

The appeal of tourism destinations

All tourism destinations have some form of appeal which gives tourists a reason to visit the destination. Tourist appeal is really about the potential tourist saying, 'I want to go to that destination because...'

Most people have a list of destinations which they would like to visit in the future or, perhaps return to if they have visited the place in the past. These are the destinations which appeal most to those particular tourists. Many people have a 'wish list' of the cities, countries and natural features they would like to visit and experience.



Some tourists may want to visit Cardiff to watch a game at the Millennium Stadium, others to see a production at the Millennium Centre.

Leisure tourists make a range of important decisions before deciding to visit a destination. 'What will I do when I get there?' 'What is there to do and see?' 'Where will I stay?'. 'How much will it cost?' The tourist will need to be able to answer these, and other questions, before making the decision to visit the destination. If the destination does not **appeal** to the tourist, they will not make the decision to visit.

The more successful tourism destinations in the world are those which appeal to a wide range of tourist types. Large cities, such as London, Paris and New York are successful because they have a wide appeal. The range of attractions, the history and culture of the cities, the range of accommodation and the choice of transport routes all help to make these destinations appealing. The table below suggests what the appeal of London might be to different types of tourists.

Tourist Group	Attractions and facilities - London
Families	The 'sights' of London and popular attractions such as Madame Tussauds and The London Dungeon. Also, the Science and Natural History Museums.
Young Adults	The night life of the West End theatres and the range of restaurants available as well as areas such as Camden Town and Covent Garden. The option of a weekend break.
Older Adults	The range of museums and galleries. Walks in Royal parks and gardens. Eating in a variety of restaurants. A range of accommodation.
Inbound tourists	A visit to some of the most famous attractions such as Big Ben, the Tower of London and Buckingham Palace.
Business visitors	Three international airports (four including City Airport), a range of business accommodation and the offices of many top companies.
Sports tourists	Some of the most important sporting venues in the world, such as Twickenham, Wembley, Lords and Wimbledon.

Visiting cultural attractions such as Buckingham Palace is appealing to many tourists visiting London.



Not all tourists travel for leisure purposes. Business travellers have to visit certain destinations for meetings, conferences and other reasons. The appeal of a destination for business purposes will be different to that of the leisure traveller. A business traveller will be more interested in the ease of travelling to the destination and the facilities for business meetings than the attractions of the destination.

Also, for someone travelling to visit friends and family, the main appeal of the destination is that their friends and family will be there when they arrive.

The appeal of many tourist destinations varies over a period of time. Most United Kingdom seaside resorts were far more popular in the past than they are today. At the same time, certain Mediterranean resorts have increased in appeal as more facilities have been added.

UK coastal resorts, such as Brighton, are not as appealing today as they were in the past.



The appeal of a destination can increase if a new transport link is provided or major attraction is opened. The area around Calais in Northern France received more visitors after the opening of the Channel Tunnel and West Cornwall benefited a great deal from the opening of the Eden Project attraction.

Large events, such as the Olympic Games and world cups can increase the appeal of a destination for a certain period of time. Often, the facilities built for the occasion attracts tourists for some time in the future. For example, the facilities built for the Olympic Games in Barcelona add to the appeal of the city.

Part of the appeal of Barcelona for sports fans is the chance to visit the Nou Camp Stadium.



Destinations can also increase their appeal because of the development of new activities. Many coastal destinations are now famous for surfing, which is a relatively modern activity. New Zealand has gained a reputation within the last decade with young **'thrill seekers'** trying bungee-jumping, white-water rafting and other activities.

The appeal of tourism destinations

Climate also has an impact on the appeal of destinations. One reason why the Mediterranean area became popular from the 1970's onwards was due to the appeal of guaranteed sunshine and hot temperatures in the summer months.

Warm sunshine and blue skies add to the appeal of Mediterranean destinations.



For a large number of destinations, their main appeal has changed over a period of time. For example, Blackpool originally appealed to families who stayed in hotels and bed and breakfast establishments and enjoyed the beach and seaside activities. Today, the appeal of Blackpool is more related to the built attractions, such as the Pleasure Beach, and the town's reputation for lively night life.



Night life and entertainment is now a major part of the appeal of Blackpool



The factors affecting the appeal of leisure and tourism destinations

There are a number of factors which affect the appeal of tourist destinations. These work in combination to make certain destinations more or less appealing for different types of tourists.

