**Learning Module #7 ~ Commercial Recreation and Tourism**

### Course Learning Outcome(s) related to this Module

1. Demonstrate a conceptual understanding of the importance of leisure as a component of human behavior in achieving life balance
2. Demonstrate synthesis of the correlation of leisure involvement to overall personal health and wellness

Commercial Recreation

* In this learning module we will explore the ever-advancing industry of commercial recreation and the leisure industry of travel and tourism. It is not surprising that people have recognized that there is money to be made in the leisure service industries including commercial recreation and tourism.
* Commercial Recreation is “The provision of **recreation**-related products or services by private enterprise for a fee, with the long-term intent of being profitable.”
* If you think about all of the recreation activities you participate in that cost you money, this would essentially be considered commercial recreation. It actually doesn’t matter if you pay for the service to participate (greens fees, admission ticket, lift ticket) or if you have to purchase equipment to participate successfully in the activity (ie. golf clubs, skis, or bowling balls); it would be considered “commercial” recreation.
* From this definition you will begin to recognize that the majority of recreation activities we participate in would be considered commercial recreation.
* The next slide shows the amount of money the industry has made in the past and how much the commercial recreation industry is growing.

**Commercial Recreation**

* $43.1 billion spent on leisure in 1970
* $339.9 billion spent in 1993
* $726 billion spent in 2006
* $920 billion spent in 2017
* Travel and tourism worldwide encompasses $3 trillion; $600 billion in the US
* Today, 8.7 % of personal consumption is spent on recreation
* Americans spend about $2,827 per year on recreation, compared to $850 per year in 1970
* The amount of money that is being poured into the commercial recreation industry is almost staggering, but when a person begins to think about where they spend their money, they will quickly begin to recognize that we as a society spend a considerable amount of money on our recreation/leisure. In 2019 the average American spent about $1,200 on fast food alone. In 2021, expenditures for personal recreation equates to 4% of an individuals overall spending. Here is a fun link that identifies how Americans spent their money in 2012. <http://mentalfloss.com/article/31222/numbers-how-americans-spend-their-money>
* Commercial recreation will continue to grow in the future. As long as our society remains materialistic in nature the commercial recreation industry will be more than sustainable.
* Commercial recreation is not something that is new. It dates back to the early civilizations; actually the invention of money is attributed to the start of commercial recreation. From hunting to horse racing, wrestling, boxing, music, drama and sports; all of these recreation activities were commercialized when it came to the exchange of money based solely on the recreation activity.
* The first amusement parks were built in the 1800’s. The first silent motion pictures shown in theatres were developed in 1910. Over 10 million people every week attended (Chubb & Chubb, 1981). The real substantial growth of the commercial recreation industry was related to the technological advances in the transportation system and travel. The invention of the automobile, improvements in airlines, extension of railways, etc. were all essential to making the commercial recreation one of the largest industries in the world today.
* Commercial recreation:
* Exists when people have free time, discretionary income, and access to leisure products and services
* Has taken advantage of the technological innovations that were developed initially and primarily for military purposes
* Is closely linked to travel and tourism and much of the fortunes that restaurants, lodging and entertainment have experienced is attributed to the continued advances of the travel and tourism industry
* Is directly impacted by the economic conditions. When the economy of any country suffers there is significant decline in commercial recreation and tourism.
* Commercial recreation is an expansive “subject” and would take a considerable amount of time to fully cover the topic; therefore the focus of this module is to provide a more broad understanding of the commercial recreation. We will look at the impact commercial recreation has the general population.

