

Christopher Ademola Adeboye

THE IMPACT OF ENTERTAINMENT ON TOURISM

Case Study: Agency Remarc in Greece

Thesis

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Abstract

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<p>This research was made in accordance to the social life and performances of different countries in Europe and America vis-à-vis flow of entertainment tourist to certain destination, comparing and contrasting, what people do in their leisure time and where they would rather choose to visit when they want to relax from the hustle and bustle of their daily life. An in-depth analysis and study was made about a foremost supplier of entertainment and hotel animation to top accommodation providers for tourists in Greece which is Agency Remarc, while also delving into the structural capacity of its workforce and how they are able to achieve the long term goal of the company.</p> <p>The final literature research aimed at hotel animation as an important factor in the accommodation industry in which tourism belongs to, delves into how hotels can maximize its potential using hotel entertainment and animation to keep it guest and attract new one by experience setting and building a well-structured marketing strategy</p> <p>The method used to gather information was through collation of secondary data also the empirical part involves the use of qualitative research method with semi-structured interview used to gather information from stakeholder in the business.</p> <p>The final result gotten was a changing trend visible in the tourist that Agency Remarc gets from eastern European countries and the need to include diverse program that appeals with guests from those region.</p>		
<p>Key words Entertainment, hotel animation, qualitative research, soft animation, tourism</p>		

ABSTRACT

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1 INTRODUCTION

Tourism is a vast subject which has with various branches. There are companies and sectors that benefit directly and indirectly from this large sector both in the long and short run, these sectors rely on the inflow of tourists or foreigners from other countries to keep their business moving. Moreover, apart from banking, sports and other industries which are rigid but also paramount to the effective running of other sectors of the economy, the decision to bring the entertainment part of the tourism industry to the forefront of this research is due to the important role it plays in the tourism industry. Little attention is paid to this aspect of the tourism industry but many tourists on holiday trips across the globe and away from their familiar region always depend on the entertainment sector of the tourism industry to give them a memorable and pleasurable holiday.

1.1 Research background

This thesis is done from a qualitative research perspective. It is aimed at structurally analyzing the entertainment industry by carrying out interviews with professionals and consumers in the entertainment tourism world using semi-structured interview session, and introducing the viable market of entertainment and leisure tourism to the reader from the viewpoint of the author. It is also expected to give a foresight into the expectations and how a typical leisure and entertainment destination looks like, while analyzing the important factors of entertainment. It will also take a concrete look at the differences between entertainment tourism and other types of tourism which could all be categorized as a form of Leisure tourism, e.g. adventure tourism, and sports/recreational tourism. It will also compare and contrast different entertainment regions, and finally give a typical example of cases where people travel for entertainment purposes. The above mentioned plan is aimed at helping the reader get a vivid and mental imagination of what an entertainment tourist expects or experiences on his/her sojourn for pleasure.

Entertainment tourism is a popular niche of tourism in the world today. Just as the book, “*Eye witness travel*”, on northern Spain dedicated pages few pages for entertainment in northern Spain; it is evident that most tourists in this era now approach tourism with different expectations. Rather than just going on a sightseeing tour and sitting on the beach all day (World Tourism Organization 1999, 118), they often search for more intense and energetic experiences like parties or concerts. They would rather choose to go on a vacation to a more entertaining area to have fun and enjoy memorable moments away from their busy schedule rather than ending up on another stressful journey. To give a clearer picture of an entertainment tourist, the five scenarios below are carved out for the reader to choose which one encompasses leisure or ‘entertainment tourism’.

Imagine a group of four friends taking a trip to Ibiza for two weeks, just to enjoy the party scene and club lifestyle in the city. In doing so, they will be booking a hotel and will have time to enjoy the ambience and beauty of the beaches in the famous Spanish city, also a fun-loving 28 year-old Canadian business man, who recently got a holiday from work and decided to spend it on a trip to Las Vegas casino. He also hopes to see the traditional Las Vegas performances and Free shows. A family of five from the United Kingdom, who got an all-expenses-paid trip to visit the famous Disney world Paris for 1 week, hoping to have a nice vacation, group of young university girls from Poland, who bought concert tickets to see a musical performance of their favorite musician in Dublin, Ireland and finally, a travelling agency involved in organizing a 10-day trip to different clubs and bars across major cities in Europe.

With the cases and scenarios mentioned above, one can see that these kinds of trips take place on a daily basis. These trips not only provide pleasure for the tourist, but also serve as a source of employment and income for most businesses around the region, thereby influencing the country economically in the long run.

1.2 Research objectives and questions

The objective of this study is to scrutinize and carry out a research made in accordance with the social life performance and behavior of tourists visiting southern European countries. Particularly Greece, Cyprus and Spain. In examining this trend, Agency Remarc in Greece will be a point of contact with consumers of entertainment and leisure services.

In carrying out this research, the questions that would be put to in the forefront are how to make or improve customer satisfaction within Agency Remarc, and how the larger entertainment industry can be sustained and used as an advantage to the company in order to make it more efficient and effective.

The core research theme questions would be: what is entertainment and leisure tourism, what are the impacts of entertainment tourism on the economy, how can customer satisfaction be fully derived within Agency Remarc, and how can the entertainment and hotel animation industry be sustained in order to make it an efficient and effective tool for tourism. Obtaining answers to these questions will help in unraveling and making recommendations for the organization (Agency Remarc) for present and future purposes.

1.3 Limitation to study

A good research may encounter a few problems while in the process of achieving its aim, but most researchers don't let that hinder them. They always look for solutions which will help them to overcome the challenges that they may be faced with beforehand or during the course of the research. In other words, some problems are foreseen while other challenges come as the research progresses. In carrying out this research, the following are some of the limiting factors that may be encountered.

Language barrier: Since the research is focused on the southern region of Europe on how entertainment has impacted on tourism there, specifically Greece, Spain and Cyprus, it is most evident that the linguistic order of the day in this region is not English. Therefore, some difficulties might be experienced when conducting interviews with respective officers in the tourism industry, but hopefully this can be overcome by hiring a language

translator, using online web translator (GOOGLE), preparing interview questionnaires in their various languages, and/or acquisition of basic knowledge of the official languages.

Distance: This is a great barrier to the smooth running of the research work, but carrying out surveys and questionnaires has been made easy through technological input just like those found in shops, airports, and public places. Interviews can also be carried out through the telephone, though this kind of survey pattern comes with its own advantages and challenges: it is cost efficient but could be time-consuming because of the process involved. Industry guidelines recommend that interviews through the telephone should not be more than 25 minutes (World Tourism Organization, 1999, 128.)

The research will be carried out based on a case study of an organization called Agency Remarc. The organization is located in Greece which is thousands of kilometers away in Koropi Greece. Nevertheless the world has been interconnected through major electronic devices and technology, the company Agency Remarc has a Skype address (agency.remarc) which will allow an easy connectivity to carry out interviews and surveys without hitches.

Lack of cooperation on the part of the respondents: This can affect the questionnaire administration and/or brainstorming sessions. Individuals or group may decide not to reply e-mails or provide answers to the questionnaire given to them. They might also give wrong/inaccurate answers, which could affect the accuracy of the whole research procedure. There is little a researcher can do to influence individuals' answers to a questionnaire, but he can emphasize on how important it is to give the correct response.

Limited information: the major research focus which is hotel animation is mostly not treated in English tourism literature. This is a reason why there is no official research information on the subject of animation in most tourism books (College of Tourism and Hotel Management, COTHM, 2004) and this might hinder the research as my aim of carrying out an in-depth analysis might be hampered by lack of information.

2 DURABILITY OF THE TOURISM INDUSTRY

This chapter focuses on defining tourism from different scholars' and organizational points of view. It also discusses how tourism has grown statistically with respect to human movement and mobility within Europe, Africa, America and Asia. It briefly explains the characteristics of tourism, while also shedding more light on the operating sector of the tourism industry, with the focal point being entertainment.

In the 17th and 18th centuries, we find a unique form of traveling with specific need. It was called the grand tour, and it was usually done by the rich and influential. Travelling at that time was quite expensive, though the meaning of holiday in the past was not the same as today. Hundreds of years ago, the holiday resorts were unrecognizable and people mostly traveled for pilgrimage or other specific reasons. (Jakolev 1999, 4)

Scholars in the past have defined tourism from the context of leisure and recreation, however there has been great transformation from what it used to be in the past. Leiper 1995 defines it as the theories and practice of travelling and visiting places for leisure related purposes while Pearce 1987 thought about tourism as the interwoven connection which comes up as a result of people travelling and temporary stay at a destination outside their home for leisure or recreational purposes (Quoted in Swarbrooke, Beard, Lechie and Pomfret 2003, 8).

2.1 Global perspective

The World Tourism Organization defines tourism from a broader perspective as “the activities of person(s) staying in places outside their usual environment for not more than one consecutive year” (World Tourism Organization, 1999). The definition put into consideration the business tourist, adventure tourist and all other niches of tourism.

Tourism is synonymously graded as one of the world's largest industries. It is quite hard to separate what is tourism and what is not as it encompasses and breaks boundaries across so

many other industries (Swarbrook, etal. 2003). The United Nations World Tourism Organization statistics barometer that says the international tourist arrival has grown by over 5% in 2011, which implies that there has been an increase to 980 million, with a continuous growth forecast for 2012 (Turbo News 2011).

