Tourism as important Branch of American Economy

Mikulčić, Tea

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POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

PROFESSIONAL STUDY IN MANAGEMENT OF TOURISM AND SPORT

TEA MIKULČIĆ

TOURISM AS IMPORTANT BRANCH OF AMERICAN ECONOMY

FINAL THESIS

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ČAKOVEC, 2014
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Abstract

The United States of America is a federal republic consisting of 50 states, with population of 318 million people. Tourism is a large industry in this country and it serves millions of international and domestic tourists yearly. Tourism in the United States grew rapidly in the form of urban tourism, during the late 19 century and early 20 century. Tourism is either the first, second or third largest employer. When they are traveling abroad, most popular destination that Americans visit is London. And most popular destination for tourists in the United States is New York City, which is also the most expensive United States city.

For tourism in the United States, most important are national parks, city tourism, marine tourism and attractions. The United States has more than 100 national parks. Yellowstone National Park in Wyoming, Montana and Idaho is the first national park in the world and the most visited national park is Great Smoky Mountains National Park in South Carolina. City tourism has an important role in the overall tourism of the United States. The most important state in the United States for marine tourism is Hawaii with its numerous beaches. In the United States there are also many attractions, visited by a great number of tourists every year.

Key words: The United States of America, Tourism, Employment, National parks, City tourism, Marine tourism, Attractions
1 INTRODUCTION

The United States of America is a country which itself can't have more diversity, from climate, terrain, population, natural beauties to cultural values. It is a country with rich history, diverse cuisine, and a lot of cities each with their own specific features, symbols, sights, specific culture and tradition. It is also a country of great economic and military power. The United States of America is the country that invests a lot in its development, in its well-being and which, through its developed tourism shows all the beauty that this country has to a great number of people who visit it. This is a country that can offer adventure, sightseeing, historical attractions, gastronomy and many more to every tourist. The fact that the United States of America has 273 cities with more than 100,000 inhabitants, 58 national parks and protected areas, numerous rivers, lakes and mountains contribute to it.

This final paper describes the most important characteristics of the USA which relate to tourism, starting with the history of development of tourism which in the United States began during the late nineteenth and early twentieth century. Today's statistical data show that today tourism-related income makes a very important part of American economy. Its numerous national parks, each unique and special in its own way, play an important role in the overall tourism of the United States, together with the cities with their historical and cultural sights attract a great number of visitors, as well as marine tourism developed mostly in the state of Hawaii. There is a quote by Thomas L. Freidman\textsuperscript{1} that well describes this unique country: “America is the greatest engine of innovation that has ever existed, and it can't be duplicated anytime soon, because it is the product of a multitude of factors: extreme freedom of thought, an emphasis on independent thinking, a steady immigration of new minds, a risk-taking culture with no stigma attached to trying and failing, a non-corrupt bureaucracy, and financial markets and a venture capital system that are unrivalled at taking new ideas and turning them into global products.” (http://www.goodreads.com/quotes/tag/usa)

\textsuperscript{1} Thomas L. Freidman – American journalist, columnist and author
2 GENERALLY ABOUT THE U.S.A

The United States of America is a federal republic consisting of 50 states. The United States is the world’s oldest surviving federation. It is a constitutional republic and representative democracy. At 9.62 million km² and with around 318 million people, the United States is the world’s 3rd or 4th largest country by total area and third-largest by population. The United States is a developed country and has the world’s largest national economy, with an estimated GDP in 2013 of 16.8 trillion dollars. While the United States economy is considered post-natural, it continues to be one of the world’s largest manufacturers. The country accounts for 37% of global military spending, being the world’s number one economic and military power, a notable political and cultural force, and a leader in scientific research and technological innovation. The United States is the largest importer of goods and second largest exporter. Canada, China, Mexico, Japan and Germany are its top trading partners. It is one of the world’s most ethnically diverse and multicultural nations. The United States is home to many cultures and a wide variety of ethnic groups, traditions and values. There is no official language at the federal level, but some laws say that national language is American English. The geography and climate of the United States is also extremely diverse, and it is home to a wide variety of wildlife.

As for the US tourism it is a large industry that serves millions of international and domestic tourists yearly. Tourists visit the United States to see natural wonders, cities, historic landmarks and entertainment venues. Tourists spend more money in the United States than any other country, while attracting the second-highest number of tourists after France. (http://selectusa.commerce.gov/industry-snapshots/travel-tourism-and-hospitality-industry-united-states)
3 HISTORICAL DEVELOPMENT OF TOURISM IN THE U.S.A

The history of the development of tourism in the U.S., especially urban tourism began during the late nineteenth and early twentieth century and represents a major cultural transformation of urban space, place for relaxation, natural activity and the whole industry in general. The development of steam-powered trains during the 1800s contributed to the development of tourism, because it allowed tourists to travel more easily and quickly. Yosemite Park, California is one of the first developed as a tourist attraction in the late 1850s and early 1860s. It is especially meant for the audience who wanted a national icon and a place that symbolizes the exotic wonder of the region. (Shaffer, 2001)

Picture 1: Yosemite park (one of the first attractions)


3.1 Beginnings of city tourism

Since the 1890s New York, Chicago, Boston, Philadelphia, Washington D.C, San Francisco and all other major cities began to attract increasing numbers of tourists. Therefore, in these cities population grew from day to day. So in 30 years from 1890s, in these cities, the population grew by more than 50%. The tourists were fascinated by
the rapid growth of new urban areas: “It is an absorbing thing to watch the process of world-making, both the formation of the natural and the conventional world”, wrote English writer Harriet Martineau in 1837 (http://en.wikipedia.org/wiki/Tourism_in_the_United_States). An interesting thing is that, as American cities developed, new institutions to accommodate and care for the insane, disabled and criminal were constructed. Guidebooks published in the 1830s, 1840s and 1850s described new prisons, asylums and institutions for the deaf and blind that were constructed from 1817 till 1833. These institutions attracted the curiosity of American and foreign visitors and urged tourists to visit these sights. One of the admirers of the American prison system was Fanny Kemble, the English writer and actress. But she was also concerned that nature was being destroyed in favour of new developments and that is how the concern for the environment begun.