The main factors are:

- Location and accessibility
- Natural attractions
- Built Attractions
- Facilities
- Climate
- Culture and heritage
- Events and entertainment

Also, when studying destinations, it is important to consider:

- The impacts of tourism at the destination
- The measures taken to encourage sustainable tourism
- How the destination is marketed
- The differences between the attitude and culture of local people and tourists visiting the destination

Successful destinations attract large numbers of tourists for different reasons.



Many tourists go to Paris to visit Disney or the major attractions in the city centre. However, Paris is also an important destination for business tourists as well.

Location and Accessibility

Generally, the ease of reaching a destination increases its appeal. Most tourists want to reach their destination with as little inconvenience as possible. Tourists also want to reach their destination as quickly as possible by their chosen means of transport.

So, destinations which are easy and convenient to travel to, tend to have a greater appeal. This is especially true for business tourists, who may have to travel at short notice or return home after a day's work. For these tourists, a short and trouble-free travel time is extremely important.

There are a number of factors which affect the ease of reaching a destination and consequently, its appeal. These include:

- The time taken to reach the destination
- The number of changes in the mode of transport required
- The cost of transport to the destination
- The reliability of the transport available
- The availability of different forms of transport at the destination

Time

The time taken is an important consideration in the choice of destination, especially if the tourist is only staying for a short period. In some cases, the destination may be appealing because it only takes a short amount of time to travel there. Certain countryside destinations are excellent for weekend breaks because they are accessible from a neighbouring large city. For example, the Lake District National Park is little more than an hour's drive from Manchester and the Brecon Beacons National Park can be reached in the same amount of time from Cardiff or Birmingham. Also, large cities make good short break destinations because they can be reached easily.

The Peak District National Park can be reached by about twenty million people who live within an hour's drive of the park.



The number of changes in the type of transport

Time is not the only consideration in terms of the appeal of destinations. Travel between two points is usually made more difficult if a number of changes in the method of transport are made. One of the great advantages of the motor car is that it may not be necessary to change the method of transport throughout the entire journey. This is especially true for domestic destinations.

The appeal of tourism destinations



All journeys by airplane involve the passenger travelling to an airport by at least one method of transport, if not more. At the arrival airport the tourist requires further transport to their final destination.

The cost of transport

Certain destinations can increase their appeal because the cost of reaching them is much less than expected. At the same time, some destinations will lose their appeal if the cost of travel to them increases a lot. Recently there have been increases in the cost of aircraft fuel and destinations such as the USA and Europe have become more expensive because of the exchange rate.

New York is not as appealing as it was because it is now more expensive to get to.



The reliability of transport

There is no point in transport to a destination being cheap and convenient if it is not reliable. Delays caused by technical problems, weather conditions, industrial action, or accidents can all be expected from time to time and all travellers must be prepared for this. However, if there is a regular disruption to a transport connection, travellers will be less inclined to use it and the destination served by the connection will lose its appeal.



Poor weather can often affect air travel.

The availability of different forms of transport

A destination's appeal is usually increased if tourists have a number of choices in how to get to the destination. The tourist will then be able to make a choice regarding what method of transport suits them according to their circumstances. Tourists from the United Kingdom travelling to Paris have a range of choices:

- they can fly to one of two airports which serve the city.
- they can take the Eurostar train from London.
- they can drive using the shuttle service through the Channel Tunnel
- they can take a ferry from a choice of channel ports

What transport is available at the destination

There is a wide range of transport available for tourists when they reach their destination. These include:

- Public transport systems such as underground and metro systems in cities
- Local bus services in countryside areas
- Special tourist buses providing sightseeing tours
- Taxis
- Tourist trains taking people from one part of a destination to another
- River cruise and water taxis
- Cable cars and chairlifts

Using different forms of transport may add to the appeal of visiting a destination.



Natural Attractions

Natural attractions are specific named features which appeal to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Natural attractions include:

- Lakes
- Rivers and landforms such as waterfalls and gorges
- Caves
- Volcanic features
- Mountains
- Coastal features



The Grand Canyon and Niagara Falls are amongst the most spectacular natural attractions in the world, and have a strong appeal to many tourists.



Some natural attractions are free and for some there is an entry charge made. It is not very easy to charge tourists to visit a mountain, but it may be possible to make a charge to visit a cave or waterfall, especially if this is on private land.