Europe which accounts for more than half of tourists, with 503 million arrivals, shows that the tourism potentials of European cities and destinations are enormous. Asia and the Pacific account for 216 million while America and Africa stand at 156 million and 50 million respectively, with an increasing status in most continents except Africa. In late 2008 into 2009, the tourism industry was largely affected due to the great recession; there was a drastic reduction in the influx of tourists by the end of 2009 to 4 % while the revenue went down by 6%. Among the most affected were Europe and the Middle East. Africa saw a growth of 2.9% due to its low travel turnout (MercoPress 2012). The table 1 below shows an excerpt of the international tourist arrivals from 1950 to 1998

TABLE 1. International Tourism Arrival and Receipt from 1991 to 2006 (adapted fom Sharpley & Telfer 2002, 16, Office of travel and tourism 2007)

Year	Arrival (000's)	Receipt (USD Mn)	Year	Arrival (000's)	Receipt (USD Mn)
1991	463,951	277,568	1999	635,000	457,000
1992	503,356	315,103	2000	684,000	474,000
1993	519,045	324,090	2001	683,000	462,000
1994	550,471	353,998	2002	704,000	480,000
1995	565,495	405,110	2003	691,000	527,000
1996	596,524	435,594	2004	761,000	633,000
1997	610,763	435,981	2005	802,000	678,000
1998	625,236	444,741	2006	842,000	735,000

The table above indicates that tourism has been on the increase and has had an emerging position since the 1950s up till 1998; the rise from 25,282 to 625,236 shows an increase of 599,954 tourists travelling over the years all around the world. The statistics and trend in

today's tourism world has seen enormous increase from 1998 just as the UNWTO projects more trips for tourists in the year 2012 at an increasing rate of 4% from 2011, meaning tourist arrival will hit the one billion mark in 2012. (UNWTO 2012.)

The potentiality of tourism cannot be over emphasized as it is a large industry and also serves as a good income earner for the government; it also provides enormous employment for the citizens of many countries. The Gross Domestic Product (G.D.P) of tourism in the world stands at 9% and it generates 8% of the total world employment (MercoPress 2012).

Furthermore, tourism includes the function of travelling or journeying. When not considering the period spent in the destination region, intellectuals unanimously agreed that tourism solely relies on travel but tourism is not solely undertaken for entertainment, leisure or recreational purposes (Swarbrook, et al. 2003 5)

The importance of experience in society has grown. The results of several sociology studies show that the importance of work declined, while the valence of leisure and consumption grew. In general, hedonistic outward-oriented values such as companionability, fun and extroverted lifestyles grow more and more important, while work and liability-oriented values such as discipline, diligence and thrift fade. (Weiermair & Mathies 2007, 227.) This could be concluded that leisure tourism and tourists are growing each year, as more people tend to imbibe an extroverted lifestyle of fun, experience and excitement.

2.2 Characteristics of entertainment and leisure tourism

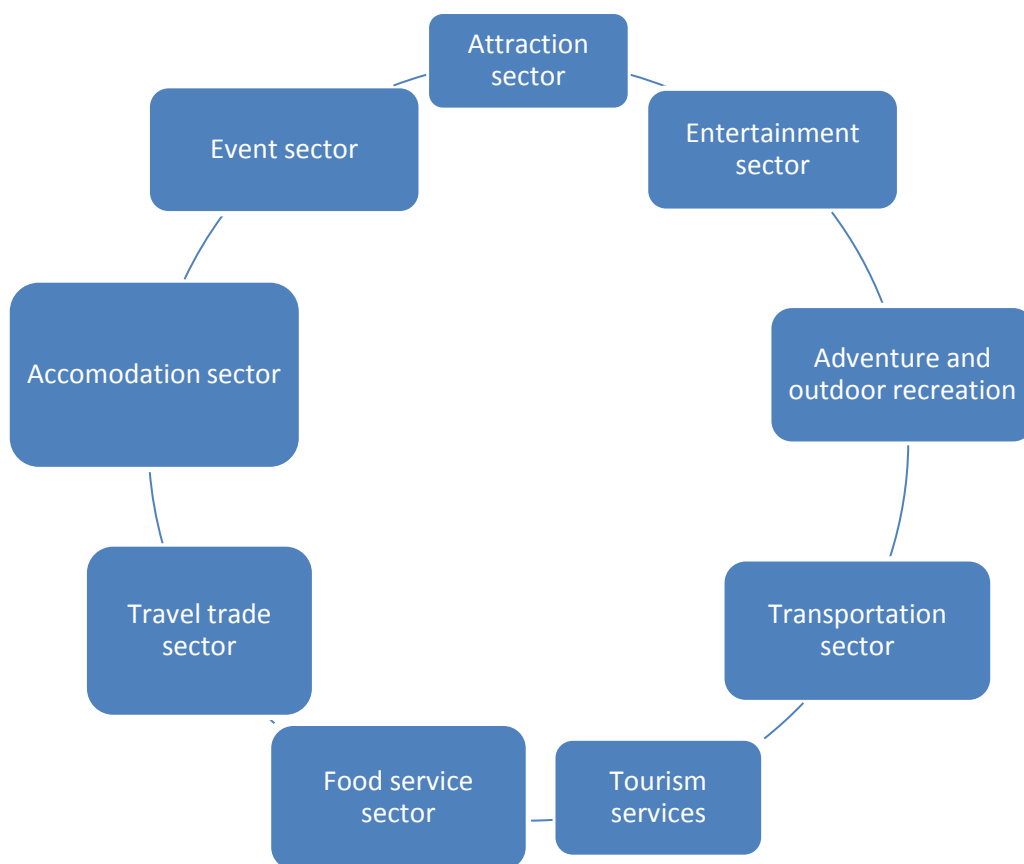
It should give the chance for enjoyment, self-expression and satisfaction, it takes place in time set aside from obligation such as business or family care, and it should not be an obligatory undertaken, entertainment should come freely. (Swarbrooke et al 2003, 5)

The need to diversify tourism is important to many countries; this is due to the help it grants in sustaining the industry by not centralizing all effort on one product or branch of tourism. As a part of recommendation given to Greece by the Organization for Economic Co-operation and Development (OECD), in their report they stated that, "In order for

Greece to reach its potential and sustain its tourism industry, it needs diversification of its products into sectors like entertainment and cultural tourism” This choice of expansion stated by OECD is what we will be dissecting in the following chapters, from its origin and potentiality to its economic importance for major tourism destinations.

2.3 Operating sectors of the tourism industry

The tourism industry relies a lot on services and operations; we can classify the operating sector into different hospitality genres:



GRAPH 1. Operating sector of the tourism industry

Each of the sectors above is different in the services it renders, but sometimes they rely on each other to be more efficient. The entertainment sector which is the main focus of the research could also be categorized into different segments:

Theme Parks aims to create an atmosphere of another place and time, and usually concentrates on one dominant theme, around which architecture, landscaping, costumed personnel who are sometimes known as animators, and different facilities for entertainment, distraction, recreation, or physical activities, such as rides, shows, food service and merchandise, are coordinate, because the different facilities in a theme park belong to the same enterprise. (Weiermair,& Mathies, 2007, 228.) Examples are the Walt Disney Magic Kingdom, Disneyland, Sea World Florida, Europe Park Universal Studios and many more. Theme parks are majorly child-friendly, which makes them interesting places for families to visit and they are usually filled with numerous exciting rides, a carnival atmosphere, and several cartoon and movie characters.

Also amusement Parks are also form of entertainment for numerous tourists. Unlike the theme park, this is set just to amuse guests. It has an array of rides and games which attract tourists. The world's largest amusement park association is the International Association of Amusement Park and Attraction and it caters for family attractions, especially for children.

Furthermore, casinos are in fact one of the places people enjoy as an entertainment option for gaming in their life (Charles and Brent 2012, 179). Casino games are part of attractions that make tourists travel across the globe to be entertained, and are seen in so many bars, cafes and cities around the world. It's an enormous investment which gives return to the economy as a whole and also helps in employment of labour. This entertainment trend is continuing as more and more people visit the casino world.

Cinemas are another form of entertainment centers which attracts lots of interest from tourists. Movie premiers and artistic displays are always a beehive of activities at the cinema centers. Where famous actors and actresses are present to support their movies

Another form of entertainment outfit is performing art theatre where people are given roles to perform as characters different from their original self. It usually presents live to audience, which could include tourists from several different regions of the world who have travelled all the way just to be entertained by the performances.

Sporting events like the World Cup, Olympic Games, and the International Association of Athletics Federation's World Athletics Championship are all examples of mega sporting events (Hansome 2012, 9). They are grouped under entertainment tourism because of the euphoria and the influx of tourist from different parts of the world to the venue.

Hotel Animation is an increasingly important element of tourism package today, (College of Tourism and Hotel Management 2012) even though the concept is not well treated as an entity on its own, but it is a paramount part of the service sector which enables tourists to have a lasting impression.

3 ENTERTAINMENT TOURISM

This chapter will take a brief look at entertainment tourism in its earliest form across regions of the world. It will also take a look at consumer patterns and trends of different entertainment services provided, i.e. live entertainment, casinos, clubs and sporting events and how they inter-relate with other sectors of the economy which belong to both service and commercial markets.

3.1 Past and present

The role of entertainment in the life of human beings cannot be over-emphasized. As far back as the primitive era, humans have sought ways to entertain themselves. In Africa, different tribes and cultures engage in all forms of entertainment, including moonlight storytelling and role plays which could also be regarded in recent tourism world as new age animation and entertainment. Although some of the earliest forms of entertainment are still kept till present in some parts of Africa due to the link they serve between the past and present of most native tribes, others have been lost due to evolution and modernisation of culture and tradition. Some of the reasons they entertain themselves are to derive pleasure and socialise with each other. It also serves as a form of education to the kids. With more countries opening up their borders and cheaper flights available to different destinations around the world, there has been an increased quest by tourists for entertainment outside their immediate cultural sphere. Many would travel very long distances to experience first-hand, entertainment from the traditional era.