Urban tourism became a profitable industry in 1915, due to the rapid rate of growth of travel agencies, departments’ passenger trains, publishers of travel guides and travel writers. Unfortunately, the cost of tours for leisure meant that only a little part of Americans between 1850 and 1915 were able to experience the privilege of tourism. During the nineteenth century, tourism was only available to upper and middle class. Many Americans were travelling to find a job, but it was just a business trip, they rarely had the opportunity to enjoy the urban environment. As the transport network improved the length of commuting reduced and income increased, a growing number of Americans were able to afford a short vacation. However, mass tourism was possible only after the Second World War. (Shaffer, 2001)

3.2 First popular tourism destination

First motel opened in U.S. was in Memphis, Tennessee in 1952. It was opened by Kemmons Wilson, and that became a new and very popular form of accommodation. The first association connected with tourism many people in the United States have is Florida, although it was only after the Second World War that tourism industry became the largest source of income for Florida. Tourists were most attracted by its white sandy
beaches, high summer temperatures and a wide range of activities such as swimming, fishing, boating and hiking. During the 1930s, architects designed the Art Deco style buildings in Miami Beach. Soon the theme parks were widespread throughout Florida. One of the largest resorts in the world, the Walt Disney World Resort was opened in Orlando, Florida in 1971. (http://www.inforefuge.com/history-american-tourism)

### 3.3 Development of air travel

Something that greatly helped the development of tourism in the United States is the revolution of air travel between 1945 and 1969. Because of this revolution, air travel in the U.S. evolved from something unusual to routine for business travellers and vacationers alike. Rapid developments in aviation technology, economic prosperity and the demand for air travel all contributed to the early beginnings of commercial aviation in the U.S. So, it is not surprising that, by the 1950s, air travel was part of every-day life for many Americans. The tourism industry experienced exponential growth as tourists could travel almost anywhere with a fast, reliable and routine system. For example, a vacation in Hawaii was now more frequent pleasure. (Klophaus, 2004)

### 3.4 September 11th – Connection with tourism

By the end of the twentieth century, tourism had significantly grown throughout the world. The big disaster in the 21 century was attacks that happened on September 11, 2001, when terrorists destroyed World Trade Center (WTC), known as "Twins". Those attacks took more than 3,000 casualties. Considering all industries in the United States, because of those attacks, the travel and tourism industry experienced the greatest consequences. The number of tourists who travel by airplane fell by nearly 45%, from 9 million in the week before this tragedy to 5 million after September 11. Hotels and travel agencies received cancellations across the world. The hotel industry suffered an estimated 700 million dollars loss. But the situation recovered over the following
months. Although this event will not be forgotten, things have been slowly beginning to return to the old, and so the tourism and the whole industry slowly began to record regrowth. (http://en.wikipedia.org/wiki/Tourism_in_the_United_States)

4 TOURISM OF THE U.S.A

Tourism in the United States is a large industry that serves millions of international and domestic tourists yearly. Tourists visit the United States to see natural wonders, cities, historic landmarks, and entertainment venues. The United States are consistently popular tourism destination. In 2013, China had the largest international tourism expenditure, followed by the United States and Germany. As for 2007, there are 2,462 registered National Historic Landmarks recognized by the United States government. As for 2008, the most visited tourist attraction in the United States is Times Square in Manhattan, New York City, which attracts approximately 35 million visitors yearly. The travel and tourism industry in the United States generated nearly 1, 5 trillion dollars in economic output in 2012. During February 2013, purchases of travel and tourism – related goods and services by international visitors travelling totalled 10.9 billion dollars. Of more than 25 subsectors that make up the travel and tourism industry, three sectors – accommodations, food services and air travel – account for more than 50% of total output. Table 1 below shows the U.S. travel forecasts from 2008 till 2016. It shows that since 2010 real GDP has been growing from 2% to 5% yearly. Unemployment rate is reducing every year. Consumer Price Index, as well as Travel Price Index is growing. Total Travel Expenditures in U.S., Total International Visitors to the U.S. and Total Domestic Person-Trips are growing, almost all of them for more than 3%. (http://en.wikipedia.org/wiki/Tourism_in_the_United_States)
4.1 Employment

In the United States, tourism is either the first, second or third largest employer in 29 states and travel is among the top 10 industries in 49 states and D.C.\textsuperscript{II} in terms of employment. Tourism employs 14.9 million people, including 7.9 million directly in the travel industry and 7.0 million in other industries. 1 out of every 9 jobs in the United States depends on travel and tourism, which means that one out of every 17 Americans works, either directly or indirectly, in a travel or tourism-related industry. According to the Travel and Tourism Council, United States tourism employment is expected to increase annually through 2015 with more than 2.4 million jobs. International Tour Management Institute (ITMI), America’s premier tour director and tour guide certification program prepares graduates for jobs in the multi-billion dollar tourism industry. "While traditional jobs are harder to find, tour operators, cruise lines and destination marketing organizations are always looking for qualified individuals to escort tour groups or serve as cruise ship hosts," says Ted Bravos, CEO of ITMI.  

\textsuperscript{II} D.C. (District of Columbia) is an independent federal district in the United States
Table 1: U.S. Travel Forecasts

