



Introduction

Tourism is a global activity yet practiced, experience, performed and taught in local places. In Canada in 2024 tourism generated over \$129 billion in revenue, contributed over \$50 billion to GDP, and equaled about 5.5% of all businesses and employed 1 in 10 people (Tourism Data Collective, 2025). Within British Columbia, tourism contributed almost \$10 billion to provincial GDP in 2023 and is a key driver of economic success across the province. (Destination BC, n.d.; Government of British Columbia, 2025).

At TRU, the Tourism Department has always been deeply embedded in the local community. At the same time, Tourism also always looks outward, aware of the global challenges the tourism industry faces and what that might mean for our students. In this poster, we focus on the interconnections that the Tourism Department has to our global world.

Networks

The tourism department has rich networks with industry, locally and globally. Our connections to these organisations and associations add depth and relevance to our teaching and research activities. Having these connections ensures we are up to date on current trends and issues, and can provide students with real world insights through guest lectures and case studies.

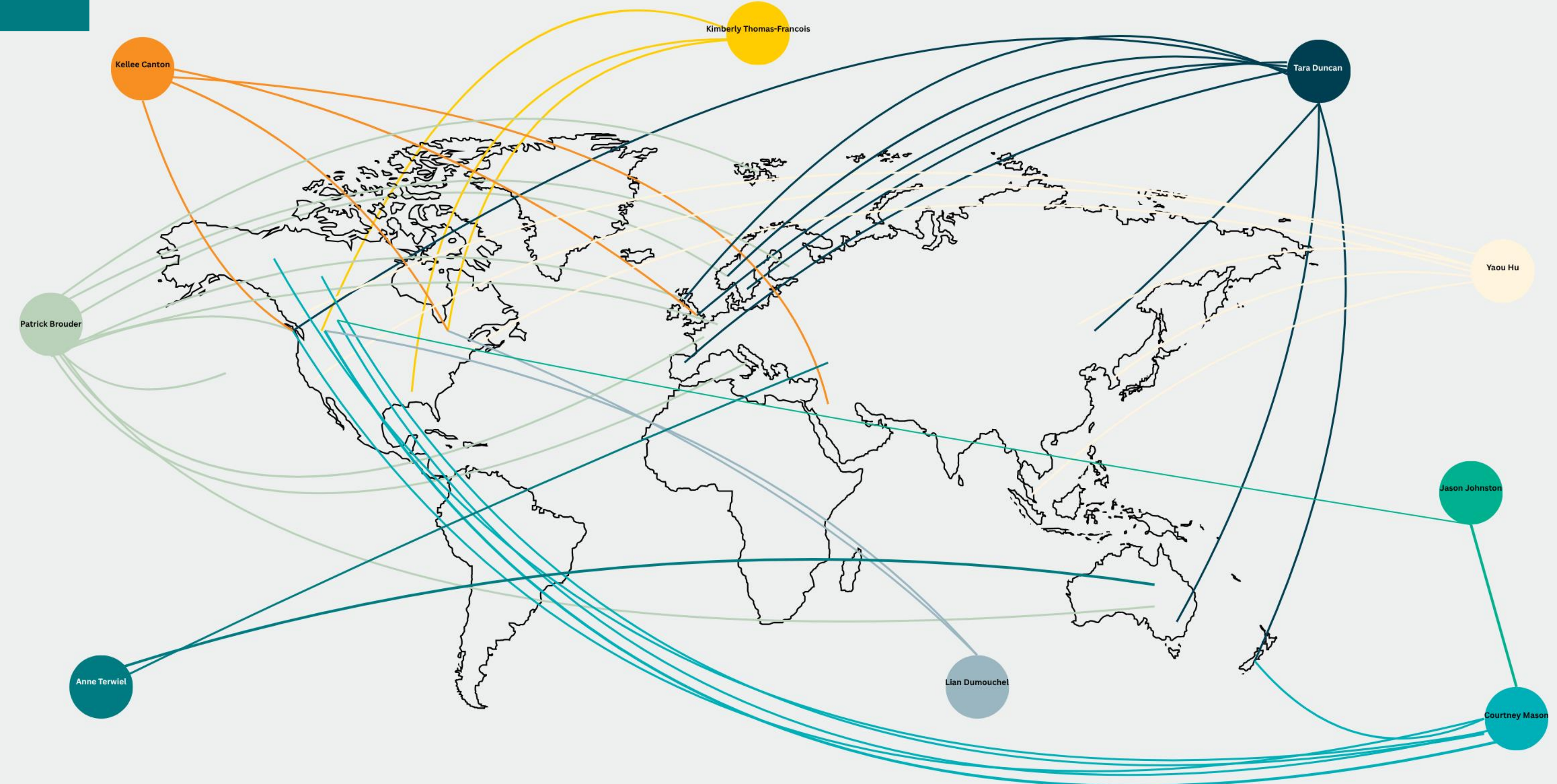
From MOU's with the Thompson Okanagan Tourism Association and Tourism Kamloops to taking on roles in international organisations such as the Association for Tourism and Leisure Education and Research (ATLAS), our connections foster collaboration. In strengthening the bridge between theory and practice, faculty are able to build relationships, increase their knowledge and bring invaluable insights back to TRU.