GRAPH 2. West African dancers (Indian forumIAN 2012)

The picture above depicts dancers from Western part of Africa, precisely Nigeria, performing at an African festival in New Delhi India. This kind of traditional entertainment culturally brings together tourist from both within and outside the region it is synonymously known. It could also be introduced as some sought of New age animation to hotel guests and concert promoters.

In Europe, the Greek had the Amphitheatre while the ancient Romans were used to entertaining themselves with circuses and gladiator fights in the Roman Theatre (SPQR 2010). Looking closely at this type of entertainment in the past, one would see that there was destruction and bloodshed, but it did not deter the citizens of the country at that time to travel far and wide to watch the event at the gigantic amphitheater which still stands as a tourist destination till today. The past life of a typical Roman was filled with so much fun and enjoyment so the need to input different activities in order to help them get the best out of their social lives was paramount for the king at that time.

3.2 Trends in entertainment tourism

In today's world, entertainment has moved from mere storytelling, gladiator fight and horse races to big business. Most people, when asked the question, "what they the most on a vacation", they always have a whole lot to say and you would not be surprised with the answers you get. Entertainment and leisure activities are always top on the list. Casinos, popular pubs, bars, discos, clubs, cinemas, concerts are often reasons for travelling. Most hotel accommodations around the southern European region have also inculcated entertainment shows as a part of their programs to spice up and entertain hotel guests. They realize that in order to retain old customers and attract new ones to their services, they need to pay much attention to impression, i.e., the peak of satisfaction a customer gets from all the services rendered by an accommodation outfit like a hotel or a resort center. This leaves a lasting effect of gaining maximum value for money spent to enjoy one's holiday at an accommodation outfit.

Another powerful tourism magnet is live entertainment. Major exhibitions draw a large international audience of tourists. 1.1 million visitors attended the Barnes Foundation's exhibition - 'A Century of Impressionism', held at the Musee d'Orsay in Paris in 1993, while a later show of the Barnes collection in Germany attracted such crowds that the museum exhibiting the collection had to stay open all night long (Holloway J.C 1999, 179). Live shows and performances are often the main attraction and reason for a vacation trip (Charles and Brent 2012, 188). A typical example is a concert which came up in Helsinki on the 15th October 2010, featuring a famous artist from the United States of America. Two young Finnish girls (tourists) from western Finland had to travel over 450 kilometers to Helsinki to see this artist perform on stage. This kind of trip is regarded as domestic tourism (Charles & Brent 2012, 6).

Looking at the preparation involved in the hosting of the concert by the artiste, the organizers and the tourists making the trip, it is evident that for the artiste to play in a foreign land, s/he must have had much endorsement from numerous companies; the organizers also must have put in place many measures that would help them in making

profit at the end of the event. Furthermore, for the artiste to have taken the trip, a large amount of money must have been deposited in his/her account by the event organizers who in turn get their profit from selling tickets to the concert. On the part of the young tourist, s/he must have booked a travelling ticket, bought the concert ticket and also booked a hotel or a place to sleep in order to attend the concert comfortably. In the vivid view of the whole cycle of the event organization, not only the concert managers or organizers and artiste will benefit from the event, the chain of beneficiaries from such an event is as follows:

Corporate organizations like the commodity sectors, service sectors, etc, who are willing to place an advertisement or create public awareness through the event in order for their product to be seen on stands and at strategic places during the concert.

Concert managers, sales representatives, marketing representatives for the event, who initiate the idea of hosting the concert mostly due to widespread popularity of an artiste, or the demand by entertainment consumers for an artiste to stage a concert in the particular region. The organizers capitalize on the opportunity to make the yearnings of the public a reality. They all encompass event organizers

The performing artiste at an event, who are usually the center of attraction in a concert. It could be a pop band, rock band, classical music band, or performers from other genres of music and artistic talent. They get endorsed by companies and are invited to stage performances in different regions of the world which in turn makes them tourists who travel around the globe too.

Accommodation outfits that are willing to cash on their lot from the concert, this refers to hotels, hostels, Bed and Breakfast, couch surfing, etc. Big concerts usually attract a large number of foreign and domestic tourists, who would need short-term accommodation for one or two days while visiting a destination. Lodging in any form of accommodation increases the sales of such facility during the period the concert is being held.

The municipality, city or suburb where the event is been staged has its own share of benefits which it derives from the concert being held.

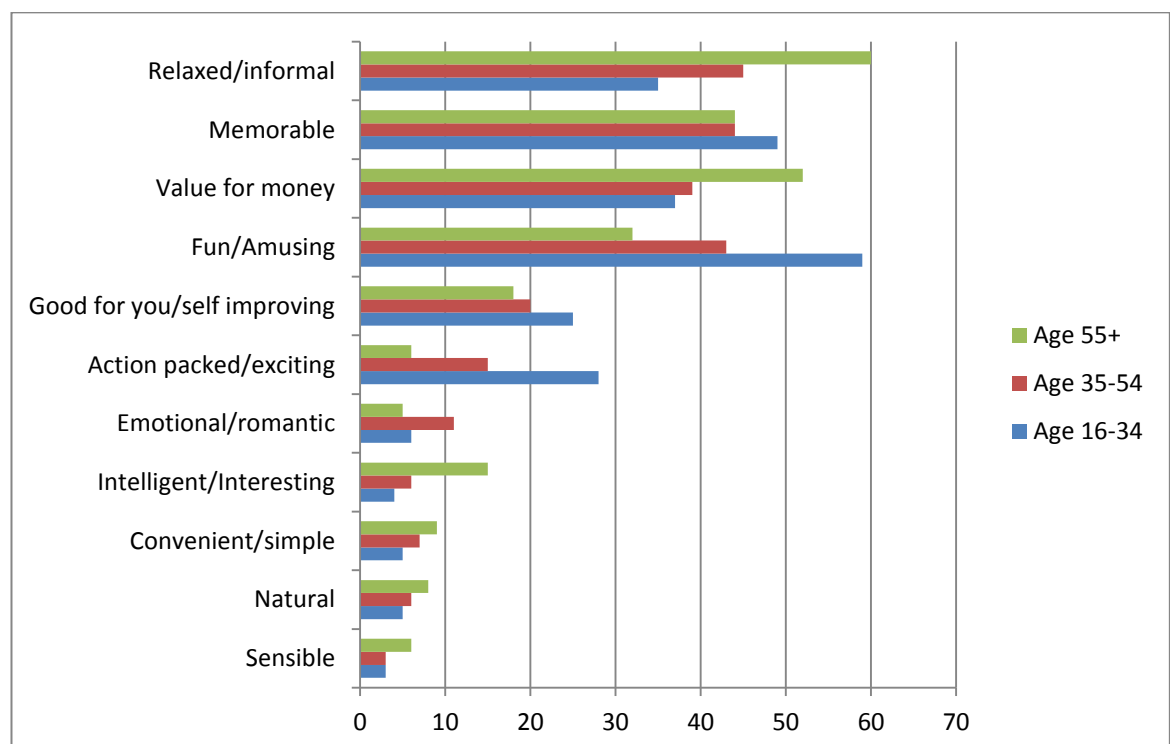
Also small business, the likes of Shopping complexes, restaurants, and other small service sectors also see a rise in their businesses during the concert period; they usually receive more customers and clients than usual.

People converge in one central location to enjoy the ambience and see their favorite musician or artiste perform. In order to get to the venue, they use different means of transportation, including rail, road, sea, and air. These systems of transporting people enjoy increased traffic and sales by professionals in the business.

3.3 Demographic distribution of entertainment tourists

Looking at the different words associated with life stages and holidays, it becomes evident that age appears to be quite a strong predictor of what consumers feel to be a good holiday. Among younger consumers, the three most important factors are fun/amusement, relaxed/informal and value for money. The graph below shows the distribution of consumers according to age with good holiday.

TABLE 2. Adjective associated to good holiday by age (adapted from Yeoman 2008, 256)



The research above was conducted by nVision UK, a research firm, in 2005 and it has a database of one thousand adults that were interviewed regarding the above adjectives that were associated with a good holiday. The outcome of the research made it possible to

segment what different age groups of tourists enjoy when on a holiday. It could be deduced from the graph that for a holiday to be good, young people between the ages of 16 to 34 are more likely to pick action-packed/exciting, good for you/self-improving, fun/amusing destinations than other groups (Yeoman 2008, 257). This is most likely the reason why you tend to find more young enthusiasts travelling around the world to visit fun places like Ibiza, New York, Berlin, and Tokyo. Some of these cities have branded themselves as the most fun and entertaining cities of the world, which gives the young minds something new and exciting to look forward to when out of their own community. The night life of these cities is always bubbling with young people seeking to have an action-packed, adventurous time irrespective of where they come from. The main motive is always to have a memorable and exciting time, while on the other hand the older generations above the age of 55 are looking out for a perfect getaway, a place to escape to in order to enjoy the peaceful ambience and relaxed atmosphere - somewhere away from the hustle and bustle of their everyday life.