Usually, a range of tourist facilities is available at natural attractions which could consist of:

- An information centre or some form of information boards about the feature
- Car parks and access for disabled visitors
- Refreshment facilities
- Souvenir shop
- Toilet facilities
- Guided tours and walks
- Viewpoints



Information boards add to the appeal of natural attractions.

Part of the appeal of many natural attractions is the facilities which are provided. Many tourists appreciate the opportunity to find out some information about the attraction. Most natural attractions are visited by tourists who are staying nearby and are making a half day or full day visit to the area in which the attraction is located. In fact, part of the appeal of some attractions is that they are accessible from nearby destinations.

Lakes

Lakes add to the beauty and appeal of many landscapes and very often provide a range of tourist activities around their shores. Travel and tourism organisations offer a range of water-based activities on many lakes and lakeside villages often provide tourist facilities. Campsites and caravan sites close to lakes are popular because lake views are appealing to many tourists and a number of facilities are often nearby.

Llyn Padarn, near Llanberis, in Snowdonia, provides a range of tourist activities, including boating and canoeing.



Rivers

Rivers add to the appeal of many landscapes and destinations. The **River Thames** in London, the **Seine** in Paris, the rivers **Rhine** and **Danube** as well as many others, all provide tourist appeal. Additionally, features produced by landscape processes can produce landforms which appeal to tourists. These features include gorges, canyons and waterfalls.

Rivers and waterfalls provide appeal for tourists.



Caves

The majority of cave systems have been produced by water running through cracks in limestone rock and causing weathering through chemical processes. This leads to the creation of underground systems of caves with a range of unique landform features.

In many areas cave systems have been developed as commercial operations and operate as tourist attractions. The appeal of caves is the opportunity to walk underground and experience a different environment. Within the United Kingdom there are a number of cave systems, the most famous of which are the **Cheddar Caves** and the systems in the **Castleton** area of Derbyshire.



Many cave systems are on private land and an entrance fee is charged.

Volcanic features

Although there is no volcanic activity in Britain today, large areas have been affected by volcanic activity in the past and many mountains in Britain are the remains of old volcanoes.

Within Europe there are a number of active volcanoes, such as Mount **Etna** in Sicily and one of the most famous events in history is the destruction of the Roman town of **Pompeii** following the eruption of **Mount Vesuvius** about 2,000 years ago. Many tourists find volcanic landforms appealing and appreciate the power of the forces of nature which are responsible for volcanic activity.

Volcanic features, such as geysers, have a strong appeal for many tourists.



Mountains

Many mountains would be seen as attractions although most ranges of mountains would be seen as a destination. Examples of specific mountain attractions would be **Ben Nevis** in Scotland, **Snowdon** in Wales and **Mont Blanc** in France. The French Alps or the Pyrenees would be seen as destinations.

Mountains attract and appeal to tourists for different reasons. Some just like to gaze at the scale and beauty of the scenery, others see mountains as a challenge and want to climb them or ski down them.



Many tourists see mountain areas as being attractive and appealing.

Coastal features

Coastal areas provide a range of tourist appeal. Every beach in the world could be classified as a natural attraction and many of these have a range of facilities provided for tourists. For some tourists the facilities provided add to the appeal of the beach, while other tourists find deserted and isolated beaches more appealing.



Deserted beaches can be very appealing.

Apart from beaches, there is a range of coastal landforms which provide appeal and interest for tourists. Around the coast of Britain, features ranging from **Durdle Door** in Dorset, to the **Giant's Causeway** in Northern Ireland are all specific attractions which have tourist appeal and interest. At these, and many other coastal attractions, there is a range of facilities provided for tourists and part of the appeal is in walking along a cliff top to view the landform.

Cliffs, stacks, arches, caves and islands off the coast all provide tourist interest and appeal.



The coast of Iceland has dramatic natural features.

Built Attractions

Built attractions are places and facilities which have been constructed specifically to attract tourists to them. Virtually all built attractions are commercial operations which are expected to make a profit for the organisations which own them. Theme parks, water parks and amusement parks all fall into this category, as do **The Eiffel Tower**, **The London Eye** and **Blackpool Tower** amongst many others.

Within the United Kingdom the major theme parks of **Chessington World of Adventures**, **Alton Towers**, **Thorpe Park**, **Oakwood**, **Drayton Manor** and **Legoland Windsor** attract thousands of visitors each year.



