

## FYI HOME OF THE SHAOLIN KUNG FU

Shaolin Temple is located in the Shaolin Scenic Area in Mount Song, which is located in central China's Henan Province. With a history of 1,500 years, Shaolin Temple has long been a famous spiritual site for generations of

Chinese. The Temple has had a steady tourist flow with 1.5 million visitors annually since the 1990s, with the highest number of visitors recorded at 100,000 in a day. Shaolin Temple not only is regarded as the place for spiri-

tual activities, but also aims to preserve and promote cultural heritage as well as mental and physical well-being-related activities through Chinese medicine, retreats, and martial art practices.

As mentioned in Chapter 9, designations as World Heritage Sites (WHs) are bringing increasing attention to cultural preservation and the importance of tourism management practices. For example, WHs constitute one of the major driving forces in promoting international tourist arrivals to China. In addition, “cultural WHs are found to exhibit a stronger impact on tourist arrivals than natural heritage sites, indicating that the most influential travel resources in China are historical sites, cultural traditions, and colorful folk customs which are unique and hard for other countries to copy” (p. 836).<sup>10</sup>

## Seasonal Delights

Moving toward the middle of Figure 10.1, you will find destinations that are still affected to some degree by seasonal weather patterns but that also have a greater degree of commercial development. In this strategic grouping you will find mountain, seaside, and summer resorts that have served through time as traditional destinations for tourists seeking a place to play in the water or escape the heat of summer. In fact, “[t]he resort hotel in America was traditionally a summer operation which offered, besides a comfortable room and good food, a seaside or mountain location with scenic, historical, recreational, or therapeutic advantages” (p. 23).<sup>8</sup> Today, these resorts have been developed not only to take advantage of the best Mother Nature has to offer during the primary season of operation, but also to attract visitors during other seasons.

Mountain, seaside, and summer resorts may be found in different geographic locations, but they offer one thing in common—escape from summer's sweltering heat and a variety of warm-weather recreational activities. Depending on the location, hiking, swimming, boating, golf, tennis, and just lying in the sun or relaxing in the cool breezes head the wish list of seasonal activities visitors expect to find at these destinations during their primary operating season. Add other activities such as biking and horseback riding, and it is easy to see why vacationers are attracted to warm-weather paradises. As the following example shows, in addition to having a primary operating season, these destinations are expanding the number and types of activities and facilities to attract visitors during **secondary seasons**.

The Wisconsin Dells (the “Dells”) provides an excellent example of an area that began as a summer holiday refuge and developed into a major resort destination. Visitors still come in large numbers during the summer months to enjoy the natural beauty and warm-weather attractions that have been developed along this stretch of the Wisconsin River. However, they also come at other times of the year because of the commercial development that has taken place in the area.

Packed in a lush “North woods” geographic area of a bit more than 3 by 5 miles are examples of just about any type of attraction ever established to entertain tourists. More than 700 amusement parks, beaches, family entertainment centers, museums, lodgings, restaurants, and other attractions [from golfing and snow