4 MARKETING TOOL FOR TOURISM

Destinations are branded and made to entice tourists to visit. Some destinations are marketed nationally or globally while some are marketed individually. In order to get the impact and bring tourists to the region, the attraction of the particular destination must be centered on a particular feature, service or character. Originally, destinations are seen as a geographical area such as country or Island, but Batchelor (1999) characterizes destinations on a continuum with one end consisting of compact products which entice tourist, such as theme parks, and festivals, some of which determine the length of stay of each tourist, and on the other end, there are groups of countries or countries marketed as a destination (quoted in Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 611). Subsequently some entertainment cities are marketed as a tourist region to entice consumers.

4.1 Four P's of an entertainment attraction

Entertainment attractions are mostly leisure-related places, which tourists feel can be culturally or structurally important to meet up their excitement or fun state of mind. Most of these places are related to concert, culture, festivals, and sport events. Locations such as auditoria for theatre performances, casinos, and parks might be included. (Tourism: western Australia 2012). In choosing an attraction to market, so many things have to be considered including, what to market, targeted customers, location of attraction, seasonality of attraction, and promotion of attraction. These reasons lead us to what we call the "marketing mix".

The marketing mix of an entertainment attraction comprises of the four P's, which includes the product, that is. what to be sold; price - the value of what is to be sold; promotion - procedure to be taken in order to make the product known, that is, how will you market the entertainment services will be marketed to the intending tourist or consumer; and place - this implies the location in which the product will be sold. Nowadays, there have been an

addition of three more P's to the mix, which includes physical evidence- this is the experience a consumer has of a service or a tangible product and the customer can feel it usefulness, process-this refers to the method a producer uses in getting the services or product across to a customer, people- this refers to the employer, employee, customer, client and tourist, anyone involved in the process. (generation z marketing 2009). With the addition of three more P's, it makes it seven P's of Marketing an entertainment attraction.

4.2 Marketing an entertainment region

Virgin Travels, a tour operating firm and also a subsidiary of Virgin Atlantic airways made a list of the top ten most entertaining and party cities, most of which were ranked according to their festival, club night life, casinos, shows, etc. (Virgin-Vacation 2008)

Budapest, Hungary was ranked tenth, because of its party scene and major luxurious hotels provided. (Virgin-Vacation 2008)

Athens, Greece, is regarded as a big party city with s many festivities around June and September and it was ranked ninth on the list of entertainment cities in the world. (Virgin-Vacation 2008).

Las Vegas Nevada: regarded as a sin city, with so many casinos and adult entertainment, the city is sometimes billed as the most entertaining city of the world, but stands at number eight. (Virgin-Vacation 2008).

Barcelona, Spain: This city has its share of nature, adventure and business tourists, but leisure tourists are on the upfront. Its beautiful beaches and nightlife entices numerous tourists from across the globe due to its wild taste in music and free minded people looking to have fun. It was ranked at number seven. (Virgin-Vacation 2008).

Berlin, Germany: The night life is electric, the lights are wonderful and the spectacular architectural designs in the city makes you lust for more. Berlin is a high ranking techno-based city. Its popular love parade festival which is arranged every year attracts thousands of tourists, making Berlin a fun spot to be which is ranked at Number six (Virgin-Vacation 2008).

New York City: Flashlight everywhere, huge billboards, and cars honking almost all year round, New York is nicknamed the city that never sleeps. It is filled with amazing club and nightlife, the cultural atmosphere is beautifully inspired by festivals and artist performances, and it is ranked number five (Virgin-Vacation 2008).

Amsterdam, Holland: Undeniably, one of the most famous cities in the world, due to its legalization of cannabis, there are cafes and bars where you can hangout and entertain yourself, or take a walk to the famous red light district, or just dive straight into the club life. You are certain to enjoy the fun and excitement in the beautiful city of Amsterdam (Virgin-Vacation 2008).

Rio de Janeiro, Brazil: Home of the famous and biggest carnival in the world, Brazil has its own share of clubs which are frequently visited by famous disc jockeys (Virgin-Vacation 2008).

Goa, India: India is not famous for big club parties and night life, but Goa is a city that stands out. This party culture was introduced by the hippies and the Portuguese (Incredible India-Tourism 2012). Goa is the most developed state in India; its beach attracts tourists from around the world.

Ibiza, Spain: This is the number one party city according to Virgin Vacation. It is frequently visited by fun-seeking tourists from around the world and is famous for its large dance hall, and popular disc jockeys. The foam party style was made popular by Espuma club. In Ibiza you can hardly get to sleep as parties run almost all day and all night long (Virgin-Vacation 2008).

Different destinations, regions and countries try to brand themselves as the most entertaining city or spot in the world. This is aimed at attracting more tourists, especially leisure travelers who are seeking fun and excitement. (pg.24) shows a Turkish entertainment tourist at the famous Karlovy Lazne, the entertainment centre that poses itself as the biggest music club with millions of people thronging there in over its twelve years of existence in central Europe. Some of its features include five floors, different genres of music on each level, casino games, bars stocked with assorted drinks and influx of young foreign tourists.

An example of a trip which might include the destinations named above is a tour manual created by three individual students of the University of Business, Wroclaw: Natalia Kaliniuk, Kaja Turska and Christopher Adeboye. This manual includes trips to top music clubs around major cities in Europe, London, Berlin, Amsterdam and Paris. The trip was made to target young people between the ages of 18 and 29 years and they made the package for a group of tourists numbering 20. The itinerary and prices for the tour looks as follows

TABLE 3. Itinerary for party trip around Europe:

City	Name of attraction	Description of the attraction	Opening hours	Duration of visit	Cost
Berlin	The Weekend club, and Watergate Tresor club	Electro, Pop, jazz, and hip hop, located in the heart of Berlin city	21:00 to 6:00	5 to 6 hours	20/10/15 Euro for admission to the club
Amsterdam	Powerzone club, and Hotel arena club	Diversed music, round walls/ music club also in a former church	21:00 to 6:00 daily	5 to 6 hours	15/15 Euro for admission to the club
Paris	Rex Club, Les bains club, Madam club	electro-house, music	20:00 to 5:00 Wednesday to Saturday	5 to 6 hours	15 Euro
London	Plan B, Heaven night club	Hio hop, R&B, reggae	20:00 to 4:00 Monday, Thursday, Friday and Saturday	5 to 6 hours	15 GBP

The table above illustrates what a typical entertainment tourism trip could look like, with focus on visiting major cities in Europe, with the motive of partying and enjoying the clubs and night life of such cities. Music has a global perspective and appeals to a range of consumers, whether they are fans of Beethoven, Elvis, Michael Jackson or Jay Z (Yeoman 2008, 258). When the music moves you, it creates a feeling of excitement and joy which most tourists want to experience and savor as a long term experience.

Furthermore, in order to locate the party venue illustrated above in table 2, another itinerary was made, which includes flights and connecting cities, with Wroclaw, Poland being the starting point of the trip.

TABLE 4. Itinerary for transportation and accommodation

Date	Starting point-stopping point	Mode of Transportation	Price of Ticket	Accommodation	Price of accommodation
1.05.2012 – 4.05.2012	Wroclaw-Berlin	Train	59 Euro	Hotel Ibis Berlin	177 Euro (double bed)
4.05.2012-6.05.2012	Berlin - Amsterdam	Airplane	50 Euro	Hotel Royal Taste Amsterdam	180 Euro (double bed)
6.05.2012-8.05.2012	Amsterdam-Paris	Train	35 Euro	Victory Galou	204 euro (double bed)
9.05.2012-11.05.2012	Paris-London	Airplane	35 Euro	Chiswick court hotel- B&B	175.57 Euro (double bed)

The table above illustrates how different aspects of the tourism industry rely on each other. The service industry, to which the entertainment sector belongs to, relies sometimes on the transportation and accommodation sector of the tourism industry to have a smooth and hitch-free holiday or tour.

4.3 Entertainment as a tourism boost.

The following was mentioned in one of UK's information journals with the headline Spain turns to Hollywood to boost tourism. The city of Cadiz was at center stage, the local municipality had to promote the use of the city for shooting one of Hollywood's finest movies. The head of the municipality realized the importance and lasting effect that viewers of the movie would get when they watched it, seeing the beautiful towns and landscapes where the blockbuster had been staged. He hoped that shooting the movie in Cadiz would help improve the inflow of tourists to the region and thereby helping them generate more funds for the municipality and country as a whole. Several cities in Spain have also followed suit. (The Independent UK 2010)

There has been a realization that Spain which ranked number two on the world's most visited country list lost its top place to the United States of America as the number of tourist arrivals dropped by 2.3 percent (57.3million). There was a need to introduce a new measure and attraction apart from the Sun, sea, sand and ageing coastal resort which it has been portrayed over the decade and now wearing out as new tourism demands and consumer behaviours are changing, and the need to improve and give more spell-binding interest for tourist is paramount. It is perceived that setting a perfect environment for entertainment and blockbuster movie production in their backyard can help boost tourism in the country as a whole. (The Independent UK, 2010.)

Another country which has realized the importance or effect of entertainment on showcasing its tourist attraction is New Zealand.