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Nominal GDP ($ Billion)</td>
<td>14,311.5</td>
<td>14,435.8</td>
<td>14,537.9</td>
<td>15,032.4</td>
<td>15,420.7</td>
<td>15,787.3</td>
<td>16,192.7</td>
<td>16,521.1</td>
<td>18,343.4</td>
</tr>
<tr>
<td>Unemployment Rate (%)</td>
<td>5.9</td>
<td>6.0</td>
<td>6.6</td>
<td>6.9</td>
<td>7.1</td>
<td>7.4</td>
<td>7.5</td>
<td>7.6</td>
<td>7.8</td>
</tr>
<tr>
<td>Consumer Price Index (CPI)**</td>
<td>215.8</td>
<td>216.6</td>
<td>218.1</td>
<td>219.9</td>
<td>220.6</td>
<td>221.4</td>
<td>222.1</td>
<td>222.8</td>
<td>223.5</td>
</tr>
<tr>
<td>Travel Price Index (TPI)**</td>
<td>227.7</td>
<td>228.3</td>
<td>229.3</td>
<td>230.4</td>
<td>231.5</td>
<td>232.5</td>
<td>233.5</td>
<td>234.5</td>
<td>235.5</td>
</tr>
<tr>
<td>Total Travel Expenditures in U.S. ($ Billion)</td>
<td>777.5</td>
<td>797.8</td>
<td>817.7</td>
<td>835.9</td>
<td>891.4</td>
<td>940.1</td>
<td>986.9</td>
<td>1,033.4</td>
<td>1,101.4</td>
</tr>
<tr>
<td>U.S. Residents</td>
<td>661.1</td>
<td>695.4</td>
<td>744.0</td>
<td>789.5</td>
<td>848.5</td>
<td>925.3</td>
<td>990.8</td>
<td>1,054.8</td>
<td>1,123.8</td>
</tr>
<tr>
<td>International/Wholly***</td>
<td>116.4</td>
<td>102.7</td>
<td>102.5</td>
<td>109.0</td>
<td>126.9</td>
<td>150.7</td>
<td>151.4</td>
<td>153.5</td>
<td>154.4</td>
</tr>
<tr>
<td>Total International Visitors to the U.S. (Millions)</td>
<td>57.9</td>
<td>53.6</td>
<td>50.0</td>
<td>46.7</td>
<td>47.0</td>
<td>49.6</td>
<td>51.5</td>
<td>53.1</td>
<td>54.4</td>
</tr>
<tr>
<td>Foreign Arrivals for the U.S. (Millions)</td>
<td>76.5</td>
<td>73.6</td>
<td>71.6</td>
<td>69.9</td>
<td>70.4</td>
<td>73.0</td>
<td>75.3</td>
<td>77.6</td>
<td>78.7</td>
</tr>
<tr>
<td>Total Domestic Person-Visit ($ Million)</td>
<td>1,561.9</td>
<td>1,560.1</td>
<td>1,560.7</td>
<td>1,563.7</td>
<td>1,559.5</td>
<td>1,553.3</td>
<td>1,546.8</td>
<td>1,535.6</td>
<td>1,512.0</td>
</tr>
<tr>
<td>Business</td>
<td>461.1</td>
<td>435.3</td>
<td>446.4</td>
<td>447.3</td>
<td>460.2</td>
<td>412.8</td>
<td>405.3</td>
<td>402.0</td>
<td>403.6</td>
</tr>
<tr>
<td>Leisure</td>
<td>1,059.8</td>
<td>1,114.8</td>
<td>1,111.3</td>
<td>1,114.1</td>
<td>1,098.3</td>
<td>1,141.0</td>
<td>1,133.7</td>
<td>1,133.5</td>
<td>1,109.4</td>
</tr>
</tbody>
</table>

Source: U.S. Travel Association’s Travel Forecast Model, BLS, Department of Labour, OTTI, BEA, Department of Commerce (09/09/2014)

4.2 Where do Americans travel?

Top three favourite domestic cities for American tourists are New York City, New York, Las Vegas, Nevada and Orlando, Florida because of their popularity and numerous places that tourists can visit there. When they go abroad, Americans most travel to Europe, especially in London, United Kingdom, Paris, France and Rome, Italy. After Europe they visit Canada and its cities, Toronto, Vancouver and Montreal. Hong Kong became the seventh most visited city by Americans in 2011. After China, Americans visit Barcelona and Madrid in Spain. Americans also visit Cancun in
Mexico. Below is the list of the top 10 international cities U.S travellers enjoy frequently. (http://press.hotels.com/en-us/)

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>London</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>2</td>
<td>Paris</td>
<td>France</td>
</tr>
<tr>
<td>3</td>
<td>Rome</td>
<td>Italy</td>
</tr>
<tr>
<td>4</td>
<td>Toronto</td>
<td>Canada</td>
</tr>
<tr>
<td>5</td>
<td>Vancouver</td>
<td>Canada</td>
</tr>
<tr>
<td>6</td>
<td>Montreal</td>
<td>Canada</td>
</tr>
<tr>
<td>7</td>
<td>Hong Kong</td>
<td>China</td>
</tr>
<tr>
<td>8</td>
<td>Barcelona</td>
<td>Spain &amp; Canary Islands</td>
</tr>
<tr>
<td>9</td>
<td>Madrid</td>
<td>Spain &amp; Canary Islands</td>
</tr>
<tr>
<td>10</td>
<td>Cancun</td>
<td>Mexico</td>
</tr>
</tbody>
</table>


4.2.1 Family trips

Fewer adults are travelling with children. In 2012, 16% of domestic leisure travellers travelled with children under the age of 18 (408.5 million trips), compared
with 2008, when 31% of adults travelled with children (466.2 million trips). Below is the chart that shows what is described.

![Figure 1: Family trips](chart)


### 4.2.2 Leisure travellers vs. business travellers

Leisure travellers are older than business travellers. The average age of leisure travellers is 47.5 years. Mature travellers comprise 36% of leisure travellers. 18% of leisure travellers are 65 or more years old, and the same percent is for those aged from 55 to 64 years. Nearly 19% are 45 – 55 years old, 17% are from 35 to 44 years, 20% are 25 – 34, and 8% are 18 – 24 years old.

As for the business travellers their average age is 45.9 years old. The majority, 26% are aged 45 – 54, 20% are 55 – 64. Nearly 24% are aged 35 – 44, 19% are aged from 25 – 34, and 4% aged 18 – 24. Only 7% are 65 or more years old, which can be seen in the chart below.
Figure 2: Leisure travellers vs. business travellers


4.2.3 Driving vs. flying

Figure 3 below shows that in 2012, 33% of domestic business trips included air travel compared to just 11% of leisure trips. Nearly 79% of leisure trips were by car compared to less than half, 48% of business trips.

