

- 1 Competition among tourist destinations might contribute to the development of products and services.
- 2 Providing better services not only gives an enhanced competitive edge but also raises standards in the industry, which in turn will be reflected to customers as a determinant of greater expectations.
- 3 As a result, the customer's value chain would become an input of competitive advantage.
- 4 Understanding what satisfies a customer's needs and wants is the basic ingredient of a recipe for arriving at successful marketing and improving competitive advantage.
- 5 Customers are an important source of identifying external ideas for many products and services; surveys enable them to reflect on their opinions about and experiences at the destination.
- 6 When tourists are satisfied with the destination, these satisfied customers are likely to come back or recommend the destination to others.
- 7 In contrast, when customers are dissatisfied, they will have the power to decide neither to come back nor to make favorable word-of-mouth recommendations.
- 8 As a consequence, customer-centered organizations or destinations are expected to have a greater opportunity to win over the competition.

- 1 Different from the ancient Greeks, who saw leisure as an opportunity for well-rounded development, Romans perceived leisure to be primarily rest from work.

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- 2 Considering that the Romans were almost constantly involved in wars to dominate foreign cultures, this viewpoint was necessary and allowed recuperation before the next war.

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- 3 Play, then, served utilitarian rather than aesthetic or spiritual purposes.

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- 4 As the Roman Empire grew and the increasing availability of slaves decreased the amount of daily work people were required to do, leisure time increased and was increasingly used as a way to control the masses.

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- 5 During Emperor Claudius' reign (41-54 A.D.), Rome had 59 public holidays and 95 game days, and by 354 A.D., there were more than 200 public holidays and 175 game days.

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- 6 The reason for this was simple: As Romans became less occupied with work, they became increasingly bored and critical of the government.

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- 7 The government then attempted to pacify unrest by providing pleasurable experiences through spectacle and celebrations of holidays.

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- 8 Bread and circuses, free food and entertainment, provided the framework for Roman society.

- 1 Inseparable from capitalism, leisure is structured by the economic system and the related markets it creates.

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- 2 Commodified consumption is directly connected to the production process.

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- 3 An analysis of the model airplane hobby industry illustrates how technical advancements transformed this fun activity.

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- 4 The postwar introduction of plastics reorganized the traditional core of this hobby: the construction and flying of model airplanes.

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- 5 For many years, enthusiasts focused on the flying aspects, and the model display was secondary.

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- 6 Being able to construct and fly a model plane required extensive skills and aeronautic knowledge; thus, the market was small.

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- 7 But the introduction of molding to modeling created a shift in focus.

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- 8 The use of plastics altered the hobby by creating two distinct groups of fans.

9 On the one hand, there were fans who were interested in model display.

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10 On the other hand, there were fans for whom model-building meant being able to fly the plane.

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11 In addition, the introduction of the plastic molding made it easier to meet the skill sets of eager younger enthusiasts.

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12 In fact, plastic kits helped fuel the popularity of making model airplanes, since mass production of prefabricated parts eased the assembly process.

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13 As the leisure industry's capital flowed more vigorously, the market expanded into modeling of other objects, such as ships and cars.

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14 Advertisements included the distribution of these kits through general department stores, making them part of the children's toy market.

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15 The "deskilling" of the hobby shows how within capitalism "the mode of production shapes cultural activities in a form consistent with its own needs."

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