Legoland Windsor aims to attract families with younger children.

Theme parks are found throughout the world, with the most visited being the Disney parks. Generally, the appeal of these parks is to teenagers and families, with some parks, such as Legoland Windsor, being aimed more at families with younger children.

Universal Studios in Los Angeles, is a theme park based on major films.



The appeal of tourism destinations

Theme parks are successful because they appeal to tourists for a number of reasons including:

- The parks are self-contained and provide a safe environment
- Generally, customer service is of a high standard and a wide range of services are provided
- Access and parking is well-managed
- Most theme parks provide entertainment and activities for the whole day
- There is a choice of rides and 'attractions' within the parks
- There may be an association with well-known films and cartoon characters
- A range of food and beverage is available
- It is usual for a one-off entry charge to be paid and then all the major rides are free.

Water-based rides are common in many theme parks.



Large theme parks have 'white knuckle' roller coasters as their main attractions.

Theme parks are by no means the only type of built attractions. World-famous structures such as the London Eye and the Eiffel Tower attract many visitors annually and add to the appeal of the destinations in which they are located. The majority of tourists visiting Paris for the first time would expect to visit the Eiffel Tower and many destinations have built attractions which are '**must dos**' and add to the appeal of the destination.

The Eiffel Tower is a purpose-built visitor attraction which is a 'must do' for many tourists visiting Paris and adds to the appeal of the city, partly because of the fantastic views from the top of the tower.



As well as attractions which have been built relatively recently specifically to attract tourists, there is a wide range of other built facilities which operate as tourist attractions as well as serving other functions.

These include:

- Museums and galleries
- Royal palaces
- Churches and cathedrals
- Government buildings

The appeal of tourism destinations

- Zoos
- Historic monuments

The Tower of London has become an important visitor attraction.



The Houses of Parliament and other buildings in the Westminster area of London have a strong appeal for inbound tourists to London. The buildings are also very important in the government of the United Kingdom.



Successful destinations will have a wide range of built attractions. Very often heritage and cultural attractions are found within the central areas of cities, while theme parks and other built attractions are found around the outskirts of the city, with good transport connections.

This is the case with London. Many important attractions are located in the centre of the city. Around the outskirts, visitors can reach Legoland Windsor, Chessington World of Adventures and Thorpe Park relatively easily.

The appeal of tourism destinations



Facilities

One of the most important facilities for tourists visiting a destination is accommodation. A good range of accommodation adds to the appeal of the destination.

There are a number of factors which affect the appeal of a destination in relation to the accommodation provided. The main factors are:

- The range of accommodation available
- The cost of accommodation
- The location and accessibility of the accommodation in relation to attractions and tourist facilities

The range of accommodation available

Most accommodation in city destinations tends to be serviced, in the form of hotels, hostels and guesthouses. In coastal resorts and countryside areas a greater range of un-serviced accommodation, such as campsites, self-catering cottages and caravan parks are available, as well as serviced accommodations.

City destinations need to provide a range of hotel accommodation in order to appeal to a wide range of tourists. Quality '5 star' accommodation will attract affluent high-spending tourists and many business tourists tend to stay in 3 and 4-star hotels. Many leisure tourists often choose the level of service provided by 3 and 4-star hotels and it is often the case that these hotels cater for business tourists during the week and leisure tourists at the weekends.



The Hotel de Paris in Monte Carlo will attract very rich guests.

Budget accommodation and hostels will also provide accommodation for student groups and backpackers who are happy to accept a minimum range of services.

A recent development is that budget chains of hotels, such as Holiday Inn Express, Travelodge and Ibis are opening in or near city centres. These hotels have become common outside cities, but they are increasingly providing an alternative for tourists visiting city centres for sporting or other events or on short breaks.

Countryside and coastal areas will tend to have a wider range of accommodation than cities. Part of the appeal of coastal destinations in particular is the choice of campsites and self-catering accommodation available as well as hotel accommodation.



Coastal resorts tend to have a range of hotels and apartments available centrally as well as campsites and self-catering accommodation available in the surrounding area.

The cost of accommodation

Tourists expect to pay more for quality accommodation, but the appeal of a destination can be affected by the cost of accommodation. Leisure tourists to popular city destinations, such as London and Paris tend to have to pay a lot of money to stay in central areas close to the popular attractions, with cheaper accommodation being available around the edge of the cities.