Figure 3: Driving vs. flying

4.2.4 Trip planning sources

Trip planning sources have shifted over the last several years, with social media and mobile devices being used more often. In 2012, nearly 23% of domestic leisure travellers relied on friends and relatives to plan their trip, while 31% used their own past experiences. 9% used destination websites, 5% used social networking and 4% used a mobile device to help plan their trip. Compared to 2009, only 2% used social networking sources and 1% used their mobile device to assist in trip planning. Direct experiences and destination websites were relied on slightly more in 2009 than in 2012, as shown in Figure 4.

Figure 4: Trip planning sources


4.3 The U.S.A. as a destination

When tourists arrive to the United States, they usually first go to cities which have most popular attractions, such as New York and its Statue of Liberty or Grand Central Terminal, Seattle and its Space Needle or San Francisco and its Golden Gate
Bridge. Besides cities and their attractions, tourists come to visit the great number of national parks that are located in the United States, like for example Great Smoky Mountains National Park which is a natural choice for millions – more than 9 million visitors every year to be precise, making it the No. 16 most visited attraction in the nation. (http://www.travelandleisure.com/articles/americas-most-visitedtouristattractions)

4.3.1 Where do international travellers stay when in the U.S.A?

As shown in Table 3, by welcoming more than 50.5 million tourists in 2011, New York City ranks the number one destination for foreign travellers to visit in the U.S. Las Vegas, Nevada is on the second place. Two cities in table are in Florida and these cities are Orlando and Miami. After them are Los Angeles and San Francisco, both of them are in California. On the seventh place is Honolulu, Hawaii. After Honolulu, on eight place is Chicago, Illinois and after Chicago, there is San Diego, California. The 10th most popular U.S. destination for international visitors is Washington, D.C. Other noteworthy American destinations include: Key West which is on 18th place, Brooklyn which is on 31st place, Detroit which is on 29th place, Santa Barbara which is on 34th place and the Atlantic City which is on 30th place. Below is the list of top ten U.S cities for international visitors.

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York City</td>
<td>New York</td>
</tr>
<tr>
<td>2</td>
<td>Las Vegas</td>
<td>Nevada</td>
</tr>
<tr>
<td>3</td>
<td>Orlando</td>
<td>Florida</td>
</tr>
</tbody>
</table>
### Most and least expensive destinations in the United States

The most expensive U.S. cities are New York City, New York, Honolulu, Hawaii, Boston, Texas and Miami, Florida. One of the reasons is the high demand for travel in these cities. For travellers with low budget, the south is home to the four most affordable destinations. Below are two tables. Table 4 shows is showing top 10 most expensive U.S. cities, and Table 5 is showing top 10 least expensive U.S. cities.

<p>| | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>4</td>
<td>Miami</td>
<td>Florida</td>
</tr>
<tr>
<td>5</td>
<td>Los Angeles</td>
<td>California</td>
</tr>
<tr>
<td>6</td>
<td>San Francisco</td>
<td>California</td>
</tr>
<tr>
<td>7</td>
<td>Honolulu</td>
<td>Hawaii</td>
</tr>
<tr>
<td>8</td>
<td>Chicago</td>
<td>Illinois</td>
</tr>
<tr>
<td>9</td>
<td>San Diego</td>
<td>California</td>
</tr>
<tr>
<td>10</td>
<td>Washington</td>
<td>D.C.</td>
</tr>
</tbody>
</table>


4.3.2 Most and least expensive destinations in the United States
### Table 4: Top 10 most expensive U.S. cities

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Top Ten Most Expensive U.S. cities</th>
<th>2010 Average Daily Rate</th>
<th>2011 Average Daily Rate</th>
<th>YoY ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>New York City, New York</td>
<td>$194</td>
<td>$204</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Honolulu, Hawaii</td>
<td>$159</td>
<td>$175</td>
<td>10%</td>
</tr>
<tr>
<td>3.</td>
<td>Boston, Massachusetts</td>
<td>$155</td>
<td>$165</td>
<td>6%</td>
</tr>
<tr>
<td>4.</td>
<td>Miami, Florida</td>
<td>$139</td>
<td>$153</td>
<td>10%</td>
</tr>
<tr>
<td>5.</td>
<td>Santa Barbara/Santa Maria/San Luis Obispo, California</td>
<td>$143</td>
<td>$147</td>
<td>3%</td>
</tr>
<tr>
<td>6.</td>
<td>New Orleans, Louisiana</td>
<td>$132</td>
<td>$146</td>
<td>11%</td>
</tr>
<tr>
<td>7.</td>
<td>San Francisco/Oakland/ San Jose, California</td>
<td>$126</td>
<td>$143</td>
<td>13%</td>
</tr>
<tr>
<td>8.</td>
<td>Washington D.C.</td>
<td>$140</td>
<td>$142</td>
<td>1%</td>
</tr>
<tr>
<td>9.</td>
<td>Panama City, Florida</td>
<td>$132</td>
<td>$139</td>
<td>5%</td>
</tr>
<tr>
<td>10.</td>
<td>Chicago, Illinois</td>
<td>$134</td>
<td>$139</td>
<td>3%</td>
</tr>
</tbody>
</table>


### Table 5: Top 10 least expensive U.S. cities

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Top Ten Least Expensive U.S. cities</th>
<th>2010 Average Daily Rate</th>
<th>2011 Average Daily Rate</th>
<th>YoY ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Columbia, South Carolina</td>
<td>$64</td>
<td>$65</td>
<td>2%</td>
</tr>
<tr>
<td>2.</td>
<td>Macon, Georgia</td>
<td>$72</td>
<td>$72</td>
<td>0%</td>
</tr>
<tr>
<td>3.</td>
<td>Albany, New York</td>
<td>$75</td>
<td>$76</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>City</td>
<td>2013</td>
<td>2014</td>
<td>Change</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------</td>
<td>------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>4.</td>
<td>Dothan, Alabama</td>
<td>$75</td>
<td>$76</td>
<td>1%</td>
</tr>
<tr>
<td>5.</td>
<td>Lima, Ohio</td>
<td>$74</td>
<td>$78</td>
<td>5%</td>
</tr>
<tr>
<td>6.</td>
<td>Bakersfield, California</td>
<td>$80</td>
<td>$78</td>
<td>-2%</td>
</tr>
<tr>
<td>7.</td>
<td>Ottumwa, Iowa</td>
<td>$75</td>
<td>$79</td>
<td>4%</td>
</tr>
<tr>
<td>8.</td>
<td>Glendive, Montana</td>
<td>$65</td>
<td>$79</td>
<td>21%</td>
</tr>
<tr>
<td>9.</td>
<td>Montgomery, Alabama</td>
<td>$77</td>
<td>$79</td>
<td>4%</td>
</tr>
<tr>
<td>10.</td>
<td>Parkersburg, West Virginia</td>
<td>$80</td>
<td>$80</td>
<td>1%</td>
</tr>
</tbody>
</table>


