98% of all tourists who visited Canada were Americans. By 1990, that share had fallen to 80%, and by 2015, Americans made up 70% of international tourists. In each decade from 1946 to 2015, the number of overseas tourists grew at a faster rate than the number of U.S. tourists. The most notable growth in the number of overseas tourists occurred during the 1960s and 1970s. In the 1960s, growth in the number of overseas tourists occurred during the 1960s and 1970s. In the 1960s, growth in the number of overseas tourists averaged 23% per year, compared with almost 4% growth for American tourists.

In the 1970s, the number of overseas tourists increased by an average of nearly 14% per year, while the number of American tourists decreased every year by an average of nearly 2%. In total, the number of overseas tourists to Canada increased more than sixfold between 1960 and 1970 and by almost two-and-a-half times between 1970 and 1980. In contrast, the number of American tourists increased by 55% during the 1960s and decreased by 16% during the 1970s. Growth in the number of overseas tourists continued to increase in the mid-1980s and well into the 1990s, averaging nearly 10% per year. After a brief downturn in 2003, growth in the number of overseas visitors picked up again, averaging just over 4% per year after the recession as shown in Figure 1. In 2014, the total number of overseas tourists reached 5 million for the first time (https://www150.statcan.gc.ca/n1/pub/11-630-x/11-630-x2017001-eng.htm).
Figure 1 International tourists entering Canada from 1946 to 2015
Source: https://www150.statcan.gc.ca/n1/pub/11-630-x/11-630-x2017001-eng.htm

Table 3 City visitors

<table>
<thead>
<tr>
<th>City</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto</td>
<td>43.7 million</td>
</tr>
<tr>
<td>Quebec</td>
<td>31.1 million</td>
</tr>
<tr>
<td>Montreal</td>
<td>11 million</td>
</tr>
<tr>
<td>Ottawa</td>
<td>11 million</td>
</tr>
<tr>
<td>Vancouver</td>
<td>10.3 million</td>
</tr>
<tr>
<td>Calgary</td>
<td>7.3 million</td>
</tr>
<tr>
<td>Edmonton</td>
<td>7 million</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>3.5 million</td>
</tr>
</tbody>
</table>

Source: Created by the author
Toronto has the most visitors from all the cities in Canada (43.7 million), followed by Quebec with 31.1 million visitors. The least visitors has Winnipeg with 3.5 million visitors (see Table 3).

Table 4 City revenue

<table>
<thead>
<tr>
<th>City</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quebec</td>
<td>$13.1 billion</td>
</tr>
<tr>
<td>Toronto</td>
<td>$8.8 billion</td>
</tr>
<tr>
<td>Vancouver</td>
<td>$4.8 billion</td>
</tr>
<tr>
<td>Montreal</td>
<td>$3.6 billion</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>$3.0 billion</td>
</tr>
<tr>
<td>Ottawa</td>
<td>$2.3 billion</td>
</tr>
<tr>
<td>Edmonton</td>
<td>$2 billion</td>
</tr>
<tr>
<td>Calgary</td>
<td>$1.5 billion</td>
</tr>
</tbody>
</table>

Source: Created by the author

Quebec has the highest revenue from tourism in Canada with 13.1 billion dollars, followed by Toronto with a revenue of 8.8 billion dollars. The lowest revenue has Calgary with 1.5 billion dollars (see table 4).
Table 5 Jobs in tourism

<table>
<thead>
<tr>
<th>City</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quebec</td>
<td>355,000</td>
</tr>
<tr>
<td>Toronto</td>
<td>300,000</td>
</tr>
<tr>
<td>Montreal</td>
<td>80,000</td>
</tr>
<tr>
<td>Ottawa</td>
<td>70,000</td>
</tr>
<tr>
<td>Vancouver</td>
<td>70,000</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>43,000</td>
</tr>
<tr>
<td>Edmonton</td>
<td>25,036</td>
</tr>
<tr>
<td>Calgary</td>
<td>15,121</td>
</tr>
</tbody>
</table>

Source: Created by the author

Quebec has the most jobs in tourism with 355,000 people employed in tourism, followed by Toronto with 300,000 people employed. The smallest number of people employed in tourism has Calgary with 15,121 employees (see table 5).

Urban tourism is a very important factor for the entire Canadian tourism and economy, generating $88.5 billion in economic activity. 43.7 million tourists visit Toronto and they generate $8.8 billion in the local economy. Montreal has 11 million visitors per year and they generate $3.6 billion in the local economy. Quebec has 31.1 million visitors per year, Ottawa 11 million, Vancouver 10.3 million, Calgary 7.3 million, Edmonton 7 million and Winnipeg 3.5 million visitors. Quebec has a revenue of $13.1 billion, Vancouver $4.8 billion, Winnipeg $3 billion, Ottawa $2.3 billion, Edmonton $2 billion and Calgary has a revenue of $1.5 billion. Combined, these eight cities are annually visited by 124.9 million domestic and foreign tourists, and together they generate a revenue of $39.1 billion, which is almost half of the amount that Canada earns annually from tourism.
13. Conclusion

Canada is a mainstream tourist attraction. Its cities have a major role in Canadian tourism. Each of the cities offers something different and the highlights that attract visitors from all over the world. The location determines the type of the places to visit, whether they are the more urban and historic landmarks of the cities in the eastern region of the big country or unique natural beauties of the western part. The biggest and most visited city is Toronto, with some important places for tourists to visit, such as the CN Tower and the Royal Ontario Museum. Apart from Toronto, there are other cities, such as Montreal, followed by the second biggest city with French population in the world, Ottawa, although not the biggest Canadian city, but its capital and the centre of the Parliament; Quebec, Edmonton and Vancouver, all with their numerous interesting historic, artistic and natural places to visit. Canada is visited by tourists from all over the world, but the greatest number of them come from the United States, followed by the United Kingdom and China. Tourism has become the fastest growing sector in the country's economy. The industry is not only beneficial to the country's GDP but also to the job market, generating over 700,000 jobs across Canada. It can be stated without any doubt that urban tourism in Canada is, and will be a significant part of Canada's tourism and economy.
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