**Commercial Recreation**

* Marketing for leisure happens during other leisure activities
* Shopping has increased dramatically
* Housing developments are supported by leisure
* How have cities changed to support recreation and leisure?
* Name commercial recreation businesses in Milwaukee.
* Commercial recreation has tapped into a variety of arenas to promote growth and extend their marketing efforts. One of the most pronounced efforts that the industry has taken is advertising. Recognizing that the majority of individuals participating in a leisure activity also have other recreation interests, the commercial recreation industry will actual use leisure as a means to promote additional leisure experiences. The primary example of this would be watching television or listening to the radio, in which each of these elements becomes a vehicle for promoting or selling other things; some leisure related, others not. A better example of using leisure to promote other leisure interests would be advertisements or promotion materials found in areas where individuals are participating in leisure (ie. advertisement for a local restaurant posted on a riding golf cart, advertising flyer promoting a local fitness equipment store posted on the wall at the local fitness club, etc.)
* Traditionally housing developments were centered around work locations and/or other conveniences. This paradigm is shifting in which we are beginning to see leisure as an influence to where developers are choosing to locate their most recent housing structures. A prime example of this is the boom of condos, apartments, and town homes on the east side of Milwaukee. One might think, “Oh the developers are just taking advantage of the old buildings becoming available and that the majority of people that will move into them work downtown.” Certainly there are some truths to this statement, however the developers have said, “People purchasing or living in these new places are not primarily working downtown and are not seeking to be closer to their work location; the primary purpose for their choice to live downtown is due to their interest in the many “leisure” opportunities that are offered.” From the arts to music, plays, dining, shopping, spectator sports, restaurants, etc.; the opportunities are endless to fill their free time. This paradigm shift has not only taken place in Milwaukee, but in many cities throughout the United States.
* Along with this paradigm shift there have been some influences in which cities have begun to recognize the positive impact of leisure and people’s desire to participate; not to mention the significant amount of money that can be brought to the city from visitors. Three cities that come to mind are Indianapolis, Houston and Cleveland. The city that recognized this the earliest was Indianapolis. Indy had been traditionally known as a pass through city. There are major interstates that pass through Indy, but rarely did people stop in the city to partake in leisure. Historically the only “big” leisure activity that was advertised and known was the Indy 500. Otherwise Indy was not known as what we call “a destination city.” In the 1990’s Indy began putting the infrastructure in place to make them a destination city, and they did this through the development of their leisure activities. They built a new arena (Conseco Fieldhouse) in 1999, the Indiana Convention Center has gone through four expansions to reach the capacity of 1,230,000 square feet, and they built a new football stadium (Lucas Oil Stadium) in 2008, all downtown Indianapolis. Only a few years later did Houston follow the same blueprint and develop their own city as a leisure destination. Cleveland is a recent city to do the same. Most interestingly is Las Vegas. Always known for its entertainment draw, they are the most recent city to build a sport’s stadium with the intent to draw even more visitors. Each of these cities, along with many others, throughout the US has been witness to the success of using leisure to their benefit.
* Milwaukee is far from being a leisure destination city; however there are plenty of commercial recreation businesses in the Milwaukee area and some recent developments in the downtown area, such as the new Fiserv Forum (Milwaukee Buck’s Arena).

Given the knowledge you have gained thus far you should be able to identify many of the other commercial recreation businesses.

1. **TASK** ~ Name at least 20 commercial recreation businesses in the Milwaukee area or in the largest populated city in the state where you currently live.

**Commercial Recreation**

Commercial Leisure Services

* Travel & Tourism
* Retail Outlets
* Hospitality and Food Service
* Contracting for Service
* Leisure in Natural Environments
* Leisure Products (Manufacturing)
* Entertainment Services

