

- 1 As a result, the customer's value chain would become an input of competitive advantage.

---

- 2 Competition among tourist destinations might contribute to the development of products and services.

---

- 3 As a consequence, customer-centered organizations or destinations are expected to have a greater opportunity to win over the competition.

---

- 4 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.

---

- 5 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.

---

- 6 When tourists are satisfied with the destination, these satisfied customers are likely to come back or recommend the destination to others.

---

- 7 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.

---

- 8 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.

---

---

---

---

---

---

---

---

---

---

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

---

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

---

- 3 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.

---

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

---

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

---

- 6 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.

---

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

---

- 8 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.

---

---

---

---

---

---

---

---

---

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

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