

CHAPTER 9

Attractions and Entertainment

The World is a book, and those who do not travel read only a page.

—ST. AUGUSTINE

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Describe the major classifications of attractions and entertainment in the tourism industry.
2. Understand the differences among heritage attractions, commercial attractions, and live entertainment.
3. Identify key marketing, management, and financial issues facing attractions and entertainment operations.
4. Describe major types of heritage attractions.
5. Describe major types of commercial attractions.
6. Describe major types of live entertainment alternatives.

CHAPTER OUTLINE

So Many Things to Do and So Little Time

Introduction

A World of Opportunities

Foundations for Understanding Attractions and Entertainment

Heritage Attractions

- Museums and Historical Sites
- Zoos and Aquariums
- Parks and Preserves
- Fairs and Festivals

Commercial Attractions

- Amusement Parks
- Theme Parks

Gaming

- Gaming Segments
- Place Your Bets

Shopping

Live Entertainment

- Sporting Activities
- The Performing Arts

Summary

You Decide

Net Tour

Discussion Questions

Applying the Concepts

Glossary

References