Research

Tourism academic networks foster collaboration, advance research, share knowledge, and develop practical solutions for a complex and dynamic industry.

As an interdisciplinary department (with faculty backgrounds including geography, environmental science, entrepreneurship, accounting and business administration), tourism at TRU is well situated to collaborate regionally, nationally and internationally to work on issues and challenges relevant to our local region as well globally.

The map (R) highlights some of the networks and collaborations tourism faculty have with colleagues and partners across Canada and the world within the last 5 years.



Leave For Change

In summer 2025, two faculty travelled to work with communities in other parts of the world. Lian Dumouchel contributed to the IGNI+E project (Inclusive Global Network for Innovation + Equality) in Abidjan, Côte d'Ivoire. Kimberley Thomas Francois contributed to an eco-tourism project in the Chia Lagoon in Malawi.

These experiences allowed Lian and Kimberly to gain invaluable insights into resilience, collaboration, and the power of education across cultures. The impact has been both local and global, and brought renewed energy and perspective back to our students here at TRU.

Picture L-R: Mini Luc Kablan, Lian Dumouchel, Kadjidia Tapsoba, Abole Guieguy



Teaching – Beyond the Classroom

Our courses in tourism play a fundamental role in internationalisation by fostering cross-cultural understanding and global awareness among students. Tourism's courses equip students with skills to navigate diverse cultural contexts, essential in today's interconnected tourism industry. Our goal is to prepare students to contribute meaningfully to sustainable and inclusive global tourism futures.

Some people and activities include (pictures from top to bottom): TMGT 2060 (People, Places, and the Toured Landscape) allowed students to discover how destinations are more than points on a map, surrounded by the TRU campus and the Secwepemcúlcw.