 Categories of Commercial Recreation

* Resort
* Theme Parks
* Water Parks
* Theme Restaurants
* Recreation/Sports Facilities
* Vacation homes/Time Shares
* Commercial recreation encompasses leisure resources, equipment, and services.
* Commercial recreation can be categorized into seven major service categories which are further defined:
	+ Travel and Tourism – business focused on mobilizing people from one location to another. We will be expanded upon this topic in the following pages
	+ Retail outlets – stores which provide leisure related equipment for purchase from the general public (Cabela’s, REI, Dunham’s, etc)
	+ Hospitality and Food Services – hotel, resorts, convention centers, restaurants, coffee shops
	+ Contracting for Service - guide services, personal trainers, leisure consultants
	+ Leisure in Natural Environments – whitewater rafting, charter fishing, State park system, private/public zoos
	+ Leisure products – dissimilar to retail outlets, this is related to the manufacturers of the leisure equipment (Nike, Taylor Made, Easton)
	+ Entertainment Services – spectator sports, gaming establishments, theme/amusement parks, festivals
* We further broke down commercial recreation into six specialty categories. The following list offers specific examples of each of these categories:
	+ Resorts – golf, skiing, fitness, all-inclusive
	+ Theme Parks – Walt Disney World, Six Flags-Great America
	+ Water Parks– Noah’s Ark, Wilderness Resort, Kalahari
	+ Theme Restaurants – Hard Rock Café, ESPN Game Zone
	+ Recreation/Sports Facilities – Bowling, Volleyball, Swimming, Golf Courses, Skate Parks
	+ Vacation Homes/Time Shares – Orlando, Colorado, Arizona
1. REFLECTION ~ Think about how much the commercial recreation industry has impacted your life. How often have you purchased leisure equipment or services?
* Regardless of the current economy the commercial recreation industry has seen a trend in individuals purchasing a significant amount of leisure related items for their children. Gone are the days when children receive 1 or 2 toys to focus on for their play. Today’s children have multiple toys that are often costly, such as video games, electronics, and electric cars, etc.
* Adults have changed in their purchasing habits also. The recent trend is adults purchasing top of the line leisure equipment versus equipment that may be considered to be of a lower grade. It is unknown if this trend relates to increased materialism, if people are recognizing the durability and extended life of better equipment, or if people have additional discretionary money to make these purchases.
* The other documented trend, which can be confusing, is that the general public is being influenced by current industry marketing techniques suggesting that one must own/purchase certain leisure related equipment to fully enjoy their leisure participation. This may be suggestive that individuals without the means to purchase the equipment cannot be satisfied in their leisure choices or participation.



* Commercial recreation is not a small industry by any means. Commercial recreation purchases are staggering. It is hard to truly measure which industry in the world is the largest in relation to net profit. In most searches Oil and Gas have traditionally been in the lead for largest industry by revenue. The World Tourism Organization has recently listed tourism as the world's largest industry, however in most searches it is listed in the lower top 10. The tourism industry states: Las Vegas continues to build new and larger casinos, and Macau (China) has now matched Las Vegas in gaming revenue. Orlando theme parks had hit attendance records prior to Covid-19, new hotels are always being built and mega-events like the Olympics continue to attract millions of visitors.
* A downside to the growth in the commercial recreation industry is also the amount of waste. Commercial waste consists of [waste](http://en.wikipedia.org/wiki/Waste) from premises used wholly or mainly for the purposes of a [trade](http://en.wikipedia.org/wiki/Trade) or [business](http://en.wikipedia.org/wiki/Business) or for the purpose of [sport](http://en.wikipedia.org/wiki/Sport), [recreation](http://en.wikipedia.org/wiki/Recreation), [education](http://en.wikipedia.org/wiki/Education) or [entertainment](http://en.wikipedia.org/wiki/Entertainment) but not including [household](http://en.wikipedia.org/wiki/Municipal_waste), [agricultural](http://en.wikipedia.org/wiki/Agricultural) or [industrial waste](http://en.wikipedia.org/wiki/Industrial_waste). From the all-inclusive resorts in the Caribbean to Yankee Stadium, the millions of tons of waste are insurmountable. The following fact sheet provides information related to food waste produced by the hotel industry. [Food-waste-factsheet.pdf](file:///C%3A%5CUsers%5COwner%5CDownloads%5CFood-waste-factsheet.pdf)
* ***Not all recreation is commercialized*.** There are many other areas of recreation-based providers, otherwise known as leisure service providers that we will cover more in-depth at a later date. Some of these providers include:

**Armed Forces Recreation**

Each branch of the armed services provides recreation programs and

facilities for active duty personnel, their dependents, and retirees who live

in the areas of the base. These programs are provided in the United States

and in many foreign countries.

Recreation professionals who serve in these positions are either civilian or

military personnel. Military recreation helps to prevent burnout and

boredom, promotes family stability, offers an alternative to drugs and

alcohol, and encourages fitness.

