

will continue to support the high performance and organizational infrastructure of national sport organizations, the program will also focus on increasing overall winter sport participation in Canada.

Similarly, the "Best Ever" summer program was created to develop the Canadian team for Seoul and to provide special assistance to the sports featured at the 1988 Olympic Summer Games. Aside from ensuring that Canadian athletes received the best possible physical and emotional preparation for the Summer Games, "Best Ever" has also helped to develop a sound administrative foundation on which to build future sport programs.

The Athlete Assistance Program financially assists Canada's top amateur athletes to defray day-to-day living and training expenses to enable them to successfully pursue sports excellence while maintaining educational or career development. 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 850 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, seeks to enhance the participation of disabled Canadians in the pursuit of sports excellence and in fitness-related activities. 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.

15.11 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 characteristics, such as climate, water and topography, to attract visitors. Tourists are becoming more discerning and demanding about the value for money spent and are putting more emphasis on the tourism/culture connection. Recent promotional campaigns in the US, undertaken by a consortium of arts companies, museums and government agencies, have focused on the tourism/arts connections of the major cities across Canada.

A 1985 study found that Canada's strength as a vacation destination, for visitors from the US, was the fact that it was a foreign destination, close and familiar, yet different. The essential difference is Canada's British and French heritage, the ethnic diversity of the people and their regional and local traditions. Canada's strength as a pleasure travel destination is that it provides a different set of experiences from those offered in the United States. Continued growth and developments within the creative and performing arts communities of Canada can only assist in aiding the evolution of a distinctive and therefore stronger domestic tourism industry.

While not all tourist travel can be considered as leisure in nature — with business, conference and personal travel being the most notable exceptions — leisure activities account for a significant proportion of the time spent while travelling. The activities of Canadian travellers have been reported in the 1988 Canadian travel survey conducted by Statistics Canada and sponsored primarily by