

SIMON FRASER UNIVERSITY

Office of the Vice-President, Academic

MEMORANDUM

To: Senate

From: J.M. Munro, Chair, Senate Committee on Academic Planning

Subject: Centre for Tourism Policy and Research

Date: March 14, 1994

Action undertaken at the meeting of the Senate Committee on Academic Planning on March 9, 1994 gives rise to the following motion:

Motion: "That Senate approve and recommend to the Board of Governors as set forth in S.94 - 28 , formal approval of the Centre for Tourism Policy and Research under Policy R 40.01."

J.M. Munro

SIMON FRASER UNIVERSITY

MEMORANDUM
OFFICE OF VICE PRESIDENT, RESEARCH

TO: Alison Watt
Secretary, Senate Committee
on Academic Planning (SCAP)

FROM: Bruce P. Clayman
Vice President, Research
(Acting)

SUBJECT: Centre for Tourism Policy
and Research

DATE: February 25, 1994

I attach a proposal from Ron Marteniuk, Dean, Faculty of Applied Sciences for the formation of the Centre for Tourism Policy and Research. My 1993 review of Centres and Institutes revealed the fact that this Centre has never received formal approval under Policy R40.01 which governs all Centres and Institutes

The Governing Committee for Centres and Institutes recommends that the Centre be granted approval by SCAP at its next meeting. Once approved by SCAP, the proposal is to be forwarded to the next meeting of Senate, followed by submission to the Board of Governors.

Governing Committee:



Bruce P. Clayman
Vice President, Research
(Acting)



John M. Munro
Vice President, Academic

Attachment

M E M O R A N D U M
SIMON FRASER UNIVERSITY
FACULTY OF APPLIED SCIENCES

DATE: February 18, 1994

TO: Bruce Clayman, Vice-President Research, and
Jock Munro, Vice-President Academic
University's Governing Committee for Centres

FROM: Ron Marteniuk, Dean, Faculty of Applied Sciences

RE: Proposal to Officially Establish the Centre for Tourism Policy and Research

Please find attached a proposal to officially establish the Centre for Tourism Policy and Research. I fully support this proposal and recommend it to you.



Ron Marteniuk, Dean
Faculty of Applied Sciences

RM/lc

Enclosure

cc: C. Day, Director, School of Resource and Environmental Management
T. Calvert, Director, Research and Computing, Faculty of Applied Sciences
J. Pierce, Chair, Department of Geography
E. Alderson, Dean, Faculty of Arts
Charter Members: P. Williams, School of Resource and Environmental Management
C. Day, School of Resource and Environmental Management
T. Gunton, School of Resource and Environmental Management
P. Wright, School of Resource and Environmental Management
A. Gill, Department of Geography
J.L. Hoegg, Dean, Continuing Studies



PROPOSAL

**FOR A CENTRE FOR TOURISM POLICY AND RESEARCH
(CTPR)**

January 15, 1994

PROPOSAL FOR A CENTRE FOR TOURISM POLICY AND RESEARCH (CTPR)

1.0 Executive Summary

The proposed Centre will stimulate, encourage, and enhance tourism education and research, by providing a focus and resource base, for collaborative and multidisciplinary initiatives which promote excellence in the management of tourism development.

The CTPR will be a schedule A centre. The administrative officer will be the Dean of Applied Sciences.

The Director of the CTPR, nominated, elected, and recommended by members of the CTPR, through the Dean of Applied Sciences, will be a full-time employee of Simon Fraser University, appointed by the President, upon recommendation of the Governing Committees for Centres. The term of the Director shall be for five (5) years, renewable.

The Director shall submit an annual report on all CTPR activities, and a financial statement showing all revenues and expenditures for the twelve(12) months ending March 31 of each year, no later than June 30 of each year.

CTPR will act in accordance with all university policies, and in a manner consistent with the goals and objectives of Simon University.

Membership shall be by application to the Director, and a majority vote of the membership, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

Membership shall be for a five (5) year term, renewable at the discretion of the Director, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

An Advisory Board representing a cross section of individuals from university administration, research, industry, government, and appropriate interest groups, will be assembled to provide guidance to CTPR.

2.0 Introduction

Changing demographics, lifestyles, technologies and attitudes are constantly redefining the global tourism marketplace. With these shifts have come ever increasing tourism demands on natural and cultural resources, as well as regions, communities and businesses. Many of these transformations represent distinct opportunities for tourism destinations that are proactive rather than reactive in their planning practices. In this challenging environment, more must be done to enhance the managerial capabilities of

professionals either currently working or in the process of developing careers in the tourism industry, as well as those influencing its development. More must be done to encourage the development of information, skills and practices which encourage sustainable and competitive forms of tourism development. The Centre for Tourism Policy and Research is proposed herein, with these concerns in mind.

2.1 Objectives

Consistent with the goals and objectives of Simon Fraser University, and the School of Resource and Environmental Management (REM), The Centre For Tourism Policy and Research will provide leadership in developing and delivering research and education which encourages excellence in the management of tourism.

