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TRENDS AND PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN CANADA

Canada is a country with rich natural resources, unique cultural traditions and developed tourist infrastructure. Tourism is an important component of Canada's economy, as millions of tourists from all over the world come here every year. With its national parks, diverse cultures, large cities and ecologically clean areas, Canada attracts different categories of travelers. In this article, we will consider the current trends and prospects for the development of tourism in the country.

Ecological and natural tourism. One of the key trends in Canadian tourism is the development of ecological and natural tourism. National parks such as Banff, Jasper, Yoho and Gros Morne National Park welcome millions of visitors each year. Tourists from all over the world come to Canada to see wildlife, go hiking, skiing or simply enjoy the scenery of lakes, mountains and forests. In light of the growing demand for environmentally responsible tourism, Canada is actively developing infrastructure for this segment, promoting the concept of sustainable tourism.

Cultural tourism. Canada is a multicultural country, which makes it attractive for tourists interested in cultural and historical tourism. Canada offers a variety of cultural festivals, exhibitions, museums and historical sites. For example, in Montreal and Quebec you can see the influence of French culture, in Toronto – a multi-national culture, and in Vancouver – Asian influences. Tourists can also visit Canada's indigenous peoples to learn about their traditions and history, which is becoming an increasingly popular destination for cultural tourism.

Winter tourism. Canada is one of the world's leading centers for winter tourism. Places like Whistler (near Vancouver) and Mont Tremblant in Quebec are world-renowned ski and snowboard resorts. Many tourists also come to Canada to participate in winter festivals such as Winterlude in Ottawa and Carnaval de Québec in Quebec, which attract thousands of visitors each year.

City tourism. Canada offers a wide choice for fans of urban tourism. Toronto, Montreal, Vancouver and Ottawa are not only economic and cultural centers, but also popular tourist destinations. These cities attract tourists with their restaurants, museums, art galleries, sporting events and festivals. For example, Toronto is known for its famous CN Tower and the Royal Ontario Museum, while Montreal is famous for its jazz festival and old neighborhoods.

Development of medical tourism. Medical tourism is also starting to gain momentum in Canada. Although this industry is not yet a leading one, the high level of medical services and modern equipment attract foreign patients for complex operations as well as for wellness procedures.

Prospects for the development of tourism in Canada. Sustainable development of ecotourism. One of the biggest prospects for the development of tourism in Canada is the strengthening of ecological and sustainable tourism. The growing interest in nature protection and environmentally responsible travel allows Canada to position itself as a leader in this direction. New eco-resorts and programs are expected to develop, offering tourists a greener vacation with a minimal impact on the environment. This will include the development of green infrastructure, reducing the carbon footprint of tourists and strengthening nature conservation measures.

Development of regional tourism. Canada is actively working to attract tourists to smaller, less popular regions. For example, provinces such as Nova Scotia, New Brunswick and Prince Edward Island offer picturesque landscapes, cozy small towns and rich cultural traditions. This will contribute to the even distribution of tourist flows and the development of local economies in regions that were previously not the focus of international tourists.

Development of technologies in tourism. Digitization and technological

innovation will also play an important role in the future development of tourism in Canada. The introduction of new technologies, such as mobile applications for tourists, virtual tours and artificial intelligence, will improve the experience of travelers and make their stay in the country more comfortable. Technologies are also expected to help manage tourist flows, monitor environmental impact and promote sustainable tourism.

Inclusive tourism. Inclusivity is another important aspect of tourism development in Canada. This concerns both the creation of conditions for visits by tourists with disabilities and the provision of equal access to tourist services for different social groups. Canada also supports the development of tourism among the senior population, which makes up a significant portion of travelers.

Investments in infrastructure. Canada continues to invest heavily in the modernization and development of tourism infrastructure. This includes the construction of new hotels, resorts, airports and tourist facilities. Infrastructural investments will help not only to improve the quality of services, but also to attract more tourists, especially from international markets.

Medical and health tourism. Medical tourism will continue to grow due to the high quality of medical services in Canada. In addition, interest in health resorts and wellness tourism is growing. Regions with natural resources, such as hot springs in British Columbia or health centers in Ontario, have great potential for the development of this segment.

Despite great prospects, Canada faces some challenges in the tourism industry – climate change can negatively affect natural resources that are key to the tourism industry. For example, rising temperatures may shorten winter tourism seasons; competition with other countries: – countries with cheaper tourism products can compete with Canada.