**Campus Recreation**

Recreation programs and facilities are provided by colleges, universities

and preparatory schools to enhance the leisure of students on campus. A

position in campus recreation management usually includes the

administration of student unions or centers, intramural sports, cultural and

special events, clubs and other activities.

**Employee Services and Recreation**

Many corporations provide recreation programs and facilities for their

employees and families because they believe that employees will be more

fit and efficient, absenteeism will be reduced, retention will be increased,

and that relationships between co-workers and supervisors will be

enhanced. In addition to recreation programs, employee services often

includes wellness and fitness components as well as product sales and

other services.

**Municipal Recreation**

These departments provide recreation programs and facilities to contribute

to the quality of life in that community. The emphasis in these agencies

has shifted from serving youth in sports programs to serving citizens of all

ages at a variety of leisure service facilities.

**Youth and Community Agencies**

Character-building youth agencies such as Boys and Girls Clubs,

Campfire, 4-H, Boy and Girl Scouts, and community agencies such as

Jewish Community Centers, Senior Centers and YMCA/YWCA's include

recreation programs and facilities and professional staff to promote the

constructive use of leisure, and develop enriched lifestyles for the

membership of their organizations.

1. REFLECTION ~ Think about which of these non-commercialized leisure providers have provided services for you.

### Tourism

1. We will now take a look at the biggest entity within the commercial recreation industry. Travel and tourism is an industry that has grown immensely over the last decade for many reasons, including improvements in automobiles, increased accessibility to alternate forms of transportation, reasonable airfare costs, and increased motivation to travel. There are obviously many more reasons, but there is little doubt that this growth trend will continue to increase.

**Tourism**

* Tourism definitions usually include the following components:
	+ Travel from home
	+ Personal and business motivation
	+ Expenditure of money
	+ Many service businesses related to travel (Gunn, 1986)
* Tourism –is travel for recreational, leisure, or business purposes.
* Travel – the movement of a person from one place to another
* Tourist –The World Trade Organization defines tourists as people who

"travel to and stay in places outside their usual environment for more than

twenty-four (24) hours and not more than one consecutive year for leisure,

business and other purposes not related to the exercise of an activity

remunerated from within the place visited.“

* The Travel and Tourism industry concerns itself with the movement of

people to and from destination areas (natural or artificial)

* + Natural – Yellowstone, Yosemite
	+ Artificial – Disneyworld
* The Travel and Tourism industry exists primarily to provide services to

tourists and people traveling for business purposes

* As identified in the above slide, Travel and Tourism are two distinctly different things. Travel is simply going from point A to B. This in itself has an association with being leisure related. If you think more about your own travels you will quickly discover that the “act” of traveling can be considered leisure and the destination of your travel may also be leisure related. An example of this would be driving to the bowling alley for your weekly league night. Your purpose was to be entertained, but keep in mind you were not a tourist, by definition, in this example.
* Tourism is different from travel in that a person who is a tourist is “traveling” to a destination that is not their usual environment and they stay for more than 24 hours. Travel may be by road, track, air or water. Regardless of the mode of transportation, once the destination is reached there are multitudes of different ways a person can be a tourist. In some cases the act of traveling can also be considered tourism. A very good example of this is cruise ships. In most cases a person is engaging in tourism while they are traveling to each docking site.

Tourism

Not only does tourism stimulate economics it also encourages peace in the world.

For economically depressed countries tourism can provide “survival”.

Air Travel Worldwide – 1949 6.8 trillion people

1988 over 300 trillion

Revenue (Air Travel) – 1949 $20 billion

1988 over $300 million

Air Travel arrivals to the US in 2009– 85.7 million

People from US traveling to other countries – 63.6 million

(Office of Travel and Tourism 2006)

Overall Tourism income in US - $740 billion (2006)

Overall Tourism income in US - $919 billion (2010)

Overall Tourism Income in US – $1.4 trillion (2014)

Overall Tourism Income in US - $1.6 trillion (2017)