### 4.4 Green tourism

It is sustainable tourism, which takes into account the needs of the environment, local residents, businesses and visitors, now and in the future. Because of that, TripAdvisor launched its Green Leader program in early 2013 to monitor the “green” practices of hotels in the United States. In April 2014, TripAdvisor ranked the Bardessano hotel in Youngsville, California the best green hotel in the United States. Except hotels it’s important to mention the fact that airlines are taking a green initiative too. ([http://www.green-tourism.com/consumer/why-green-tourism/](http://www.green-tourism.com/consumer/why-green-tourism/))

### 4.5 The cruise industry

It is the fastest growing segment of the world travel industry. North America is the largest market, comprising about 59% of the total market. The cruise industry’s total
economic benefit to the United States economy was 35.1 billion dollars in 2009. The cruise industry generated nearly 314,000 American jobs, and direct spending by cruise lines and passengers on United States goods and services exceeded 17 billion dollars. Average age of cruisers is 46 years. Cruise vacations attract travellers from every state in the nation. The states producing the most cruise passengers are Florida, California, Texas, Massachusetts, New York, Pennsylvania, New Jersey, Illinois and Arizona.

(http://www.cruising.org/pressroom-research/cruise-industry-source-book/profile-us-cruise-industry)

5 THE MOST IMPORTANT TOURIST DESTINATIONS

Because of its size the U.S.A is considered to be the state with largest biological diversity, natural wonders and modern architecture in the world. Below are described 10 most visited national parks, top 10 cities, marine tourism and top 10 attractions.

5.1 National parks of the United States

The United States have more than 50 national parks. All those national parks are under the jurisdiction of the National Park Service. They are all unique and special in their own way. All national parks have very diverse plant and animal life with many endemic plant and animal species. They all offer similar activities for tourists, such as rafting, skiing, walking tours, fishing, boating, camping and many more. 5 most popular ones are described further in the text.
Picture 2: National Park Service - Logo


Table 6: 10 most visited national parks in the U.S.

<table>
<thead>
<tr>
<th>10 MOST VISITED NATIONAL PARKS IN THE U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. National Park Great Smoky Mountains, Tennessee, North Carolina</td>
</tr>
<tr>
<td>2. National Park Grand Canyon, Arizona</td>
</tr>
<tr>
<td>3. National Park Yosemite, California</td>
</tr>
<tr>
<td>4. National Park Yellowstone, Wyoming, Montana and Idaho</td>
</tr>
<tr>
<td>5. National Park Olympic, Washington</td>
</tr>
<tr>
<td>6. National Park Rocky Mountain, Colorado</td>
</tr>
<tr>
<td>7. National Park Grand Teton, Wyoming</td>
</tr>
<tr>
<td>8. National Park Zion, Utah</td>
</tr>
<tr>
<td>9. National Park Cuyahoga, Ohio</td>
</tr>
<tr>
<td>10. National Park Glacier, Montana</td>
</tr>
</tbody>
</table>

Source: www.nationalgeographic.com (13/08/2014)

5.1.1 National park Great Smoky Mountains, Tennessee, North Carolina

This is the nation’s most visited national park, with over 9 million visits per year. It is also one of the largest national parks in the United States, established in 1934. The name "Smoky" comes from the natural fog that often hangs over the range and presents as large smoke plumes from a distance. The range is sometimes called the Smoky Mountains and the name is commonly shortened to the Smokies. It is a mountain range
located along the Tennessee-North Carolina border in the south-eastern U.S with Clingmans Dome (2,025 m) as its highest point. This park is home to an estimated 76,000 ha of old growth forest. The Great Smokies are also home to the densest black bear population in the Eastern U.S. and the most diverse salamander population outside of the tropics. The Great Smokies have been designated a UNESCO World Heritage Site. Tourism is a key to the area's economy. The Great Smoky Mountains Heritage Centre is opened in Townsend, Tennessee in 2006 with the mission of preserving various aspects of the region's culture. Rafting, either leisurely river tubing or in full white-water, is common all summer. (http://www.nps.gov/grsm/index.htm)

5.1.2 National park Grand Canyon, Arizona

Often considered one of the Seven Natural Wonders of the World, the Grand Canyon is a step-sided canyon carved by the Colorado River in the United States in the state of Arizona. The Grand Canyon is 446 km long, up to 29 km wide and over 1800 meters deep. Grand Canyon National Park was named as an official national park in 1919, as a UNESCO World Heritage Site in 1979 and it is United States’ 15th oldest national park. The quote that best describes the National Park come from President Theodore Roosevelt who said: “The Grand Canyon fills me with awe. It is beyond comparison – beyond description; absolutely unparalleled throughout the wide world…Let this great wonder of nature remain as it now is. Do nothing to mar its grandeur, sublimity and loveliness. You cannot improve on it. But what you can do is to keep it for your children, your children’s children, and all who come after you, as the one great sight which every American should see”. (http://en.wikipedia.org/wiki/Grand_Canyon_National_Park) For the tourists there are two safe areas that can visit, the North Rim which is smaller with less tourist activity, and the South Rim, which is more accessible and has more visitors than the North Rim. Those two rims are connected via the Mike O’Callaghan-Pat Tillman Memorial Bridge and Hoover Dam. The Grand Canyon has its Service’s official non-profit partner. It is called The Grand Canyon Association, and it raises private funds to benefit Grand Canyon National Park
by operating retail shops and visitor centres within the park, and providing educational opportunities about the natural and cultural history of the region. Grand Canyon National Park was honoured with its own coin in 2010. (http://www.thecanyon.com/grand-canyon-national-park)

