

**FIGURE 14.2**

U.S. immigration countries of origin through the early 21st century. Sources: *1998 Statistical Yearbook of the U.S. Immigration and Naturalization Service*. Washington, DC: U.S. Government Printing Office; and *2010 Yearbook of Immigration Statistics*. Washington, DC: U.S. Department of Homeland Security.

Although skiing has decreased in popularity (although being replaced in part by snowboarding) in the traditional ski countries in North America, Europe, and Japan, investment in ski resorts continues, and there is development of ski domes at retail malls. The future may see partnerships between North American and European ski companies to bring the classic resorts of Europe into the 21st century. Resort developers are hoping the snowboarders of today will convert to skiers as they age. Future challenges for snow holiday resort developers will be primarily environmental. Growing concerns about human pollution and traffic congestion are being raised whenever and wherever resort expansion is proposed. In the future, resort management and developers will need to develop more environmentally conscious operations. Whistler Resort in British Columbia, Canada, already has an environmental manager as part of its full-time staff.¹¹

The focus will be on development of winter sports resorts, not limiting the market to skiing and snowboarders, as well as the development of winter theme parks that offer plenty to do for the expanding nonskier market. Traditional winter season resorts will also expand their entertainment and sports offerings during the other three seasons of the year. There is a need to look at the mountain as a year-round tourism resource and add other desirable alternatives, such as guided nature hikes, cycling adventures, and paragliding.

Other members of the tourism industry that will need to change to sustain revenues are theme and amusement parks. The likelihood of visiting a theme park goes