As it is fondly called the Middle-earth, based on the fame it got from staging the trilogy of the Hollywood blockbuster movie, Lord of the Rings. New Zealand which had never gotten so much attention has a lot to thank the director, Peter Jackson, and producer of the movie who decided to shoot the film in the country. The country which is rich in Flora and has a beautiful landscape got the attention of the world after it was showcased in the movie. (Tourism hit New Zealand 2010)

The masterpiece which was shot in 150 exotic locations across New Zealand has made the country very attractive to tourists around the world, and tourists see it as a safe and nature-friendly environment to visit. The New Zealand tourism board has also been able to capitalize on marketing of New Zealand with the use of this movie. The government of New Zealand (NZ) appointed a member of the parliament as the minister who would oversee the use of the 640 million-dollar movie to the advantage of the country by promoting tours to locations and sets of the movie, and printing the logos and pictures of popular stars on products from New Zealand. The national flight carrier, Air New Zealand, had the photograph of one of the star actors in the movie on their 747 planes. This goes a long way to show that entertainment can be a tool to improving tourist inflow to a country. (Gonomad, 2010) Where a place is popularly identified with an author, artist or famous entertainment works, tourist interest follows automatically, but where the link is less well-established, it can still be better built upon (Holloway 1999, 179)



GRAPH 3. Turkish tourist at Kerlovy Lazne, Czech Republic

The picture above shows a tourist close to a famous party house in the Czech republic, with a big sign on it reading “The biggest music club in central Europe”. Destinations like this are branded in a catchy way, in order to entice tourists to the spot. Since tourists have many cities and venues they can go to for clubbing, a particular club attraction which is willing to stand out from the crowd and brand itself on consumer mind, must promote the unique benefit that the tourists will experience while visiting the place. Branding answers the question, “Why should I visit your city, club or attraction?” (Kolb 2006, 18)

Furthermore, looking at the United States of America as a destination in the world today, capitalizing on entertainment to market their region as a fun destination, Las Vegas,

Nevada, is a popular entertainment spot. When writing a topical issue involving the USA, it is important to streamline the region on which one is focusing on. The United States of America is a very large and complex country to talk about when it comes to fun and entertainment. There are very many attractions that bring tourists from other ends of the world to one of the most popular places on the American continent. Nevertheless, the American experience has been able to generate much revenue and bring about many tourists each year due to first class holiday destinations and activities available for every tourist visiting. A writer cannot talk about the influx of tourists into the country and at the same time neglect the influence of entertainment on each visitor. A typical place to talk about is Las Vegas.

The success story of Las Vegas as the most exciting and entertaining city in the world (Las Vegas tourism 2012) was not written in a day. Originally, it was a small town with only a few night clubs. The first night club was established over 50 years ago by Bugsy Siegel. The original concept of Bugsy was to attract big-time free spenders from Southern California and surroundings. This shows that the original intention of the entertainment circuit in Las Vegas was to attract tourists from other parts of the country, but as time went on the concept even grew larger to the extent of attracting visitors from all over the world. As the town grew larger into a city, they included many entertainment events into the attractions, which make happy visitors want to come again. (usatourist 2010).

According to usatourist.com, some of the famous entertainment spots and shows that attract visitors in Las Vegas are the following

Big blockbuster shows: These shows feature big events such as musical concerts or boxing fights involving popular musicians and boxers. They help in promoting visits to some of the major venues used for the event such as the Grand Garden Arena in the MGM grand casino. (usatourist.2010).

Traditional Las Vegas performances: This features magicians, comedians, dancers and singers; they are so pleasing to the audience that they have lasted for so many decades due to the attendance and euphoria it has created among the visiting viewers over the years. (usatourist.2010).

Las Vegas productions: These are special event done in Las Vegas that have passed through time; there is always something for every visitor, rock and roll fans, the magic lovers and the variety shows with different activities. They fascinate the fun lovers and keep them abreast of every other fun activity and spot around. (usatourist 2010.)

Free shows: These are used by companies and business entrepreneurs within the city to lure tourists and attract in visitors to noticing their enterprise. The free show is popularly used by the casino owners to help boost their sales and bring tourists into their gambling hall. In general, these free shows have added to the gais of most casino owners and enterprises around the city (usatourist 2010.)

Old-time Las Vegas show: Just as the name goes, so does the show. The old-time Las Vegas are basically old time shows like the Buggy day, glitzy production that features singers, dancers and lots of beautiful show girls in order to entice customers to their marvelous halls (usatourist 2010.)

Sex shows: Las Vegas sex show has come a long way from the time of Bugsy Siegel; the show has always been a choice for visitors coming into the city. That is why it also got the most famous tag, Las Vegas “The Sin City”. The show features exotic dancers, strippers, nude dancers and lap dancers. Most of the sex shows do not take place in casinos, but there are designated places where visitors go to in order to enjoy the fun and excitement that the exotic women and men have for them. At an affordable price, , the clubs can be accessed by an ordinary person above the consent age, but the pay supplement might be one that digs a hole in your wallet. (usatourist.2010.)

Gaming: There is no question that gaming brings about more tourists. Nevada being the gaming centre has made tourism the leading industry in the state and Las Vegas is considered as the casino capital of the world (Charles & Brent 2012, 179). People travel around the world to enjoy the casino entertainment, and the investment placed on casino entertainment in the United State alone has brought about enormous profits and revenue with Nevada as the top earner. Table 4 below shows the impact.

TABLE 4. Casino market by annual revenue (adapted from Charles & Brent 2012)

Rank	Casino Market	2009 Annual Revenues (USD in millions)
1	Las Vegas Strip, NV	5,500.0
2	Atlantic City, Nj	3,943.0
3	Chicago land, IN/IL	2,092.0
4	Conneticut	1,448.0
5	Detroit, Mi	1,339.0
6	St,Louis, MO/IL	1,050.0
7	Tunica/ Lula,MS	997.0
8	Biloxi,MS	833.5
9	Shreveport, LA	779.7
10	Boulder Strip, NV	774.3
11	Kansas city, MO (includes St, joseph)	758.0
12	Reno/Sparks, NV	715.2
13	Lawrenceburg/ Rising sun/Belterra, IN	691.2
14	Lake Charles,LA	662.6
15	New Orleans LA	653.1
16	Black Hawk/ Central City, CO	596.3
17	Yonkers, NY	540.5
18	Downtown Las Vegas, NV	523.8
19	Laughlin, NV	492.5
20	Council Bluffs, IA	430.7

The gaming industry in the United States of America generates a major revenue for the country, the table above shows the cut from 2009, both local and international tourist are synonymous for visiting this casino spot for entertainment purposes.

5. ANIMATION

According to the American Heritage Dictionary, animation (ahdictionary 2012), in this context, is the quality or condition of being alive, active, spirited, or vigorous. It is the act, process, or result of imparting life, interest, spirit, motion, or activity. Therefore, when you choose to enliven someone, a place, a crowd, an atmosphere or even yourself, you are carrying out an act of animation. Other synonymous words include: vigor, enthusiasm, sprightliness, ardor, exhilaration, and energy. Most of the words associated with these terms are positive.

5.1 Basis for animation

The word animation itself has a Latin root AND was then referred to as soul, spirit, and feeling. Looking at it MORE CLOSELY, one would also notice that in everyday life we all carry out some form of animation or the other. A typical example is a social gathering of friends with the motive to enjoy each other's company by enlivening the atmosphere and lifting up each other's spirit and feeling. This could be seen as a form of animation. (Jakolev 1999, 4)

Animation can be found in the innermost circle of the ancient Roman and Greek lifestyles. Diverse sections of society identify with their own way of animating, and some examples are religious, social, political, entertainment, and industrial circles.

In ancient Greece where sport was synonymous to the lifestyle of the common man, some sort of animation was widespread. It was a status thing then to be fit and have a sound body and mind, which prompted the famous saying "mens soma in corpora sanum", meaning "The fit body has a fit spirit." (Jakolev 1999, 4)

5.2 Today's animation world in Greece

Animation has since moved from an all-Greek affair. It is far becoming an essential part of every vacation and tourism package around the world today. However, the full concept of animation has not been well documented in any form of English journal, literature or scholastic text, and this has been the reason why little attention has been paid to this niche of holidaying, which brings so much excitement to tourist. This is perhaps also the reason why there are not many sources of research and much information on where, or how, to get a perfect holiday, which includes professional animation and entertainers. (College of Tourism and Hotel Management 2012.)

6 HOTEL ANIMATION

Hotel animation is an infusion of sports, leisure and, cultural entertainment in resort hotels, initiated in the 1980s in Spain, Italy, Greece and later Turkey and Cyprus (College of Tourism and Hotel Management, 2012). Hotel owners and managers have discovered how important it is to give a lasting memory of each tourist's stay in their hotel, thereby creating a constant usage of facility and recommendation for other prospective tourist in future. This concept will be discussed in a subsequent chapter. Today in Greece, 750 resort hotels offer animation programs (College of Tourism and Hotel Management, 2012.)

Researchers found that the numerous hundreds of hotels that offer hotel animation in Greece do so at the consideration of the hoteliers because they consider it as important services for the revenue generation and customer retention (Openarchive.gr 2012). Most customers who enjoy such services are young people who are mostly travelling on a family vacation and decide to participate on a social interaction level or for health and wellness purposes. This implies that young people not only see animation as a healthy activity or an entertainment action, but also as a link by which they can network with other peers from different parts of the world, who are staying in the same hotel and also using the opportunity to enjoy the hotel animation services rendered (Open archive.gr 2012).

6.1 Trends and challenges facing the Greek hotel animation industry

New age tourism, new age animation, new age movement, etc, those are the words that could be associated with the hotel animation industry in the Greek region. A growing number of tour operators are cooperating with animation companies offering programs that focus on metaphysics and spirituality, designed for travelers in search of life's deeper meaning. (World Tourism Organization 1999, 124) As the common phenomenon in ancient Greece implies that sports is synonymous with the common man, and that it focuses on his physical and spiritual wellbeing, you may understand some reasons why

hotels try to infuse programs that will uplift the mind and wellbeing of individuals in hotels.