5.1.3 National park Yosemite, California

Yosemite National Park is located in California and covers an area of 3,026.87 km$^2$ and it is internationally recognized for its spectacular granite cliffs, waterfalls, clear streams, Giant Sequoia groves and biological diversity. It has been World Heritage Site since 1984. In the Park there are you can find more than 2,000 plant species and over 250 species of vertebrates, which include fish, amphibians, reptiles, birds and mammals. Over 3.7 million people visit Yosemite each year. They mostly spend their time in Yosemite Valley which actually represents only 1% of the park area. One of the most popular rock climbing destinations in the world is El Capitan, because of its diverse range of climbing routes and its year-round accessibility. National Park Yosemite is known for ancient Giant Sequoia trees. There are three groves of giant sequoia trees: Mariposa Grove, which is the largest with 200 trees, the Tuolumne Grove which has 25 trees, and the Merced Grove with 20 trees. There are also numerous waterfalls. The Yosemite Falls is the highest in North America with fall of 739 meters, but the most featured is Bridal veil Fall. As for the tourism, Yosemite Valley is open year-round, but much of the remaining park is closed in late autumn because of snow and re-opens in mid to late spring. There are a lot of activities in the National Park, such as short walks and longer hikes to waterfalls in Yosemite Valley, tour bus to Glacier Point. Tourists can also learn about the natural and cultural history of Yosemite Valley at a number of facilities in the valley. (http://en.wikipedia.org/wiki/YosemiteNationalPark)
5.1.4 National park Yellowstone, Wyoming, Montana and Idaho

Yellowstone National Park is a national park located primarily in the state of Wyoming, although it also extends into Montana and Idaho. Yellowstone is the first national park in the world, established on March 1, 1872. It is known for its wildlife and its many geothermal features, especially Old Faithful Geyser, one of the most popular features in the park. Yellowstone Lake is one of the largest high-altitude lakes in North America and it is centred over the Yellowstone Caldera, the largest super volcano on the continent. The caldera is considered an active volcano which has erupted several times. Half of the world’s geothermal features are in Yellowstone, fuelled by this ongoing volcanism. Lava flows and rocks from volcanic eruptions cover most of the land area of Yellowstone. As for the wildlife, Yellowstone is filled with hundreds of species of mammals, birds, fish and reptiles. Yellowstone has numerous recreational opportunities, including hiking, camping, boating, fishing and sightseeing. It ranks among the most popular national parks in the U.S. Since the mid-1960s, at least 2 million tourists visit the park almost every year. (http://www.nps.gov/yell/index.htm)

5.2 City tourism

City tourism has an important role in the overall tourism of the United States. Further in the text are listed 10 best-known and most important cities in the United States.

Table 7: Top 10 cities in the United States

<table>
<thead>
<tr>
<th>TOP 10 CITIES IN THE UNITED STATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York City, New York</td>
</tr>
<tr>
<td>2. Los Angeles, California</td>
</tr>
<tr>
<td>3. Las Vegas, Nevada</td>
</tr>
<tr>
<td>4. Chicago, Illinois</td>
</tr>
<tr>
<td>5. Washington, DC</td>
</tr>
</tbody>
</table>
5.2.1 New York City, New York

New York City is probably the most popular city in the world. It is also, the most populous city in the United States. In 2012, it had a population over 8.3 million. New York is a centre for finance and culture, and it has been described as the cultural capital of the world. Except that, NYC has big impact upon commerce, finance, media, art, fashion, research, technology, education and entertainment. It is also the most linguistically diverse city in the world, with 800 languages which are spoken there.

As for tourism, it is one of the most vital industries. In 2010 New York City received nearly 49 million tourists. The most visited sights of New York are the Statue of Liberty which is a symbol of New York City situated on the Liberty Island in the middle of New York Harbour, in Manhattan, New York City, and the Empire State Building which is a classic NYC attraction. Also, tourists visit Times Square which has the highest annual attendance rate of any tourist attraction in the United States. The Central Park is also located in NYC and it is probably the most famous park in the world. There is also Broadway and its theatre productions, Metropolitan Museum of Art, Rockefeller Centre, Brooklyn Bridge, Fifth Avenue a NYC shopping centre and Wall Street the financial district of NYC. (Keplesky, Rosner, Winberg, 2011)
5.2.2 Los Angeles, California

Officially Los Angeles is called the City of Los Angeles, but it is best known by its initials L.A. Los Angeles is located in Southern California and has a population of 3,792,621. It is the second most populous city in the United States. L.A. is known as one of the most significant economic, cultural and entertainment centres in the world. There is number of universities, research institutes, theatres and museums in the city. L.A is the centre of the film and television industry, which is located in Hollywood. It is also the important centre of the music scene as well as the industries of aircraft and spacecraft. Important landmarks in L.A include Venice Beach, which has been long known as the Mecca of California, Hollywood Walk of Fame which is described later in the final paper and Rodeo Drive, shopping centre of L.A. Also there is a legendary theme park Disneyland which is described later in the paper. (Keplesky, Rosner, Winberg, 2011)

5.2.3 Las Vegas, Nevada

Las Vegas is one of the top tourist destinations in the world, and it is called a centre of the world’s biggest gambling industry. It is the biggest city in Nevada, and in 2010 its population was 583,756. Las Vegas climate is a subtropical and because of that the city has an average of about 300 sunny days per year.

Las Vegas Strip is a place in Las Vegas which is important because there are located many casinos and buildings, like Caesars Palace, Casino Royale Hotel & Casino, The Mirage, the Treasure Island, MGM Grand, Bellagio and many others. Except casinos and hotels in Las Vegas there is also Valley of Fire state park with its red rock formations and fountains of Bellagio third choreographed to dance along with classic Vegas songs. (http://en.wikipedia.org/wiki/LasVegas)
5.2.4 Chicago, Illinois

Chicago is located in Illinois and with 2.7 million residents it is the third most populous city in the United States. Chicago is an international centre for finance, commerce, industry, technology, telecommunications and transportation. Chicago is located on Lake Michigan. The lake is one of the five Great Lakes of North America and the only one located entirely within the United States. It is the second largest of the Great Lakes by volume and the third largest by surface area, after Lake Superior and Lake Huron. As for transportation, in Chicago is situated O’Hare International Airport, which is the second-busiest airport in the world.

