

**Table 10.4** What Will You Find at the Atlantis Resort?

Location: Paradise Island, Bahamas
Accommodations: 2,300 rooms
Food and beverage facilities: 38 restaurants and lounges
Recreation: Golf course, sports center, spa, Caribbean's largest casino, snorkeling lagoon, tennis courts, retail shopping complex, marina, Discovery Channel camp, plus 11 million gallons of water activities including 34-acre Atlantis waterscape, the largest tropical marine habitat
Meeting facilities: 86,000 square feet, including 3 ballrooms

*Source:* Atlantis Resort.

itself), complete leisure and entertainment facilities have been created to appeal to our fantasies and provide a little something for everyone. At other, more out-of-the-way desert locations, such as Players Island in Mesquite, Nevada (which is on the Utah border), visitors are tempted with spas, golf, tennis, dining, entertainment, gaming, and more to fill their days and nights. Or high in the Sierra Nevada Mountains, visitors can combine water sports, golf, and tennis in the summer or skiing in the winter with gaming, dining, and entertainment. Other locations, as diverse as Foxwoods in Connecticut, Resorts World Sentosa in Singapore, or The Wyndham Nassau Resort and Crystal Palace Casino in the Bahamas, provide all the excitement and amenities found at the Las Vegas megaresorts.

## Integrated Resorts

Integrated resorts (also called “four-season resorts”) are similar to other tourism destinations we have been studying. They provide many of the same facilities, activities, and entertainment opportunities that you would expect to find at any resort location. However, they are different from other destinations because they are located in settings where they can offer guests the same menu of leisure-time activities on a year-round basis. For example, see Table 10.4 for all the Atlantis Resort in the Bahamas has to offer. Even less temperate destinations, such as Baden-Baden in Germany, or arid destinations, such as Dubailand, have developed an array of offerings to meet seasonal demands while serving a variety of tourist segments.

However, even year-round resorts experience operational problems that result from fluctuations and spikes in demand. Integrated resorts are designed to serve a demanding group of vacationers each of whom has his or her own ideas about the meaning of rest and relaxation. Whereas one guest may describe the perfect four-season resort destination as a “haven for peace and quiet, calm, rest, and relaxation,” another guest might describe it as a “giant country club with rooms,” so integrated resorts must create settings that meet a diversity of needs.

Travelers are now comparing the services and amenities they receive on cruise ships with what they receive at integrated resorts. Both types of destinations are designed to be self-contained vacation retreats. As you learned in the section on cruise lines, most services on a cruise are provided at an inclusive price. Integrated resorts are responding to this benchmark in hassle-free experiences by instituting strategies such as marketing themselves as nontipping properties and offering inclusive pricing for the use of spa facilities, golf, and other activities. Club Med is one of the pioneers in all-inclusive resort operations.

## Bright Lights and City Sights

The final destination grouping we will discuss is located in the lower right-hand corner of Figure 10.1. This group is composed of urban areas that have developed into unique tourist destinations. “Major urban areas perform important functions within