Strategically, the hotel animation industry in Greece requires a new approach, due to its enormous expansion and impact on the accommodation sector of the tourism industry. During the last decade, some travel groups have expanded their business to the Mediterranean and Greece, offering sports holidays, and that indicates further demand and commercialization of animation.

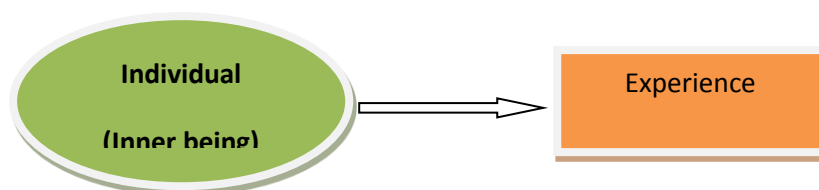
Professional and regulatory organisations recommend that the professional profile or resume of an animator should read: multi skilled, with an educational or sports degree and strong base in language skills, marketing management experience and advanced communication skills. Also, another trend which has been on for about two decades now is that, several schools and educational centres have tried establishing animation institutions, but most of these dreams were either left unaccomplished or were not able to last through time. (College of Tourism and Hotel Management 2012.)

Furthermore, due to lack of training of hotel staffs and the animation team, which is supposed to be the connecting line, or preferably a bridge, between the hotel and the guests, there have been cases of display of a carefree attitude and poor service. That is the reason why the animation team has a specific status in hotels; they are the staff of the hotel, but simultaneously the guests of the hotel. They are the PR managers of the hotel, but also games and sports companions of the hotel guests (Jakolev 1999, 27). The quality of services rendered in most hotels has fallen below standard, which is the reason why the official body governing the hotel animation industry in Greece calls for educated and learned individuals to oversee running of entertainment and animation in hotels. When professionalism and commitment have been ignored in the provision of services to hotel guests, there is the likelihood of having a dissatisfied and an unhappy customer (College of Tourism and Hotel Management 2012.)

6.2. Experience setting in a hotel

Adapting the concept used by Weiermair and Mathies to describe the experience setting in theme parks, the same concept could be applied to tourists staying in, or visiting, a hotel. The tourist relies on experiences in any destination they visit in order to have a lasting impression, which also determines their recommendation and visit to the destination again. This is one feature that hotel managers capitalize on, by not only providing accommodation for the guest, but by also providing a fun and exciting stay for each consumer of services in their accommodation outfit. Animators and entertainers in hotel deem it fit in their power to help each guest experience a good atmosphere in the hotel they lodge in for holiday.

Experience can be defined as a consciously or unconsciously perceived, subjective involuntary personal process which becomes knowledge once they have been reflected upon (Weiermair &, Mathies 2007, 231). Experience is a personal conviction of how you feel things that happen; it could be an experience on a mountain bike, hiking, watching a movie in 3D, or just taking a ride in an expensive car; whichever you are able to do, you will definitely have a verdict of content or dismay.



In this case $B = f(P, E)$

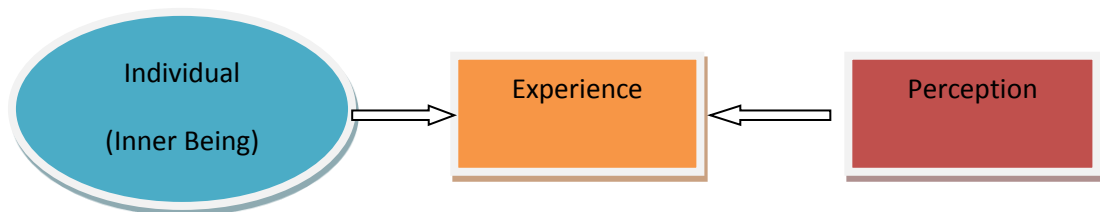
Where B stands for Behaviour

F is Frequency

P and E represent Person and Environment, respectively

GRAPH 4. individual experience

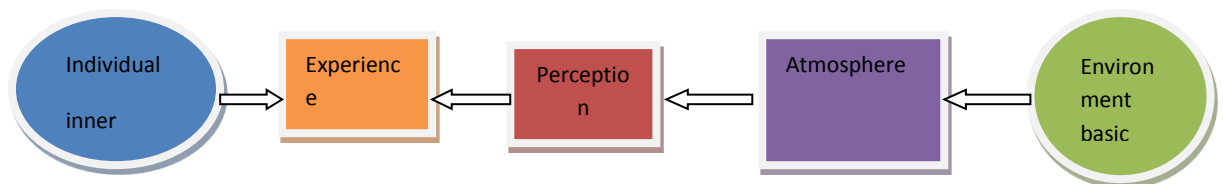
Perception: This could be regarded as how an individual views things from his/her own point of view. It is a process and result of converting stimuli. The product is a copy of the objective/real environment and the person's inner being. Perception of a real environment is a subjective process, i.e. not every reality is transmitted in equal copy, therefore the more activities a person is undertaking in a certain space, the more accurately he or she realizes the setting (Weiermair &, Mathies 2007 231), which implies that the more experience a hotel guest gets, the more they get a broader view of the whole system which in turn affects their feeling.



$$B=f(P, E)$$

GRAPH 5. Individual perception

Atmosphere: A good atmosphere can stimulate positive behaviours; a good mood is created through all the right stimuli in the defined situation, meaning when an individual has a rush of anxiety due to the activities around him or her, there is a possibility of being in a good ambience. Some of the elements that contribute to the creation of a good atmosphere in a hotel are good animation, entertainment and environment.



$$B=f(P.E)$$

GRAPH 6. Atmosphere setting

6.3 Holiday motivation, expectation and perception

This sub-chapter will start with a brief postcard which was quoted in Ian Yeoman's research series textbook, *Tomorrow's Tourist*. It gives a brief description of a typical tourist's experience at the famous Rio Carnival in Brazil:

Dear Ian

Rio is the world's best and biggest party! I have now been in Rio for three weeks; in the first week, I was learning how to do the Samba at the Asa Branca School, which has some of the best mangueria musicians and dancers. The school organized my costume and provided a really authentic experience. Last week, the carnival parade was awesome, with spectacular floats and colourful women dressed up like peacocks as they strut their stuff. The costume ranges from flowing dresses and African robes to just glitter on naked bodies.

The Rio carnival was a sambrodomo extravaganza. Everyone was writhing and wiggling from dawn to dusk. Throughout the week, there were parties, but the real action was at the Blocos and Bandas Street Carnival, which was a lot cheaper and where I met the real people of Brazil. Anyway, it is now week three and I am just chilling out on the beach.

See you soon,

Fiona

A postcard, 2030

On a global basis, there is a high level demand of festivals and event, at national and international levels, in cities, towns and villages, even in rural and coastal areas. Tourists are now travelling to all corners of the earth in search of fun, and mostly they are more interested in different cultures. Festivals give an insight into the lifestyles and culture of different communities around the globe.

Tourist destinations try to attract young people to cultural events like local festivals and traditional displays. Although cultural tourism is the fastest growing area of tourism (Holloway 1999, 178), and it is a broad topic which could be widely treated on its own as a whole literature or journal, it also plays a vital role in the entertainment tourism sector. A hotel animation session could include some cultural display of different countries, or even a trip to a pre-planned cultural event by the animation department of a hotel is possible. The

challenge being faced by some hotels sometimes is how to involve as many hoteliers in their event as much as possible, especially young people.

Even though word of mouth is the best way to market a cultural event to people, much emphasis has to be laid on targetting events and programmes planned to age appropriate groups. The survey carried out by nVision UK as mentioned in an earlier chapter shows that young people want to engage in fun, amusing, action-packed, exciting and memorable activities. Cultural events like carnivals, festivals, dance, cinema nights in hotels, and sporting events should be targeted more at young people.

Referring back to the postcard written by Fiona dated 2030, carrying out a hypothesis on the letter, it can be deduced from the tourist experience and what was written down that the expectations earlier about the festival were fulfilled. Some of the expectations she could have had were: to be entertained and have as much fun as possible, new experience, and adventure. Still from the letter, one could also observe that she had contact with the culture of the host community, she learnt new skills, she was entertained, enjoyed the Sun, sea and sand, and also had an adventurous experience. Some of these give both outgoing and incoming tourist the perception of what a particular culture or entertainment region entails, before arrival and while leaving.

Why do we travel? Man's mind is so inquisitive and made to search for new means of satisfying himself; though some needs are luxurious and uncalled for, some are necessary, e.g. air, water, food shelter, clothing. Wants differ from one person to another but human wants and needs are unlimited and insatiable, though there are ways of satisfying those needs if the resources are available (agriinfo.in 2012). We all want to satisfy one need or another, after the three basic needs of man which are food, clothing and shelter. There is always an urge to increase your horizon in searching for other activities to spice up your lifestyle.

Travelling could be one of the numerous ways man could delve his inquisitive mind into. Some of the desires we like to satisfy while we take a trip are: to gain new experiences,

entertainment, relaxation, businesses exploration, adventure and health. (Jakolev 1999, 4.). Satisfying this want sometimes forms the basis for our fulfillment in life. However, in order to satisfy some of these wants, there are factors one has to consider, like availability of money, satisfaction of needs, mobility, etc. but most of these do not deter us from travelling once we are motivated to do so.

Motivation is one key factor that plays a vital role in achieving your aim. If one has the desire to travel for a holiday in the Bahamas, there are reasons which keep one motivated to strive harder in order to make it a reality. Motivation could be perceived as an internal and external factor, which stimulates the desire and energy in people to be continually interested in and committed to a role, subject, job or ambition. (Business Dictionary 2012.)

