

Association, the Canadian Parks/Recreation Association, PARTICIPaction, the National Council of YMCAs and the YWCA of Canada.

Sport Canada provides leadership, overall policy direction and financial support to Canadian amateur sport at the national and international levels. By giving guidance in the areas of administration, technical program development and planning to the organizations that serve Canada's athletes and coaches, Sport Canada seeks to stimulate the highest possible level of achievement at the international level and also holds an important commitment to the development of a strong domestic sport system.

Sport Canada funds and works closely with some 65 national sport organizations in Canada, including national sport governing bodies, responsible for Olympic and non-Olympic disciplines, and others involved in providing support services, in areas such as administration, coaching and sport medicine, or co-ordination, to enable Canadian participation in Olympic, Pan American, Commonwealth or World University Games and other major international sport contests. Sport Canada co-ordinates the activities of these organizations to ensure a strong, integrated delivery system that encourages general participation and high performance sport development.

Through its contributions or "core support" program, Sport Canada assists recognized sport organizations in the areas of association management, technical development and, particularly, high performance sport. This funding covers the payment of salaries for professional, technical and coaching staff, helps defray major costs associated with annual general meetings, clinics and seminars for the training and certification of coaches and officials, national championships and international competitions and assists in the areas of promotion, communications and marketing.

1988 Winter Olympics. The program "Best Ever", is aimed at assisting the development of Canada's 1988 Olympic teams. Funds channelled through "Best Ever" programs will enhance training and competition opportunities for Canadian athletes, enable better talent identification programs and permit a special focus on sport science and medicine programs. Additional benefits will be available to athletes through the Sport Canada High Performance Sport Centres and Athlete Assistance Programs.

The Athlete Assistance Program helps Canadian athletes meet expenses incurred through intensive training programs and competition schedules. The program recognizes that these expenses increase as athletes strive to attain ever higher levels of achievement and ranks Canada's athletes

accordingly. Payments to Canada's top 750 amateur athletes average \$5 million per year. Other major programs of Fitness and Amateur Sport also include the Women's Program and the Program for the Disabled, two programs that are funded jointly by Fitness Canada and Sport Canada.

The Women's Program seeks to improve the status of women in the fields of fitness and sport in Canada, with emphasis on increased involvement of women as leaders at the national level. Through the Women in Sport and Fitness Leadership Program, a revised training program was initiated for women in sport administration and elite coaching.

The Program for the Disabled, provides assistance to national organizations that deliver sport and recreation opportunities to Canada's disabled population. The Canadian Federation of Sport Organizations for the disabled is the umbrella agency for disabled sport in Canada and it is through a financial contribution to this organization that Sport Canada assists many of the projects that are carried out on behalf of the disabled in Canada.

15.10 Tourism

Tourism affects the lives of almost all Canadians. It has an impact on lifestyles and provides a change of pace from contemporary social pressures. It also can contribute to national unity by increasing understanding among people of different regions and by distributing the national income among different areas of the country. The economic effects of tourism are dealt with in Chapter 17, Merchandising and services.

Tourism has a role to play in the cultural evolution of Canada. Many cultural activities, such as theatre, music and dance, rely on the attendance of tourists to augment their revenues. For instance, the Charlottetown Festival draws half of its annual audience from the United States; the theatre festivals of Stratford and Niagara-on-the-Lake draw more than one-third of their audience from the US. In addition, many heritage and historical restorations have been undertaken with the goal of attracting tourists — examples include such historic sites as Louisburg in Nova Scotia and Le Vieux Port of Montreal and the renovation of urban water-front areas or historic buildings such as those found in Halifax, Ottawa, Vancouver or Dawson City.

Statistics have demonstrated that destinations exhibiting cultural and historic attractions have maintained or increased their popularity at the expense of the more traditional destinations — those that rely on purely geographic character-