

**Table 9.1** An Attractions and Entertainment Sampler

Heritage Attractions	Commercial Attractions	Live Entertainment
Museums and historical sites	Amusement and theme parks	Sporting activities
Zoos and aquariums	Gaming	Performing arts
Parks and preserves	Shopping	Fairs, festivals, and events
Can you think of other attraction or entertainment alternatives?		

attractions, commercial attractions, and live entertainment. As shown in Table 9.1, each of these broad categories can be further classified into more specific subgroups.

As you can see, this is only a sample, and many more options could be added to the list. These attraction and entertainment opportunities may be selected as simply a sideline on a trip or they may be the main reason for travel. In Chapter 10, you will learn more about the important role many other leisure-time recreational activities, such as golf, tennis, and water and snow sports, play in the overall appeal of tourism destinations.

What would you add to this list? The Philadelphia Flower Show, the Carnival of Venice, the Calgary Stampede, the Taj Mahal of India? Remember, things that interest you and your friends may be totally different from what others might seek to experience or enjoy. Each of these attractions or live entertainment opportunities has its own special appeal and place on the menu of leisure-time offerings.

## Foundations for Understanding Attractions and Entertainment

Attractions are similar in some ways to live entertainment alternatives. Visiting attractions or enjoying entertainment opportunities require travelers to make choices about how they will use their leisure time. Some attractions are planned around historic sites and natural settings, whereas others are designed and constructed around planned activities, themes, and events. Depending on the purpose or setting, they may be controlled and operated by not-for-profit organizations that are dedicated to preservation and interpretation or by commercial organizations dedicated to meeting guests' needs while making a profit. Live entertainment opportunities may also be found in these same settings and may be operated on a not-for-profit or a for-profit basis. However, there are some key differences between attractions and live entertainment **venues**.

**Attractions** are natural locations, objects, or constructed facilities that have a special appeal to both tourists and local visitors. In addition to these attractions, tourists and other visitors are also drawn to see and be part of a variety of live entertainment opportunities. Although most attractions are permanent, entertainment alternatives are often temporary. In contrast, **events** such as fairs and festivals are temporary attractions that include a variety of activities, sights, and live entertainment venues. In addition, visitor attendance, as well as the financial fortunes of almost all attractions, is influenced by seasonal changes, whereas entertainment venues can be planned to take advantage of seasons and tourism flows. As can be seen in Figure 9.2, even at a popular location such as White House, there are definite highs and lows in attendance patterns.

Although many heritage attractions as well as amusement and theme parks are heavily used during the summer months, they may experience much less traffic in the winter months and so they close down. Even commercial attractions that were