In its leadership role, the CTPR's specific objectives are as follows:

2.1.1. To stimulate, encourage and enhance tourism research which focuses on policy, planning, development, and management practices designed to support the effective and sustainable use of natural and cultural resources, by providing a focus and resource base for such collaborative and multi-disciplinary research.

2.1.2 To promote the development of future management and research personnel with expertise in tourism by encouraging the creation and delivery of graduate level studies and professionally focused education programs with a distinctly integrated resource and business management orientation, prepared in conjunction with appropriate departments at Simon Fraser University.

2.1.3. To facilitate the distribution and effective transfer of leading edge policy, planning and management information to the broader community through the development and delivery of tourism , presentations, seminars, workshops, conferences, publications, and other related contract services.

3.0 Terms Of Reference And Membership

3.1. Administrative Officer

Under Simon Fraser University policy for Centres and Institutes, CTPR will be a Schedule A centre with the Dean of Applied Sciences as the Administrative Officer.

3.2. Director

The Director will be a full-time employee of Simon Fraser University, recommended by the Administrative Officer. The Dean of Applied Sciences will use Simon Fraser University policy A13.01 as a guide in identifying a person to be recommended as Director. The principle in appointing a Director will be that the recommended person will

be nominated and elected by members of the Centre, through the Dean of Applied Sciences, to the governing Committee for Centres. The Director's term will be five years, renewable.

The Director will approve all contracts to be undertaken in the name of the Centre, in conjunction with the Administrative officer.

The Director will submit an annual report on CTPR activities, including a financial statement, to the Administrative Officer for the 12 months ending March 31, no later than June 30.

At least twice a year, the Director will call a meeting of the membership to discuss policy and direction of the Centre, and any other concerns of general import.

3.3 Members

Membership shall be by application to the Director, and a majority vote of the membership, subject to the appeal (for Simon Fraser university personnel only) to the Administrative Officer, whose decision shall be final.

Membership shall be for a five year term, renewable at the discretion of the Director.

The Centre shall encourage the widest possible membership of qualified researchers, to promote the goals of the Centre, and to encourage the cross-fertilization of ideas.

Any member may withdraw from the Centre by delivering a written letter of resignation to the Director of the Centre.

3.4 Advisory Board

The members of the Advisory Board will represent a cross-section of university administration, research, industry, and government personnel assembled to provide guidance to the Centre.

The primary task of the Advisory Board will be to help the Centre grow in scope and activity while remaining committed to its mission.

All Advisory Board meetings shall be open, and Centre members are encouraged to attend.

Advisory Board members shall consist of: the Administrative Officer, the Centre Director, the Director of REM, two corporate members, one provincial government representative, and one federal government representative, and such others as may be deemed capable of making an exceptional contribution to the activities of the Board.

Invitations for membership will be issued at the sole discretion of the Centre Director, except for those positions designated for Simon Fraser personnel.

Membership will be for a three year renewable term, except for designated personnel.

The Advisory Board will bear no legal responsibility for the actions of the Centre, and will exercise no direct control over the actions of the Director, Centre members, or staff.

3.5 Membership

The charter members of the CTPR are listed below. Expansion of the membership through joint research and program delivery with colleagues within Simon Fraser University and other academic and corporate research organizations will be a high priority.

Dr. Peter W. Williams,
Resource and Environmental Management (REM)

Dr. Alison Gill,
Geography, SFU

Dr. Chad Day
REM

Dr. Tom Gunton,
REM

Dr. Pamela Wright,
REM, SFU

Jo Lynne Hoegg
Dean, Cont. Stud.

3.6 Affiliations

Since multi-disciplinary tourism research and education which addresses the needs of the tourism industry is an underlying operating premise of the CTPR, affiliations with other industrial and government institutions and organizations will be sought, particularly where such linkages will encourage exceptional research and education.

4.0 The Environment

The CTPR will operate within an environment of growth, challenge and opportunity. B.C.'s economy has traditionally been resource-based. Over the past two decades however, the service sector has emerged as the province's leading generator of employment and business opportunity. Because of this shift in the economic base, the province is experiencing a period of transition particularly with respect to the use of natural resources. Because tourism operates as both a service and resource industry it is expected that its future development opportunities will expand rapidly.

However for these opportunities to be successfully realized, a number of challenges must be addressed. Addressing challenges such as these will be the focus of applied research and professional development programming in the CTPR. The Centre will also serve to

complement and support the School of Resource and Environmental Management's existing academic initiatives in tourism management.

4.1 Providing Strategic Marketing Information

Consumers have become more discriminating and specialized in their travel preferences. They are also using more sophisticated technologies to help them make their travel destination decisions. To be competitive in the global marketplace, suppliers of B.C.'s tourism products and services will need accurate, and relevant information about markets and marketing channels in order to position their offerings effectively. The CTPR will develop research methodologies and conduct primary and secondary investigations concerning domestic and international tourism market segments particularly suited to the natural and cultural assets found in B.C. and western Canada.

