

- have prepared your list, fill in the hours of operation, admission or entry fees (if any), services offered, and whether operations are for-profit or not-for-profit.
3. Arrange to visit an attraction or entertainment location in your area and schedule an interview with the manager or local administrator. Your interview should include questions about the typical marketing, management, and financial issues this person faces in completing his or her job duties.
 4. Browse the Internet for locations or organizations mentioned under the headings of heritage attractions, commercial attractions, and live entertainment venues in this chapter (limit your search to one per heading). Describe the information that is available on each site.
 5. Review the concept of tourist motivation learned in Chapter 2. Develop a list of possible motivations for visiting heritage attractions, commercial attractions, and live entertainment venues.

Glossary

- Appropriations** Funding provided through governmental entities.
- Attractions** Natural locations, objects, or constructed facilities that have a special appeal to both tourists and local visitors.
- Botanical gardens** Gardens dedicated to the preservation, display, and study of growing plants.
- Concessionaires** Individuals or companies who have been granted the right to provide a particular service such as food service, guide service, sanitation service, or gift shop.
- Curator** Person in charge of a museum.
- Docent** A museum guide.
- Events** Special occasions and scheduled activities.
- Fairs** Temporary gathering places for the exhibition of products and services, often accompanied by entertainment and food and beverage services.
- Festival** A time of celebration, with scheduled activities.
- Gross gambling revenues (GGR)** The amount wagered minus the winnings returned to players.
- Heritage attractions** Places, structures, and activities with historical and cultural significance.
- Leisure activities** Activities performed during one's free time away from work.
- Limited stakes** Legislative limits placed on the dollar amount that can be wagered on any single bet (typically \$5).
- Line of credit** An agreement with a bank in which loans are automatically made up to an established limit.
- Museum** According to the International Council of Museums: a non-profit-making, permanent institution, in the service of society and its development, and open to the public, which acquires, conserves, researches, communicates, and exhibits, for the purposes of study, education, and enjoyment, material evidence of humans and their environment.
- National monument** A landmark, structure, or other object of historic or scientific interest.
- National park** A large natural place having a wide variety of attributes.
- National preserve** An area in which Congress has permitted continued public hunting, trapping, and oil/gas exploration and extraction.
- National scenic trail** A linear parkland.
- Recreational activities** Activities and experiences people pursue for personal enjoyment.
- Shopping tourism** Shopping is the main purpose of the trip.
- Sport tourism** Travel to participate in, watch, or visit sporting events, venues, and attractions.
- Venue** The location of an event or attraction.
- World Heritage Sites** Sites identified for preservation because of special cultural or heritage interest by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

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