

FYI EXPERIMENTAL AIRCRAFT ASSOCIATION'S (EAA) INTERNATIONAL FLY-IN AND SPORT AVIATION EXHIBITION

The International Council of Air Shows estimates that approximately 450 air shows are held each year, but one of these shows is special. One week each summer, hundreds of thousands of aviation enthusiasts from all over the world converge on Oshkosh, Wisconsin, for the biggest air show except

for the one held in Paris, France. The location of this event is special. In addition to its being the busiest airport in the world for one week, Wittman Air Field is home to a historic airport hangar filled with antique planes and is a short hop away from the EAA Aviation Center and Air Museum. The EAA fes-

tivities come complete with an opening parade, exhibits, acrobatic demonstrations, flybys, and shopping booths. So many people attend that every available form of accommodations from campgrounds and dormitory rooms at nearby University of Wisconsin, Oshkosh, to hotels is used every year.

Festivals celebrate a variety of special occasions and holidays. Some are derived from religious observances, such as New Orleans' and Rio de Janeiro's huge Mardi Gras festivals. Other festivals focus on activities as peaceful as ballooning (the Albuquerque Balloon Festival) or as terrifying as the running of the bulls in Pamplona, Spain. Often, festivals center on the cultural heritage of an area, such as the clan festivals that are prominent in the North Atlantic province of Nova Scotia. Seasons are also reasons for festivals such as the Harbin Ice Festival in China, Winter Carnival held in Quebec City, or Milwaukee's Summerfest. More recently, food has become the center of attention at locations such as the Taste of Chicago, the National Cherry Festival in Traverse City, Michigan, or the Garlic Festival in Gilroy, California.

Any time people visit a fair or a festival, it is a time of celebration, and what celebration would be complete without fun and food? From the Oktoberfest in Munich to Hawaii's oldest food festival, the Kona Coffee Cultural Festival, tourists and locals can expect to find a tempting array of music, foods, and drinks. Community leaders have discovered that tourists can be drawn to even the smallest communities for fun-filled events. The National Cluck-off held during Chicken Days in Wayne, Nebraska, and the Oatmeal Cook-off held at the Oatmeal Days in Oatmeal, Texas, attest to people's desires to attend and be a part of festivals from the sophisticated to the seemingly silly.

In addition to these many heritage attractions, culture provides innumerable other methods to attract visitors. For further discussion of the importance of culture's role in tourism, turn to Chapter 12.

TOURISM IN ACTION

THE CANNES FILM FESTIVAL AND THE AMERICAN PAVILION

The Cannes Film Festival (officially Festival de Cannes) is held each year in the French Mediterranean. The festival is recognized as the most prestigious film festival in the world, attracting A-list celebrities, performers, directors, and cinematic staff. The international scope of the festival is evident in the languages used to communicate media coverage: French, English, Spanish, Portuguese, Chinese, Japanese, Arabic, and Russian. Select festival screenings are held in the elegant Palais des Festivals located on the Boulevard de la Croisette, preceded by the famous red carpet entrance. The buying and selling of films takes place in the adjoining Marche du Films, and the associated business of networking, business parties, press panels, and supporting activities take place in pavilions like the American Pavilion (AMPV) that are located directly on the beaches of the Mediterranean attract masses of tourists each year. All of this activity creates a variety of internship opportunities for students wanting to get an international experience.

Sources: www.festival-cannes.fr/en/about/whoWeAre.html and www.ampav.com/index.php/about-us. Retrieved on 4/15/2016.