The cost of accommodation will also vary with the season of the year. In most destinations '**high season**' prices will be much higher than 'off season'. Increasingly, those tourists who can travel out of the main holiday season are finding good deals on accommodation in popular destinations.

The location and accessibility of accommodation

In many destinations the exact location of accommodation can be important. As indicated earlier, for business travellers, the location of accommodation in relation to the venue of the meeting or conference they are attending is extremely important.

For leisure tourists, the location of hotels or other accommodation in relation to attractions, entertainment facilities or transport provision may affect their choice of accommodation. The accessibility of accommodation can be a very important factor for some groups of tourists and will affect the appeal of destinations for those groups. Families with young children, for example, want to be as close to beaches and other facilities as they possibly can.

In coastal resorts, a range of hotels and campsites within walking distance of the sea can increase the appeal of the destination.

Tour operators often feature the closeness of their accommodation to the beach in brochures.

Coastal resorts which have accommodation with easy access to beaches tend to have a greater appeal.



The appeal of tourism destinations

Destinations have a range of facilities other than accommodation. Sports stadiums and other facilities often add to the appeal of a destination. Often sports and leisure facilities such as leisure centres and parks are used by visitors as well as local people.



Facilities such as boating lakes, cycle paths and crazy golf can be enjoyed by tourists and local people.



Good tourist information facilities are also important, providing visitors with details about what to do at the destination.



Climate

Climate is one of the most important factors which affects the appeal of a destination. The main climatic factors are **temperature, sunshine, rainfall (precipitation) and humidity.**

Climate has been an important aspect of the appeal of destinations since mass tourism started to Mediterranean areas in the 1960's. One of the attractions of these areas was that tourists could enjoy beaches and relax around hotel pools in the knowledge that there would be warm temperatures, blue skies and very little rainfall. This was not, and still is not the case, with the British climate where temperatures are lower in the summer months and the risk of rain is higher.



Summer climate in the UK is not as reliable as it is in Mediterranean areas.

Another factor which increased the popularity of Mediterranean resorts was the temperature of the sea. Generally, a hot climate leads to a warmer sea and more people enjoy swimming in the sea when the water is warmer.

Temperature

As indicated above, the average temperature of a destination often has a significant impact on its appeal. Leisure tourists enjoy doing a range of activities while on holiday. People enjoy a range of sporting activities, walking around cities, visiting theme parks and adventure activities as well as sunbathing on a beach. Certain temperatures are desirable for different types of activity. Whereas, a temperature of 25 to 30 degrees Centigrade will be hot and feel comfortable for sunbathing, it would be too warm to play many sports and walking around a city would be uncomfortable for many people. The table below attempts to give some indication of how temperature affect tourist activity.

Temperature Range	Tourist activities
Below 0 degrees	Temperatures below freezing make most tourist activities unpleasant, except in specialised cases. Winter sports enthusiasts often spend the day in sub-zero temperatures, as will tourists to Lapland visiting Father Christmas.
0 to 10 degrees	Temperatures in this range do not encourage many tourist activities, especially if they are accompanied by rain or strong winds. These temperatures are common in winter sports destinations.
10 to 20 degrees	In this range temperatures are becoming pleasant, especially in the high teens. In these temperatures, it is comfortable to play sports and walk around cities without feeling uncomfortable, although it is still a little cool for sunbathing on beaches, especially if there is any wind.
20 to 30 degrees	These temperatures are typical of Mediterranean destinations in summer and would be described as 'hot'. The heat of the sun would make most tourist activities unpleasant although water-based activities and theme parks with water attractions would be popular, as well as beaches, where sea breezes make the heat more tolerable.
30 to 40 degrees	Very hot conditions with temperatures over 30 degrees tend to limit tourist activities. Most people want to escape from the heat of the sun and it is too hot to enjoy most activities. Any prolonged exposure to strong sunshine could be dangerous.

Temperatures above 30 degrees are common in Mediterranean areas in the summer.



Precipitation

Precipitation is the amount of rainfall and snow a destination receives.

Many tourist activities are affected by rainfall. Not many activities are enjoyable when it is raining, and most sports are less fun when played in the rain. Popular activities such as walking, cycling and visiting outside attractions are less fun and beaches and swimming pools cannot really be enjoyed when it is raining.