* Tourism has become known as a catalyst in promoting peace in the world. Although some question how this can be possible, most understand that by allowing and encouraging individuals to travel to other countries and learn more about the culture of the destination, offers increased knowledge, a deeper acceptance and even a promotion of cultural diversity throughout the world. Only a few decades ago travel to certain countries or a territory was not allowed. Many countries have recognized the economic benefits of tourism and have opened their borders to accept “foreigners” into their country. In many ways the economic benefit has actually created a means of survival for certain countries.
* Statistics have been hard to come by but listed in the power point slide were a few comparable stats in relation to travel. A study of the industry was completed in 2006, however this same study was not conducted since this time. As can be seen the travel and tourism industry has significantly increased over the last 50 years. The comparable numbers are actually staggering.

**Tourism**

* The average dollar amount per household spent on

vacation is $3,000 annually

* #1 reason why people travel is to visit family and/or

friends

* #1 mode of transportation is the automobile
* Major destinations in the World - 2006
	+ #1 Destination Worldwide – France
	+ #2 Destination Worldwide – Spain
	+ #3 Destination Worldwide – United States (#1 in 2009)
	+ Top 3 Destinations in the United States by

individuals from other Countries

* New York, NY
* Los Angeles, CA
* Miami, FL
* The major destinations in the World in 2012 were 1. France 2. United States 3. China 4. Spain. In 2020/21 the order has changed to France, Spain, United States, and China.
* During most of 2009 the United States was the #1 destination in the world due to “the Dollar” being so bad and making the trip to the United States much less expensive for those coming from Europe, Asia or other countries. By the end of the year France had overtaken the US as the #1 destination.
* The Top 10 destination cities in 2012 were 1. London, England 2.Paris, France

3. Bancock, Thailand. In 2020: 1. Bangkok 2. Paris 3. London 4. Dubai 5. Singapore 6. Kuala Lumpur 7. New York City 8. Istanbul 9. Tokyo 10. Antalya, Turkey

* The following you tube video is a person’s opinion of the 25 must see places in the world. <https://www.youtube.com/watch?v=k4tkrJ563b0>
1. REFLECTION ~ Think about the last “vacation” that you had taken. Estimate how much money you spent just for yourself on this vacation.

**Tourism**

* In 2006 travel to Canada and Mexico account for 50% of the total travel to other countries by Americans

* On average people travel daily 4 times; the also average going from point A to point B approximately 1 hour

* Americans average 3-4 trips per year
* Relates to trends: people take shorter and more frequent vacations than longer annual vacations; ecotourism and adventure tourism are emerging

 http://www.tinet.ita.doc.gov/tinews/archive/tinews2009/20091008\_Visitation.

html

* American travel to Mexico and Canada remains the same today as it did in 2006. Approximately half of all out of country travel has a destination in either Mexico or Canada.
* Tourism, as identified earlier, can be experienced in many different forms and truly millions of destinations. A growing trend in the tourism industry is the emergence of three types of tourism each with a different “look” and purpose.
* We will explore these three: Adventure Tourism, Ecotourism, and Geotourism.

#### Adventure Tourism

Combines fitness, environmentalism, multiculturalism and travel to remote, exotic and possibly hostile areas, where the traveler should "expect the unexpected” <https://www.youtube.com/watch?v=b-HE94BLvTQ>

This link offers a quick look at some of the adventure tourism opportunities that are available in Chile. Chile was rated as the best Adventure Tourism destination in 2019. The adventure tourism industry has grown significantly in the last decade. People’s drive for extreme challenges will continue to drive this industry.

#### Ecotourism

Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with the purpose of studying, observing, or enjoying scenery, wild plants, and/or animals as well as the culture. An integral part of ecotourism is in the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for the local communities

Travel to nature – exotic and natural places

<http://www.ecotourism.ca/>

This website offers a more thorough explanation of ecotourism including videos and additional links.

 <https://www.youtube.com/watch?v=RDIfFTs9V1A>

 This video provides an overview of ecotourism.

#### Geotourism

Tourism that sustains or enhances the geographical character of the place being visited, its environment, culture, aesthetics, heritage, and the well-being of its residents.

