

Whether our leisure-time choices are simply a sideline along the way or the main reason for a trip, attractions and entertainment add special spice and memories to our travels. Although the goals of providing visitors with self-fulfillment and enjoyment may be common threads that tie attractions and entertainment together, there are a variety of business

decisions that make these operations challenging. They may be operated on either a for-profit or a not-for-profit basis, creating the need to look to different funding sources. They are typically affected by dramatic shifts in seasonal demand, creating the need for skillful marketing, management, and financial decisions for continued success.

You Decide

The following letter is mailed to leaders of senior citizen clubs and organizations by the Pot O' Gold Casino.

Dear Group Leader:

Great group leaders are hard to find. That is why we wanted you to know about our group leader commission rates. The Pot O' Gold Casino offers one of the best leader incentive programs in the business. We pay you a commission based on a minimum five (5)-hour Casino stay.

On your group's arrival, a Lucky Leprechaun hostess will greet your group, verify group size, collect \$20 from each group member, and give each member a \$20 cashback coupon that can be exchanged for a roll of quarters at the cashiers' cages. In addition, each member receives a Gold Funbook, which contains \$10 worth of coupons that can be used for food, beverages, keno play, and gift shop discounts. We also provide your group with bus transportation to the casino!

As leader of the group, you will be paid the following commission in cash on your arrival:

<i>Group Size</i>	<i>Commission Rate (per person)</i>
10–15	\$3
16–25	\$4
26–39	\$5
40+	\$6

So call our Tour & Travel department at 1-800-POT-GOLD today!

Sincerely,

Etta Tsosie

Tour and Travel Coordinator

Note: Some group leaders donate their commission payment to their organization; others do not.

Why does the casino provide a free bus to the casino for groups? (Hint: minimum stay) Should this type of marketing be allowed by casinos?

Net Tour

To get you started on exploring Internet links for this chapter, please see

whc.unesco.org/en/35

www.americangaming.org

www.discoverhongkong.com/eng/shop

www.nps.gov

www.bie-paris.org/

www.iaapa.org/

www.thedubaimall.com/en

www.museumsassociation.org/

www.london2012.com/

www.teaconnect.org

www.iaee.com

Discussion Questions

1. Why are attractions and entertainment important components of the tourism industry?
2. How does seasonality create marketing, management, and financial challenges for attraction and entertainment operators?
3. Explain the similarities and differences between heritage attractions and commercial attractions.
4. Why has gaming experienced a surge in growth and participation?
5. How have shopping malls been turned into tourism attractions?

Applying the Concepts

1. Ask several people of different ages, occupations, and both genders to describe their favorite leisure-time activities while traveling. Make a list of these activities and note the similarities and differences depending on whether they are traveling on business, for pleasure, or to visit friends and relatives.
2. Prepare a list and a basic description of attraction and entertainment alternatives that are available in your area. Limit yourself to ten entries, but be sure to include at least one location or event from each of the major categories: heritage attractions, commercial attractions, and live entertainment venues. After you