As for tourism, in 2012 Chicago hosted 46.37 million international and domestic visitors. Its culture includes contributions to the visual arts, novels, film, theatre and music. Chicago has a lot of attractions. One of them is Millennium Park where is the reflective Cloud Gate sculpture. It is less than ten years old, but it is already an important piece of Chicago history.

III. Bellagio is a resort, luxury hotel and casino in Las Vegas, Nevada

There is also the Willis Tower, which has an observation deck which includes an enclosed glass balcony that extends 10 feet out on the side of the building so tourists are able to look straight down. There is also a 46 meter tall Ferris wheel which attracts about 8 million people annually. The Ferris wheel is located in Navy Pier where you can find stores, restaurants, museums, exhibition halls and auditoriums. (Keplesky, Rosner, Winberg, 2011)

5.2.5 Washington, D.C.

Washington D.C is the capital city of the United States. The initials “D.C” mean “District of Columbia IV”.

IV D.C. (District of Columbia) is an independent federal district in the United States
It was named after George Washington, supreme commander of the American army in the American Revolution and the first president of the United States of America. The centres of all three branches of the federal government of the United States are in Washington, including the Congress, president, and Supreme Court. In 2013, Washington had an estimated population of 646,449, and that puts the city on 23rd most populous place in the United States.

Washington is home to many national monuments and museums, which are primarily situated on or around the National Mall. Tourism is very important industry for Washington. In 2012, approximately 18.9 million visitors contributed an estimated 4.8 billion dollars to the local economy. Six of the top 10 buildings in the American Institute of Architects' 2007 ranking of "America's Favourite Architecture" are in Washington. Those buildings are the White House, the Washington National Cathedral, the Thomas Jefferson Memorial, the United States Capitol, the Lincoln Memorial and the Vietnam Veterans Memorial. There is also a Georgetown’s Old Stone House, which was built in 1765, making it the oldest-standing original building in the city. The National Archives keeps thousands of documents including the Declaration of Independence, the United States Constitution, and the Bill of Rights. There is also the Library of Congress, and it is the largest library complex in the world with a collection of over 147 million books, manuscripts and other materials. The Smithsonian Institution is an educational foundation that maintains most of the nation's official museums and galleries in Washington, D.C. (Keplesky, Rosner, Winberg, 2011)

5.2.6 Houston, Texas

Houston is the fourth most populous city in the United States with a population of 2.16 million people. It is also the most populous city in Texas. Houston’s official nickname is “Space city”, because it is the location of NASA’s Lyndon B. Johnson Space Centre. Energy, manufacturing, aeronautics, transportation, health care, building oilfield equipment, it is all very important for the Houston’s economy.
As for the tourism, there is the Theatre District where Bayou Place entertainment complex, restaurants, bars, movies, plazas, parks, live music etc. are located. Then there is Space Centre Houston which has many interactive exhibits including moon rocks, a shuttle simulator and presentations about the history of NASA’s manned space flight program. Of the 10 most populous cities in the United States, Houston has the biggest area of parks and green spaces. Some of the important buildings in Houston are the Niels Esperson Building which stood as the tallest building in Houston from 1927 to 1929, and the JPMorgan Chase Tower which is the tallest building in Texas and the tallest 5-sided building in the world. Houston is the city with more than 400 hotels, 7000 restaurants and over 400 other tourist attractions. (http://en.wikipedia.org/wiki/Houston)

**5.2.7 Dallas, Texas**

It is a major city in Texas with a population of 1.2 million people. Its economy is based on banking, commerce, telecommunications, computer technology, energy, healthcare and medical research, transportation and logistics. In Dallas are located Dallas/Fort Worth International Airport, one of the largest and busiest airports in the world.

Dallas is the third most popular destination for business travel in the United States, mostly because of the Dallas Convention Centre, which is one of the largest and busiest convention centres in the United States. The centre is over 190,000 m2 in size and contains over 93,000 m2 of exhibit space. The largest contiguous exhibit space in the structure is 67,515 m2. An 18,900 m2 column-free exhibit hall in the centre is the largest of its kind in the United States. It is annually used for the Dallas Auto Show. The east side of the structure contains a 9,816-seat area, a 1,740-person theatre, 105 meeting rooms and 2 gigantic ballrooms. Dallas contains several buildings over 210 meters tall. Most recognized buildings in Dallas are Reunion Tower, the JFK Memorial and many more. As for the nightlife there is a South Side Dallas where is located NYLO rooftop patio and lounge, the Cedar Social and the country bar Gilley’s. There are many events
in Dallas throughout the year, like State Fair of Texas, which has been held annually since 1886. This event brings an estimated 350 million dollars to the city’s economy annually. In the city of Dallas are located over more than 400 parks. It is also a home to Texas first and largest zoo. (http://en.wikipedia.org/wiki/Dallas)

5.2.8 San Francisco, California

San Francisco is the fourth – most populous city in California and the 14th-most populous city in the United States, with a population of 837,442 people. According to Euro monitor International, San Francisco ranks 43rd out of 100 most visited cities worldwide. In 2013, 16.9 million visitors arrived in the city. San Francisco is best known for its Golden Gate Bridge, cable cars, the former prison of Alcatraz Island and its Chinatown district.