Motivation comes from a number of factors which could be conscious and unconscious, and include intensity of desire or need, incentive or reward value of the goal, expectation of the individual and his or her significant other (Business Dictionary 2012). Moreover, the motivations that drive humans to travel could include physical motivation which includes, resting as a form of energy regeneration, health motivation, sexual experience, and sports. Psychological motivation includes, escape from everyday isolation, seeking fun and attraction. Interpersonal motivation includes meeting of friends and making new friends, communication, and making social contacts. Escapism is getting away from modern and civilized everyday life, and getting back to natural habitat. Cultural motivation includes getting to know new lands and places, interest in different art, religion as a travelling motivation, status and prestige motivations, learning and education, wish to be recognized and showing of wealth. (Jakolev 1999, 10.)

Taking a look at the latter write-up `post card`, it could be deduced that holidaying is an act which could vary in perception given the personality involved, but it is important to note that holidaying can be viewed as getting away from everyday life, and get away to- rest, relax, communication, change, adventures, and new horizon. (Jakolev 1999, 11.)

7 AGENCY REMARC GROUP

Agency remark is a company that was founded in 1992 as LLC company in Willmington, Delaware, USA (sunseafun 2012).An LLC company is a company which has its liabilities limited, whereas the name LLC meaning Limited Liability Company, this are types of business structures which operate under state statute in the United State of America. Even though they are quite popular because of their similarity to corpration and also partnerships, but the advantage are that their liabilities are quite limited (irs.gov 2012). Though a LLC could be formed by 1 or more people but owners of a limited liability company are called members since most states do not restrict ownership. (irs.gov2012).

Agency Remarc LLC has its operations partly based in several European cities, the company provides professional organizing specialized designing and custom made entertainment management, sports and animation programs for hotel guests. Most of the programs are pre planned to always be interesting and flexible to some certain requirement, and most importantly, it always adaptable to the facilities available in each hotels. (sunseafun 2012.)

7.1 Sunseafun company

Sunseafun S.L. is a subsidiary of Agency Remarc, it was established as an affiliated company whose focus is on the same types of services as Agency Remarc , and there are; organizers of custom-made entertainment management, sport and animation programs for hotel guests. Sunseafun is particularly on the Spanish market whereas it got the acronym S.L. meaning sociedad limitada which can be translated to be Limited Liability Company in English (wordmargicsoft, 2012). The main motive of setting up the company in that region is to offer more efficient services to the clients, by directly supervising the agency members in order to give higher rate in sport, animation and entertainment. Its main executive management company was once in Palma de Mallorca Spain before they pulled out recently, but they are now Ltd company based in Cyprus. Therefore they have limited

their working fields to Greece and Cyprus only, but is still open for expanding to other countries as well.

Sunseafun puts a lot of focus on professionalism and experience in the quality of services they offer to their clients and that is why they have their performances in numerous hotels around Europe. The upgrading and adaptation of the company has been able to make them flexibly become accustomed to the Spanish hotel market (sunseafun 2012.)

7.2 Company operations and professional offers

Sunseafun SL, an affiliate of Agency Remarc LLC, is a modern and dynamic management team, specialized in organizing, designing and performing custom-made entertainment programs for hotel guests with requested number of holiday resorts, animators and entertainers (sunseafun 2012).

Most of the programs organized are engineered to always be interesting and flexible to specific requirement in order to help the hoteliers have a great stay. All the segment of entertainment life in hotel are being undertaken by the company, including adult animation-games, all kinds of sport activities and competitions etc some of the services provided are:

Children animation- supervising and entertaining kids from age 4 to 12, providing tailor made entertainment for them. Teenage animation: Supervising and entertainment of teens from age of 12 to 18 is one of the company's specialties, 28 different dancing and acting shows, contact programs, musical event etc. (sunseafun 2012).

Restaurant events: They are also into supporting and coloring of local and international food events as people are bound to gather round food for vacation, party and everyday life, food is a barrier of cultural meaning and an important aspect of each regions local heritage (Hansome 2012, 19). Having a colorful and memorable event organized is a job sunseafun overseas (sunseafun 2012.)

Public relation: helps the hotel in disseminating information to the guests through the all day animation personal and friendly contact.

According to the facilities and potential of the hotels, the new upgraded animation team helps in bringing to the guests a higher rate of quality services, Agency Remarc has a dynamic structure for linguistic personnel, they are flexible and able to render their services in English, German, French, Italian, Dutch, Russian, Spanish and some other foreign languages. This variety of language helps in building up a connection between the animators and hotel guest, thereby increasing guest satisfaction, numbers of repeaters, improve the hotel image and tourism in Greece or any other region they are dominant

7.3. Recruitment Process at Agency Remarc

Animation could be said to be a link of an animators personality and characters, the animators responsibilities are focused on organizing the animation programs that are offered in a holiday resort or hotel clubs, an animator must be talented and inclined to work, those are the first and personal qualifications needed for being an animator (College of Tourism and Hotel Management 2012).

Agency Remarc organizes its creatively dynamic professional programs through their executive branch manager in Austria, Greece, Cyprus, the UK, France, Germany, Italy, Serbia, Hungary, and South Africa, recruiting young people that are motivated, full of energy and ready to learn new aspect of this profession at their training courses. The process takes place through a publicity done on their website and scouting around Europe and outside world for potential animators. They generally put out an advertisement that looks like the one below



DO A GREAT JOB AND ENJOY THE SUMMER OF 2012



Join us and you will have an opportunity to accomplish your professional practicum, an experience and unforgettable months around the Mediterranean coast working in this enjoyable and modern profession. You will also have an opportunity to coach sports, work with kids, to communicate in foreign languages, to give chance to your skills like acting, dancing or singing and to meet lots of new friends, etc.

It's requested to have knowledge of English + one of the following languages: German, French, Dutch, Italian, or Russian.
If you have any animation experience, or even if you don't have but you are an outgoing person, self-confident to test yourself in these skills and you like to work in team, then you are more than welcome to join our big family of REMARC Animators.



You will have:

- 1 week of training before kick-off of the season or training that will take part in the hotel where you will be working if you have a late start
- 3-7 months working contract
- Accommodation on the full board basis provided during whole training and working period
- Monthly salary and accommodation on full board basis
- Bonus for travel expenses upon finishing the contract
- A great international sunny experience

Contacts:

Phone : +30 21098 55 571
Mob: +30 69368 50168
Fax: +30 21098 58553
Email: jakorem@otenet.gr;
info@sunseafun.com

Be free to visit our web site and get to know us better

www.sunseafun.com

And remember...

**THINK POSITIVE -
KEEP FIT -
HAVE FUN**

GRAPH 7. Recruitment Advert (adapted from Agency Remarc 2012)

The advertisement above is set to catch the attention of young people who have flair for travelling and challenges, and who want to meet diverse people from different nationalities. The remuneration and special offers given to workers also helps in bringing to lime light the kind of lifestyle and what they stand to gain if they decide to join the

company. The clause this kind of working contract has is its seasonality. Most of the jobs in the service sector of tourism have a seasonal clause, it always turns out that few tourists turn up at some certain period of the year, while there are always a high turnover during the summer periods between May and September, during this season, most animators are high on duty.

8 RESEARCH METHODOLOGY

The analysis of the research will be done using qualitative research method, this collation of data involves the use of internet references, textbook references, scholars analysis from past researches, secondary data, and also own interviews and observations, since qualitative research involves taking into consideration the people directly involved in the process being research on, this helps in the reliability and validity of the research. Because it aids the elimination of intermediary in the whole process

8.1 Qualitative research method

This method will be used to analytically perform a structured research which will involve carrying out of interview with personnel directly involved with the animation work at Agency Remarc, the interview session will be aimed at collecting enough factual and sufficient information about aspect of animation industry which affect the general inflow of tourist to a specific hotel or region.

The qualitative research method is a technique used to describe research methods which use and give rise to qualitative information i.e. "explanatory notes with words making up sentences after evaluation of a research (Veal 2006, 193)", rather than quantitative information, research findings based on statistics and numbers received. This research aims at collecting a great deal of affluent information about relatively few cases rather than the more limited information about each of a large number. Veal noted that qualitative research method is aimed at people directly involved in the tourism situation being described or researched on because, they are in the best position to explain and describe their feelings without the use of an intermediary or restricted to a frame work which might be too rigid or binding for each respondent (Veal 2006, 193)

The qualitative research method also gives an insight into the phenomenon of the industry being studied, that is Leisure tourism, and it is experience driven which gives it an edge over other forms of research, it also helps the reader to understand the process of interview easily, unlike the quantitative research method which might involve statistically trained individuals to read through the final report and finding (Veal 2006, 195). Particularly the kind of interview process will be semi structured interviews.

8.2 Semi structured interview method

One of the most efficient interview formats to conduct a qualitative research is often semi structured interview (waikato.ac.nz, 2012). This technique is used to collect qualitative data, by making a scenario where the respondent have the time to talk about their opinion on a particular subject without restriction, this kind of research uses open-ended questions, instead of making a wild guess of respondent behavior and response (Sociology central 2012)

Semi structured interviews are suited to work with small sample and useful for studying specific situations or for validating information gotten from other sources used for making diagnosis (The quebec safety promotion and crime prevention center 2012)

8.3 Presenting the results of the research

The research interview was initially slated to be conducted with two selected groups in the entertainment and animation sector of Agency Remarc, which includes the company operator/ HR officer in person of Irene De Klerk, and two selected animators presently working in the company. Unfortunately due to the limitation of distance and lack of direct contact with the animators, the interview slated for the animators could not be achieved, but the interview conducted with the HR officer was well documented and encompasses a wild range of question which directly tackles the present situation in the entertainment and

animation sector of the tourism industry in Greece at the moment and also gives a general overview of how the animation industry is been run in it entirety

8.4 Presenting the company operator/HR interview

Theme 1 is an overview of how the company operation has been running from the onset, it focuses on the achievement of the company, employment of animators, Image and brand promotion. etc, the response given by the interviewee to the first theme goes thus.