Holidaymakers do not like having to make decisions about activities based on weather reports and can become frustrated if their one week of holiday is spoilt by wet conditions. Thus, destinations which receive very little rainfall during the main holiday season, are very appealing.

Many tourists do not enjoy wet weather on holiday.



Not all precipitation falls as rainfall. Winter sports resorts rely on adequate amounts of snowfall during the winter months to cover the slopes with enough snow to allow skiers and snowboarders to enjoy the activities. Guaranteed snow is one of the main factors in the appeal of winter sports destinations.

Winter sports enthusiasts can sometimes enjoy blue skies above the cloud level.



Culture and Heritage

Culture

The culture of a tourism destination is often difficult to explain because it is the combination of so many things. The culture of an area is a combination of:

- Religion and beliefs
- Food and drink
- Arts, theatre and music
- Language

One of many definitions of the word culture is 'the way of life of a society'. Certainly, one of the things which appeal to many tourists is to experience the '**local culture**' or way of life of the destination which is being visited.

Some tourists will make a greater attempt to experience the culture of a destination than others. A tourist to whom the culture of a destination has a strong appeal will try to do some or all of the things below:

- Find out about the history of the destination before the visit
- Attempt to learn a few words of the local language

The appeal of tourism destinations

- Eat in locally run restaurants, eating food from the local area
- Shop in markets and other places where the inhabitants of the destination shop
- Visit important religious and historical sites in the locality
- Visit museums and art galleries in the locality

For some groups of tourists, interacting and appreciating the culture of a destination has a strong appeal; other tourists may well choose to eat in hotels or shop in supermarkets and make little effort to understand the local culture. Part of the appeal of culture may be for tourists to observe local inhabitants going about their business and trying to understand how and why things are done differently in the area being visited.



Local culture can often be experienced by visiting villages and towns away from the more popular tourist areas.

It is common to attempt to identify the culture of different countries, and some tourists might find 'French culture' or 'Spanish culture' appealing. There are aspects of life in countries such as France and Spain which many tourists find appealing. (They are after all, the most visited countries by international tourists). United Kingdom tourists to France and Spain may find the following aspects of the culture appealing:

- Enjoying good food and drink and taking time over meals
- Eating outdoors and late into the evening
- Eating as a family and involving children in family occasions
- Enjoying a relaxed approach to life



A 'café culture' of eating outside is common in many Mediterranean areas of France and Spain.

Heritage

Heritage refers to the history of the destination. Some destinations have a very interesting history and buildings, or important sites have become important attractions. Also, famous people who are associated with the destination form part of the heritage, such as at Stratford-Upon-Avon with its association with William Shakespeare.

Heritage is very important for many tourists who do not only want to sit around a hotel pool or be entertained at theme parks. Like culture the heritage of a destination gives tourists the opportunity to learn about the area and enrich themselves.

The appeal of tourism destinations

Many important buildings and historic sites are protected or conserved in some way to make sure that they will not be damaged by tourists. This helps to maintain the heritage of a destination.



Stonehenge is a part of the heritage of the UK and is protected from damage by tourists.



Cemeteries containing the graves of famous people can be part of the heritage of a destination.

Events and entertainment

Events, festivals and entertainment increase the appeal of a destination to tourists. Thousands of events are organised each year, and if a tourist chooses to visit a destination because of a specific event, then the appeal of the destination increases to the tourist.

For example, a rugby international match held in Cardiff increases the appeal of Cardiff as a tourism destination for those who want to travel to the game. Some of these visitors will stay overnight and many will travel outside of the area where they normally live and work, so they are tourists. However, for some tourists, who have no interest in rugby, the appeal of Cardiff will decrease at times when international rugby matches are being held.

All events last for a specific period of time, whether it is a sporting event lasting a few hours or an arts festival lasting several weeks. The event has a publicised schedule of starting and finishing times, may well have a charge for entry and will be promoted to potential visitors. Events can be classified as:

