

that has been used to describe resorts relies on the historically seasonal operational patterns that defined the markets of many resorts. Using this system, Northern Hemisphere resorts can be classified as summer resorts (beach and mountain locations operating Easter through Labor Day), winter resorts (northern and eastern locations operating November through April), winter vacation resorts (southern and southwestern locations operating January through April), and four-season resorts (mountain locations or in mild climates).³

For many resort properties and tourist destinations, the luxury of being open for operation during only one season is proving to be financially impractical. In today's highly competitive economic environment, investors, lenders, and governmental agencies are no longer willing to commit to financing large capital expenditures for airports, hotels, conference centers, and other facilities that may be used for only a few months during the year. As resorts and other tourist destinations have responded to these financial demands and broadened their market appeal, other classification approaches have appeared. One such approach relies on identifying the type of trip being taken. By using trip types, destinations can be conveniently grouped into categories such as cruise, beach, casino, ski, and summer country.⁴ Another approach has relied on broader categories to bring several different types of resorts and destinations under common umbrella classifications. These groupings have resulted in categories such as integrated resorts, town resorts, and retreat resorts. Integrated resorts are self-contained developments planned around natural settings or recreational activities; town resorts are communities that primarily focus on resort activities; and retreat resorts are small-scale operations located in remote areas.⁵

Separating and classifying the final stopping points on trips from true destination locations may seem difficult, but there is help. Figure 10.1 introduces you to many of the different types of popular tourist destinations that include attractions, entertainment,

FIGURE 10.1
Tourist destinations.