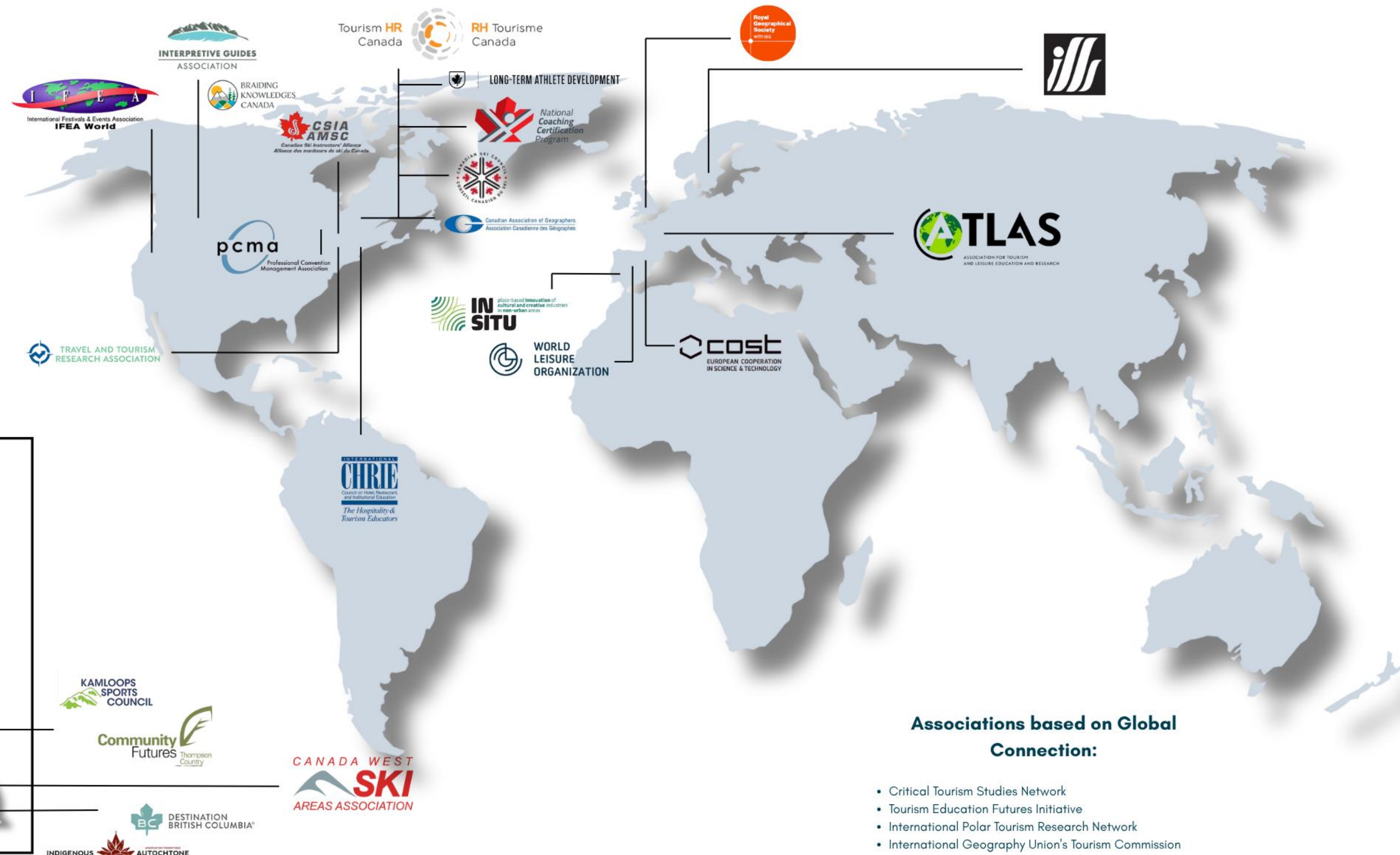
Gary is the General Manager of the DoubleTree Hotel in Kamloops and a proud TRU Tourism Management graduate from 2015. Gary's journey into the hospitality industry began in China, where he grew up. Through his career, he has grown deeply connected to the Kamloops community and is committed to keeping its spirit vibrant and strong.

A recent fieldtrip to Vancouver included a visit to the Rocky Mountaineer. With its connections to Kamloops and international reputation, the visit was an ideal way for students to engage with tourism as both a local and global practice.



Associations within British Columbia:

City of Kamloops - Recreation Department
Kamloops Bike Riders Association
Sun Peaks Recreation and Trails Association
Mountain Bike Tourism Association
Kamloops Film Society
BC Music Festival Collaborative
Wells Grey Management Committee
SSHRC Leaders Program
BC Parks
Tourism Kamloops
Central Interior Business Accelerator
BC Parks
Kamloops Accommodation Association
BC Hotel Association
Kelowna Hotels Association
Vancouver Hotels Association
Tourism Kamloops
Thompson Okanagan Tourism Association
Outdoor Recreation Council
Canadian Rural Revitalization Foundation



Associations based on Global Connection:

- Critical Tourism Studies Network
- Tourism Education Futures Initiative
- International Polar Tourism Research Network
- International Geography Union's Tourism Commission

References:

Destination British Columbia. (n.d.). *The power of tourism in B.C.* <https://www.destinationbc.ca/who-we-are/the-power-of-tourism-bc/>
Government of British Columbia. (2025). *Tourism research.* <https://www2.gov.bc.ca/gov/content/tourism-immigration/tourism-resources/tourism-research>
Tourism Data Collective. (2025). *Tourism Data Collective.* <https://www.tourismdatacollective.ca/>

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