4.2 Improving The Product

In the past, B.C.'s tourism industry catered primarily to traveling families. Now there are many special interest groups such as seniors, river rafters, ecotourists, skiers, cultural sightseers etc. all with different needs and interests. This has created a demand for a more diversified range of tourism products. The CTPR will conduct research and education programs which encourages the development of new tourism products in B.C. and Western Canada which match the needs of tomorrow's travelers and which respect the integrity of the region's natural and cultural environments.

4.3 Encouraging Sustainability

In order to remain a preferred destination, B.C. must deliver on its "Super, Natural Promise". Its future depends on the well-being and availability of high quality natural resources, scenic coastlines, pristine wilderness areas, unspoiled rivers, and healthy fish and wildlife populations. Tourism suppliers share B.C.'s natural resources with other industries, and yet have little input into the development of provincial resource policy, planning, and management processes. There is a clear need to ensure that government decision making with respect to resource use take into account tourism interests as well as those of other economic and community stakeholders. There is also a need to encourage tourism suppliers to operate in as environmentally friendly a manner as is possible. Through its research and education activities, the CTPR will encourage the development of policy, planning and management tools which will support the development of sustainable forms of tourism, and a more coordinated approach to tourism resource planning and management..

4.4 Incorporating Community Support

Community and cultural values are playing an ever increasing role in the political and economic decision making-making of B.C. and other regions of Western Canada. An increasing number of communities are considering tourism and culture as a means of

promoting economic renewal and diversification. Since communities act as hosts for most tourists, it is tremendously important that resident needs and values be respected and balanced with those of the visitor and tourism industry. The CTPR will conduct research, workshops and seminars programs designed to provide the various stakeholders with tangible tools suited to stimulating and managing tourism growth in effective ways.

4.5 Developing Human Resources

Because tourism is a labor intensive industry, it is dependent on the nature and skills of those developing and delivering services for visitors. In order to attract and develop a professional work force for tourism in B.C., there is a need to provide academic education and focused professional development opportunities for those wishing to expand their management capabilities. Currently, graduate level training opportunities in the field of tourism are limited in both number and scope. No program in western Canada exists which focuses on integrating natural resource and business management dimensions of tourism. Given the close linkage between these specific areas of management within B.C.'s tourism industry, it is critical that new professionals in this area of practice be developed. The CTPR will lead the country in developing people with these capabilities through its integrated initiatives with REM, other departments at SFU, as well as in other B.C. institutions.

5.0 The Market

Over the past four decades, international tourism has grown rapidly. Its growth has been fueled primarily by increases in disposable income, more accessible and inexpensive travel technologies, and improved communication systems making tourists more informed and demanding travelers. World-wide tourist visits totaled 450 million in 1991 and revenues amounted to over \$278 billion US. Analysts suggest that the number of visitors will continue to grow throughout the 1990's. This will occur at an estimated average rate of about 4% a year, making tourism one of the largest industries in terms of both revenue generation and employment in the world by the year 2,000.

British Columbia accounts for approximately 47% of the estimated \$8 billion in tourism revenues generated by Western Canada. (1991) This represents about 5% of the province's GPP. On average, B.C. tourism revenues have grown at a rate of approximately 5% over the past decade. Globally, tourism revenues have grown at a rate of about 8% annually over the same period. In comparison, other Canadian provinces have experienced significant declines in tourism visitors and revenues during recent years, while British Columbia's tourism appeal has remained relatively strong. The province's prospects for future growth are bright for a number of reasons. These include.

* B.C.'s proximity to rapidly growing populations of residents and potential international visitors in the West Coast regions of the U. S.;

*B.C.'s North American proximity to the fastest growing economic and travel region in the world- the Asian-Pacific region;

* B.C.'s rapidly expanding domestic population, characterized by the highest growth rates in Canada;

*B.C.'s fortunate endowment of natural and cultural resources particularly suited to the rapidly expanding demand for nature-based specialty travel products and services (e.g. ecotourism, outdoor adventure, cruising, wildlife viewing, guide outfitting etc.).

The demand for research and education development which will help to support and manage this type of growth is clear. The CTPR will play a leading role for B.C. in this regard.

5.1 Employment Opportunities

Tourism is a labor intensive industry. Employment in tourism-related industries exceeds 180,000- greater than the total employment in agriculture, forestry, fishing, trapping, mining and related manufacturing in food, wood, and paper products. These jobs range from entry level jobs to highly skilled management positions. About 12% of British Columbians work in the approximately 12,000 B.C. businesses providing tourism goods and services. By 2001, employment in the tourism sectors with the highest employment growth rates (i.e. travel trade, attractions, adventure tourism, outdoor recreation,) is expected to rise from nearly 28,000 in 1990, to 41,000. These are sectors of the tourism economy upon which the CTPR will focus much of its research and education activities.

6.0 Budget

The Centre initially received external funding coming from a Centres for Excellence grant to cover its initial development. Much of this grant was used to cover capital costs as well as permanent positions, and on-going operation costs. All subsequent funding from CTPR, which is incremental to existing levels of support, will be from sources external to Simon Fraser University: the exception being the normal internal applications for funding to which all personnel, groups of personnel , and centres/institutes are entitled.

(CTPRprop)