

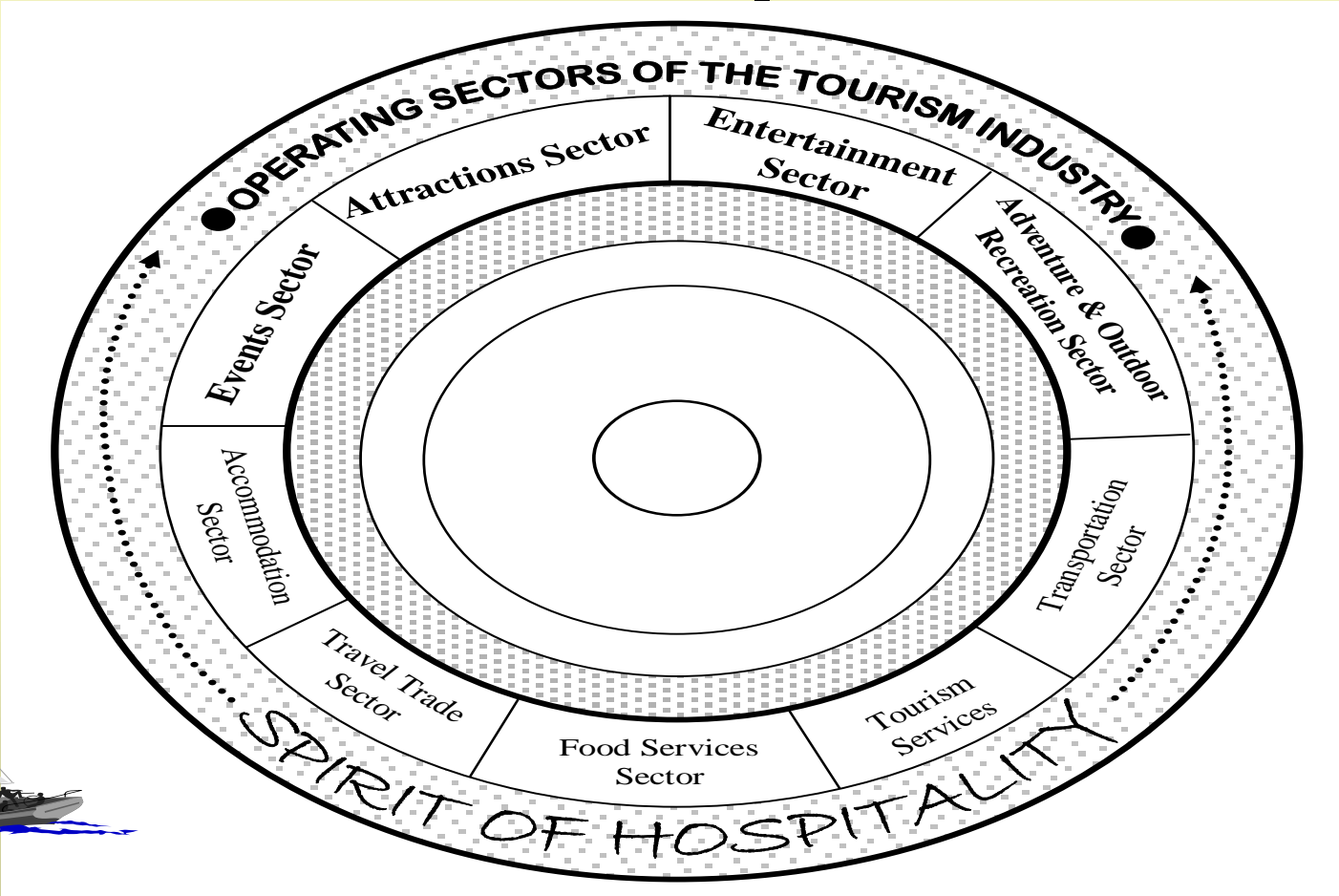


Introduction

- ❖ People have always traveled to experience the special attraction of distant places
- ❖ Attractions and entertainment (A & E) are only two of many ways we can choose to spend our leisure time



Operating Sectors of the Tourism Industry





A World of Opportunities

- ✦ Attractions and entertainments will be grouped into heritage attractions, commercial attractions and live entertainment



Foundations for Understanding Attractions and Entertainment

- ✦ Attractions: Natural locations, or constructed facilities that have a special appeal
- ✦ Entertainment alternatives are usually temporary: Events are always temporary



