SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 3

THE WIDE WORLD OF SPORTS AND ENTERTAINMENT

* 1. DESTINATIONS: TRAVEL AND TOURISM

1. The travel industry employs over
2. By the year 2013, the travel industry is expected to grow to
3. What is tourism
4. What does tourism include
5. Why do cities want to host the Super Bowl
6. What is travel trade
7. What is the mission of travel trade
8. What is direct economic impact
9. What is indirect economic impact
10. What is the multiplier effect
11. What is niche travel
12. Give an example of niche travel
13. What is ecotourism
14. What is sustainable tourism
15. What is the marketing mix for a hall of fame
16. What is the difference between a theme park and a resort
17. Why might a theme park have activities at night
18. What is a park hopper

Using the Internet answer the following:

1. List the four major characteristics of a city hosting a Super Bowl
2. What are the seven major theme parks at Orlando, Florida
3. What are the names of the Halls of Fame for Baseball, Football, Basketball, Golf, Tennis, and Motorsports. What city and state are they located.

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