[Principles -- Geotourism -- National Geographic](https://www.nationalgeographic.com/maps/article/geotourism-principles)

This link is a National Geographic website for describing geotourism in a thorough way. As you will discover Ecotourism is sometimes viewed as a sub-category of geotourism

**What is the negative aspect of tourism? Mass tourism**

* Although tourism has been considered to be positive there is a negative side. That of mass tourism. Mass tourism is the act of visiting a destination with large amounts of people at one time, and the study of the effect that large amounts of people can have on a particular destination, or on a particular destination that has been over-exposed by independent tourists having been there repeatedly. Some tourist destinations just do not have the means or the ability to sustain large amounts of people embarking upon their area. The effects can be detrimental, which we will further discuss.

**Tourism**

 Impact of mass tourism

 Increased prices

 Change in culture/behavior

 Increased crowding and distraction

 Fewer resources, access, and privacy

 Decreased aesthetics

 Decreased lack of control

 Increased traffic, vandalism and leisure

 Change in jobs (lower pay/seasonal)

**Tourism**

 Impact of mass tourism

* Native Hawaiians, Amish in Pennsylvania,Residents of Costa del Sol in Spain
	+ High prices for food
	+ Language challenges
	+ Change in occupation
	+ Change in routine
	+ Decreased privacy

http://www.youtube.com/watch?v=d9BsJNUdr7o

* These Youtube links shows the negative effects of mass tourism throughout the world.

<http://www.youtube.com/watch?v=d9BsJNUdr7o>

<https://www.youtube.com/watch?v=Vyt1HdR4uLw>

* A country or area may have great intentions and reap the benefits, initially, by creating themselves as a travel destination for tourists, but mass tourism can literally destroy a place.
* For some people they would prefer that where they live does not become a travel destination. As the second slide lists Hawaiians, the Amish, and the people in Costa del Sol, the native people would prefer to not be a tourist attraction. This is also true for many locations around the world. I witnessed this first-hand during the time I lived in Virginia Beach, VA. The residents couldn’t wait for tourist season to be over, however it seemed as if the tourist season seemed to extend every year. The locals were impacted by most restaurants, entertainment venues, or other social destinations being full or overtaken by tourists; prices of most everything were inflated, to the point that many of the locals knew of and shopped at quaint shops or stores that were not influenced by tourism, because they were off the beaten path or distant enough from the hotels and entertainment district that the tourists generally frequented.
* For some, such as the Amish, the impact of tourism has actually been a change in routine, culture, or overall focus.

**Tourism**

 Travel is one of the best forms of education

 Different levels of tourism is based on novelty

* Most extreme
* Middle level
* Low Level
* Tourism has also been categorized by how much involvement an individual may have in the planning process or facilitation of their travels. Individuals who have minimal involvement in their own planning are seen as being the Most Extreme Tourist. In this situation they will have a travel agent do most everything for them. A good example of this would be a person who goes to an all-inclusive resort and if they did actually leave the resort to do something, like an excursion, their travel agent would have already preplanned it. A person in the Middle Level would have some assistance, either from a booking agent, friend, hotel personnel, etc. The Lowest Level person would be an individual that would plan and facilitate his or her own trip exclusively. They would have little to no support from others.
* Commercial Recreation and Travel & Tourism are both industries that offer many employment opportunities. An individual looking to work in these industries may be able to be:
	+ Resort recreation program director - resorts and hotels
	+ Hotel worker (front desk/accommodations, etc.) - resorts and hotels
	+ Private club worker/manager (golf, tennis, etc.) - clubs
	+ Conference organizer - convention centers
	+ Chamber of Commerce worker/director - Chambers of Commerce
	+ Travel guide - travel companies
	+ Adventure travel guide - adventure companies
	+ Resort manager - resorts and hotels
	+ Travel agency worker/manager - travel agency
	+ Attractions worker/manager - railroads, caves, mines, theme parks, etc
1. <https://www.youtube.com/watch?v=kYXiegTXsEs>

There is definite benefit is travel. This video is an interesting presentation on the benefits of travel.

**REFLECTION** ~ What benefit did you gain from your last travels?