Foundations for Understanding Attractions and Entertainment, continued

- ❁ Seasonality often a major characteristic of demand for attractions
 - ❁ Attractions may only operate part of the year
 - ❁ Managers try to increase attendance during shoulder or off-season
 - ❁ Recruiting, training and retaining employees is a special challenge
 - ❁ Cash flow needs to be carefully planned to have funds when operating expenses are incurred
 - ❁ Mature travelers and year-round activities are attractive target segments when managers try to boost non-peak seasonal revenues
 - ❁ Managers also add complementary activities to try to generate visitors



Heritage Attractions

❖ Museums and historical sites

- ❑ Societies display collections of goods to pass important information to future generations
- ❑ Number of museums increasing and come in all shapes and sizes, displaying a vast array of history from art to science

❖ Zoos and Aquariums

- ❑ Major attraction during ancient times and still popular today
- ❑ Many zoos are nonprofit preservation societies, but many can be operations for-profit tourist attractions
- ❑ Aquariums have been increasing in number, size and attendance



Heritage Attractions, continued

✿ Parks and reserves

- ✘ Dedicated to protecting natural beauty and flora and fauna
- ✘ National parks are most important parks and reserves in the world
- ✘ Funded with government funds and revenues generated through fees and the sale of services and concessions, e.g. PACT
- ✘ Botanical gardens are a park dedicated to live displays of plants, e.g. Duple's Botanical Garden

✿ Fairs and Festivals

- ✘ Contain some heritage attractions, commercial attractions and live entertainment
- ✘ Feature food, shows and musical entertainment



Heritage Attractions, continued

✦ Fairs & Festivals

- ✦ Food, shows, and musical entertainment can be found at both fairs and festivals
- ✦ Large fairs led to the creation of “World Fair” in 1928
- ✦ Festivals celebrate a variety of occasions and holidays



Commercial Attractions

❊ Amusement Parks

- ❑ Evolved from pleasure garden parks
- ❑ Invention of Ferris wheel heightened interest in amusement parks
- ❑ Traveling carnivals an extension of amusement park idea
- ❑ Disneyland's opening in 1955 ushered in the theme park

❊ Theme Parks

- ❑ Theme parks are more planned, simulated environments than amusement parks
- ❑ New rides, food and entertainment are crucial ingredients to park success



Gaming

- ⊕ Has become increasingly accessible and popular in global tourism
- ⊕ Reasons for the increase
 - ⊞ More people view gaming as an acceptable gaming activity
 - ⊞ Retirees are single largest gaming segment
 - ⊞ Casinos are appealing to segments other than “high rollers”
 - ⊞ Casinos located near population centers
 - ⊞ Can be taxed for increased government revenue



Gaming, continued

- ❖ Emerging Gaming Segments
 - ❑ High Rollers
 - ❑ Day Trippers
 - ❑ Low-stakes/New Adopters
 - ❑ Family Vacationers
- ❖ Gaming regulated



Shopping

- ✦ Shopping can be part of traveling or the reason for the trip
- ✦ Foreign travelers to U.S. very likely to shop during their visit
- ✦ Many malls are transforming themselves into tourist attractions by adding rides and entertainment attractions
- ✦ Belize not considered a shopping destination



Live Entertainment

⊕ Sporting Activities

- ⊕ Long history of the attraction of sports
- ⊕ Professional and intercollegiate sporting events draw millions of visitors each year
- ⊕ Special sporting events are fought for by host communities to gain the vast revenues generated by attendees
- ⊕ Non-Team sporting activities are also important tourist draws
- ⊕ Stock Car Racing is the fastest growing spectator sport in the U.S., NASCAR at Homestead





Live Entertainment, continued

✿ Performing Arts

- ✘ Performing arts also has a long history of popularity

- ✘ Classical Performing Arts

 - ✘ Live theater

 - ✘ Ballet

 - ✘ Opera

 - ✘ Concerts

 - ✘ Symphony

- ✘ Contemporary Performing Arts

 - ✘ Contemporary versions of above

 - ✘ Comedy shows

 - ✘ Musical concerts, band appearances



Belize's attractions

- ❖ In 2007, a 2.3% increase to archaeological sites from 2006 with 214,107 visitors
- ❖ Also increases to Belize Zoo, Hol Chan Marine Reserve, Blue Hole National Park, Community Baboon Sanctuary, and Museum of Belize