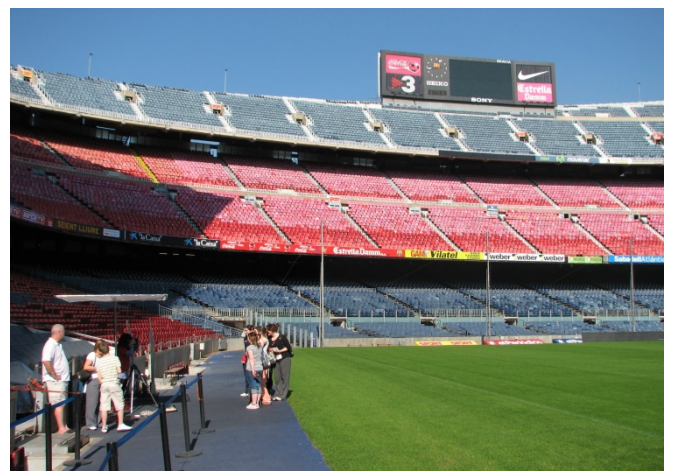
- Sporting events
- Arts and musical events and festivals
- Religious and cultural festivals and events

Sporting events

Most sporting events add to the appeal of the destination in which the event is taking place. Cup finals and other important football matches held at Wembley add to the appeal of London. For major matches, a certain proportion of the spectators will stay in London away from home, and take part in other tourist activities as well as watching the match.

Also, sports stadiums and other sports facilities may add to the appeal of a destination. Most large stadiums provide tours of the facility, which becomes one of the attractions of the destination and adds to its appeal.

The Nou Camp stadium in Barcelona is a popular attraction in its own right and provides tours for visitors to the city.



Some tourists may be put off from visiting certain destinations when major sporting events are being held. This may be because hotel space may not be available, transport options are more limited or more expensive, and there may be additional congestion at the destination.

Arts and musical events and festivals

Thousands of arts and musical events are held throughout the year in many destinations. These include book festivals, theatre and film festivals, classical and folk music festivals as well as pop and rock music festivals.

All these events are attended by tourists. However, it is possible to classify the tourists into two groups:

- Those tourists who have travelled to the destination specifically to be part of the event, either as a performer or spectator.
- Those tourists who are visiting the destination anyway and decide to visit an event during the course of their stay. These could be leisure visitors, enjoying a holiday at the destination. They could also be business visitors, taking time out from a meeting or conference. Also, they could be visiting friends and relations at the destination and decide to go to an event together.



The Brecon Jazz Festival is held annually and attracts many visitors to the town.

In some cases, the event has become a part of the appeal of the destination. The Edinburgh Festival, the Glastonbury Festival and the Brecon Jazz Festival are all examples of events held annually, which have become very important to the appeal of these destinations. All these events are held at the same time each year to encourage tourists to visit regularly.

Events provide a destination with an opportunity to promote itself to people who are very likely to enjoy the nature of the event being offered. The number of events and festivals has increased steadily over the years. In the United Kingdom, the number of arts and music festivals taking place over the summer period is now very extensive.

Most arts and music events are not seen primarily as part of the travel and tourism industry. They are provided to celebrate the art form with which they are associated and to give people the opportunity to enjoy and experience the work of actors, artists or musicians. However, as tourist boards at many destinations appreciate, the events also attract many people to the destination in which they are held and add to the tourism economy as well as to the appeal of the destination.

Religious and cultural events and festivals

Religious and cultural events and festivals are held at many tourism destinations. As with arts and musical events, these events add to the tourist interest and appeal of an area.

Similarly, some tourists will visit a destination solely to attend the religious event and other tourists might attend the events while they are visiting for other purposes. Many tourists find religious and cultural events interesting and add to their understanding of the destination they are visiting.



Events in Alpine villages are held to celebrate local culture and to demonstrate traditional skills.

Entertainment

Many tourism destinations have added to their appeal by providing a range of evening entertainment for tourists. As with other events and festivals this entertainment is not provided solely for tourists. Residents of the destination and those visiting for day excursions may also enjoy the entertainment options.

Entertainment provided in tourism destinations includes:

- Theatres providing shows and concerts
- Opera houses
- Cinemas showing a range of films
- Casinos
- Nightclubs and discos
- Clubs and bars providing entertainment
- Entertainment provided in hotels or on campsites for the residents
- Evening entertainment provided by larger theme parks

An important aspect of the appeal of some destinations is the type and range of entertainment available. A wider range of entertainment will attract a wider range of tourists. Certain Mediterranean resorts are more well-known for their night-life and club scene than they are for their other attractions. For some tourists, the entertainment available is a major aspect in the appeal of the destination.

Major city destinations such as London and Paris provide a wide range of entertainment choices. The theatres of the West End rely heavily on tourist's bookings.

London theatres provide entertainment for inbound tourists, domestic tourists and day visitors.