As a foreign company in Greece, we've managed to become the biggest hotel entertainment company in Greece (in recruitment, providing and guiding processes), not to be confused with tour operators, which offer animation services as a "part of the package" to hotels. During high season we have around 100 animators employed by us, though We would like to have experienced animators because they can start right away. Minus of this also it can be noted (especially in these days) that hotels have budgets and they are not willing to pay more for an experienced animator but of course we have to offer a higher salary to this candidate. Therefore, in the end, we prefer to train them ourselves

The question also arose on how the company reaches its targeted consumers, the images they promote, the selection and training process, and if they work directly with hotels or consumers of animation services directly. The response given goes thus

Our clients are "the hotels". 75% of our cooperation is based on the success of previous year(s). New hotels are found and contacted by fax/email through www.gtp.gr and through connections. and On your question about promotion of image, We actually only promote images to "young" people cause "animation" is a very active job and mostly students are interested in these kind of summer jobs, so they are our main target group. Key words could be: "dynamic, sun-sea-fun, international, sporty, working holidays, jumpy, etc

She went further to explain how the selection process is done for recruiting animators.

Selection is done 1. by phone interview on the base of their CV, 2. face to face speed-interviews at local recruitment agencies where we give presentations (Slovakia, Hungary, Romania, Czech Rep, Poland, Slovenia, Bulgaria)

Training is done yearly (but not this year) by training course in one of our

hotels before the season start; we gather all starters to come 5-7 days before opening to the training center and there we inform and educate, together with the team leaders the “new bees” about everything concerning day and evening entertainment. Animators who start later in the season are being trained by their team leader as a “work and learn training”.

Do you work directly with tourist or through hotels?

The administrative unit of the company only takes care of business with the hotels and animators, but structurally Agency Remarc works with tourist directly since the whole idea of the company is built on providing entertainment and Hotel animation for tourist

Theme 2 What Impact does the company have on the region it is located

As a foreign company we are not much influenced by the society, only as a way of “Greeks are always late” which means that we get confirmations last minute, requests last minute and payments as late as possible. Indirectly it affects us (our staff) because we only employ non-Greeks and they sometimes get a “culture shock” there is also the problem with getting contacts with the hotels, hotels are not ready or well prepared at planned opening date since

Hotel animation is seen as the least important aspect of the hotel, so in order to get things properly done, you have to beg and beg.

Are there any economic or political impact?

Also economically and politically, there has been a Huge impact due to the current crisis in Greece. In other words, our numbers (hotels and animators) are not going down but the prices are going down. That means our commission is going down because we can't pay animators less but at the same time we cannot ask higher prices from our clients cause they will find other (cheaper) animation companies.

Apparently fewer tourists are coming to Greece that means that in some cases hotels want less animators and/or they shorten the season (later start, earlier finish)

Theme 3 focuses on the current trends in the animation industry, with highlights on how potential tourist view the company and the answer give goes thus

Since the administrative unit don't work with tourists (directly) I can't really answer that question but reading comments on our guest book I can say that there are mixed feelings; people who simply love it and will actually return to that hotel the following year if they know that the same team (leader) will work there.,But also people who didn't like the team at all.

Theme 4 Where do you see the future of the company, and hotel animation generally in Greece

As it is now it will decrease because hotel animation is changing. Hotel guests are spoiled and want big shows with professional dancers, light show, feathers etc. We can't offer anymore amateur shows and up to this point we haven't found yet a good solution that also fits in the budget, so changes are a must in order to survive.

Posing the question about aging population, if there will be any adverse effect it would have on the business, this was what she has to say.

In some way it has influence, that older people are not so keen to do active sports in 30 degrees Celsius. As well they prefer to watch a show (in the evening) in contrast with a younger person who, as well, likes to participate in a show (so called "contact programs". Lately there are more requests for entertaining "non-interactive" quality shows.

also; young and old like a laugh and a drink or a nice show so the influence concerning "age" is minimal, but on the other hand we are more influenced about the fact that more East Europeans are having holidays in Greece so suddenly we need people who speak Czech/Slovakian/Polish/Russian and they might not appreciate "English humor" for example

As mentioned earlier also people want to have more big shows and professional acts so animation will become more divided into day-time activities (kids club and sports/games for adults) and evening activities (professional shows). These will be the moving trends as time goes on.

Theme 5 given the present political and economic situation of Greece, has there been an impact on your company?

This question is already partly answered: Yes it has a big impact, season is shorter, so annual income is less, budget is same or even less as previous years so less profit, less profit as well because salaries of animators are stable and/or increasing (cannot decrease salaries)due to lower bookings or later

payment, Remarc is being paid for their services as well later which gives us difficulties to pay our animators on time and as well difficulties to invest in better animation services, competition seems to be higher because hotels want more, but not to invest in it or pay for it more, but in order to lose clients we still have to find ways to offer them more (better quality) for the same budget

8.5 Reliability and validity

The reliability of any research is based on the fact of constant variation or similarities of carrying out the set research from one end of the world to the other, irrespective of date, time, research topic and researchers control of all conditions involved. Moreover, when carrying out a similar research which involves the same conditions as of this research on entertainment, animation and leisure tourism in Greece, the result which would be gotten should be similar. However due to variation in human response as it comes to social sciences research, the response that will be gotten might vary slightly because of the environment an individual comes from. Veal also backs this in its context saying the reliability of research in social science is not as efficient as that of the natural sciences, as it deals with human beings from different environment as its subjects (Veal 2006, 41).

Also, since the researcher is a tourism student who knows the importance of carrying out a valid and up to date research, most of the information gathered during the research process was current, books that vary both from years back up to 2011 were used, also web links which are well respected within the scholastic community were also used. The researcher was also able to carry out an interview with a tourism expert who has had years of experience in the entertainment tourism sector, she is the Human Resources Manager of Agency Remark in Greece, and well informed about the entertainment tourism sector in the Greek region, due to her rapport with animators and trainers, she was also able to give some factual information about working in Agency Remark. This research can be relied upon at anytime due to the reputation of the researcher and the interviewee involved in the process.

9 CONCLUSION AND RECOMMENDATION

In conclusion, it could be deduced that the whole entertainment industry attracts a whole lot of tourists seeking to have a fun time around the world. The synchronization of entertainment sector, hotels/ accommodation sector and transportation sector works together in an interwoven pattern. It could be seen from the literature review that revenues from these sectors climb as a major event is been hosted or at any destination synonymous for entertainment offers.

Furthermore, numerous club managers and entertainment outfit managers have realized the impact and importance of attracting wide varieties of tourist from different backgrounds to their business, so they increase the horizon on marketing and branding their product and services with focus on what they have to offer to their customer and how it has an edge over a competing brand.

The hotel animation world uses lot of energetic and enthusiastic people to serve up its dishes to the consumers willing to chunk on it. They work with hotels by providing them with animators that will spice up the living condition of the tourist. In the hotel animation industry, the animators are not often required to be professional, although they should be young, energetic people who do not need to have a formal or professional background but are willing to learn new techniques on how to entertain hotel guests. The research shows that animators have a very important role in making a hotel lively and fun place to lodge, they also aid in retaining customers by experience setting be it the use of soft animation where hotel guests are more passive, or active animation where animators use different motivation techniques in order to attract guests to join activities (College of tourism and hotel management, 2012). Hotel animation serves as the heartbeat that spices up hoteliers stay in an accommodation outfit.

Since Agency Remarc is specialized in providing tailor made animation and good animators to hotels, they do so by recruiting the best candidates they deem suitable for the job, in doing this they also have to think of the cost implications, since the motive of most business outfit is to be profitable in the long run, so they have to recruit animators that are

trained and also cost effective. They strategically devise a means by which they can achieve their goal which is scouting around European cities, carrying out workshops in schools where you can find future tourism and hospitality management entrepreneurs, recruit them and set them on further training on animation. These not only help the company but also help the young students in realizing their future prospect since it is also a way of gathering experience in their educational sojourn. On the other hand, Agency Remarc groom the candidate to the taste of hotelier and their standard, since the recruits have a first insight or theoretical knowledge of hotel and hospitality management.

Also since the trends are changing bit by bit with respect to the number of tourist Agency Remarc gets from eastern European region, the need to diffuse their animation programs in order to include shows which are synonymous to the taste of tourist from those region is paramount. Also since humorous programs from one region might be offensive to the tourist from another region, in order to reduce that risk, there should be varieties of regional shows that succumb to the setting in a hotel.

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APPENDIX 1

Interview Themes for company operator

Research: The impact of entertainment on tourism

Interview type: Semi structured Interview

- **Theme 1:** How has the operation of the company been running from the onset ?
- **Theme 2:** What Impact does the company have on the region it is located
- **Theme 3:** What are the current trends in the hotel animation industry
- **Theme 4:** Where do you see the future of the company, and hotel animation generally in Greece
- **Theme 5:** Given the present political and economic situation of Greece, has there been an impact on your company?