The symbol of San Francisco, the Golden Gate Bridge, is one of the most famous bridges in the world. Mentioned earlier, Chinatown district is the oldest and one of the largest in the United States. The tallest building in San Francisco is the Transamerica Pyramid. Other tall and large construction in San Francisco is Sutro Tower, red and white radio and television transmission tower. In the city are situated more than 200 parks. (Keplesky, Rosner, Winberg, 2011)

5.2.9 Philadelphia, Pennsylvania

Philadelphia is the largest city in the Commonwealth of Pennsylvania and the fifth-most-populous in the United States. The city had population of over 1.5 million people in 2013. Like all cities that are mentioned in this chapter, Philadelphia is also the centre of economy and it is a home to the Philadelphia Stock Exchange. Except the economy, Philadelphia is known for its arts and culture.
The city has more outdoors sculptures and murals than any other American city. First modern skyscraper in the United States was built in Philadelphia. This skyscraper is called the PSFS Building. Philadelphia’s history attracts many tourists, with the Liberty Bell receiving over 2 million visitors in 2010. The Liberty Bell is an iconic symbol of American Independence. The bell became famous after an 1847 short story claimed that an aged bell-ringer rang it on July 4, 1776, upon hearing of the Second Continental Congress’s vote for independence. Liberty Place is located in Philadelphia. It is a skyscraper complex composed of two skyscrapers, shopping mall and Westin Philadelphia Hotel. The first zoo, opened in 1874 and first hospital opened in 1751, in the United States are located in Philadelphia. In Philadelphia the Fairmount Park, which is the largest landscape urban park in the world is located. (Keplesky, Rosner, Winberg, 2011)

5.2.10 Boston, Massachusetts

It is the capital and largest city of Massachusetts, with a population of 645,966 in 2014. One of the oldest cities in the United States, Boston was founded on the Shawmut Peninsula in 1630 by Puritan colonists from England. It was the scene of several key events of the American Revolution, such as the Boston Massacre, the Boston Tea Party, the Battle of Bunker Hill, and the Siege of Boston. Upon American independence from Great Britain, the city continued to be an important port and manufacturing hub, as well as a centre for education and culture. Through land reclamation and municipal annexation, Boston has expanded beyond the original peninsula. Its rich history helps attract many tourists, with Faneuil Hall alone attracting over 20 million visitors. Boston's many "firsts" include the United States' first public school, Boston Latin School (1635), and first subway system (1897). Boston is an international centre of higher education and medicine. Its economy, except education and medicine, is based on finance, professional and business services and government activities. Boston is placed among the top 30 most economically powerful cities in the world. Because of its location near the Atlantic Ocean, it is the only state capital with an ocean coastline.
Tourism comprises a large part of Boston’s economy, with 21.2 million domestic and international visitors spending 8.3 billion dollars in 2011. Boston hosts over 12 million annual visitors from across the country. One of its attractions is Boston National Historical Park, the symbol of American Revolution in Boston. In the park Freedom Trail is located, which is marked by a red line of bricks embedded in the ground. Boston is also a religious centre with many cathedrals and churches. The oldest church in Boston is First Church in Boston, founded in 1630. Boston is known for its educational tourism. The most important university for this type of tourism and most important university in Boston is Harvard University. In Boston the Emerald Necklace is located. It’s a string of parks designed by Frederic Law Olmsted\textsuperscript{v}. (Keplesky, Rosner, Winberg, 2011)

5.3 Marine tourism

The most important state in U.S. for marine tourism is Hawaii and its numerous beaches. It is one of the happiest places for living, according to recent conducted research. This archipelago is made of 137 islands with sandy beaches, exotic flora and fauna and high waves. These are the islands on which, despite the high development of tourism, is still present traditional culture of native people. Magnificent welcoming that they organize for tourists is considered one of the most beautiful ceremonies, and because of these ceremonies and many other things, these islands are ranked in the top of the world’s most desirable destinations and most popular places that are worth seeing. Because of all that and many more Hawaii are considered to be the most important part of United States for marine tourism and one of the most beautiful places on planet Earth, thanks to its numerous beaches. The most famous beach in Hawaii is 2 miles long Waikiki beach. It has been epicentre for tourists since 1950s.

\textsuperscript{v} Frederic Law Olmsted (April 26, 1822 – August 28, 1903) was an American landscape architect, journalist, social critic and public administrator
One of the most mentioned beaches in the world is Lanikai beach, even though it extends to only 1,600 square meters. Kaanapali beach stretches across 3 miles. Papakolea beach is known as Green Sand Beach. It gets its distinctive colouring from the mineral olivine. A beach for the whole family is Kalapaki beach. These five most beautiful beaches are listed in Table 8 below. (http://www.gohawaii.com/statewide/discover)

Table 8: 5 most beautiful beaches

<table>
<thead>
<tr>
<th>5 MOST BEAUTIFUL BEACHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Waikiki beach</td>
</tr>
<tr>
<td>2. Lanikai beach</td>
</tr>
<tr>
<td>3. Kaanapali beach</td>
</tr>
<tr>
<td>4. Papakolea beach</td>
</tr>
<tr>
<td>5. Kalapaki beach</td>
</tr>
</tbody>
</table>

5.4 Top ten attractions of the U.S.A.

The United States has many interesting and unique attractions, some of which are mentioned earlier. Top ten attractions of the U.S.A. according to USA Travel are listed in the Table 9 below.

Table 9: 10 top attractions in the U.S.A.

<table>
<thead>
<tr>
<th>10 TOP ATTRACTIONS IN THE U.S.A.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. National Mall and Memorials - Washington, DC</td>
</tr>
<tr>
<td>2. Statue of Liberty - New York City</td>
</tr>
<tr>
<td>3. Faneuil Hall – Boston</td>
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<td>8.</td>
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<tr>
<td>9.</td>
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<tr>
<td>10.</td>
</tr>
</tbody>
</table>

*Source: www.usatravel.about.com (21/08/2014)*

**Picture 3: The Map of 10 Top Attractions in the U.S.A.**

*Source: http://hr.wikipedia.org/wiki/Havaji (07/09/2014)*

### 5.4.1 National Mall and Memorials – Washington D.C.

National Mall is located in Washington, DC. For more than 200 years, the National Mall has symbolized the United States nation and its democratic values, which have inspired the world. Millions of visitors come to the U.S. capital each year to visit these sights, pay respect to fallen soldiers, and honour the nation’s leaders. It has more than
50 different national memorials, areas, squares, circles, triangles and parks. Some of the most noticeable are African American Civil War Memorial which commemorates the service of 209,145 African – American soldiers who fought for the Union in the United States Civil War, the Franklin Delano Roosevelt Memorial which is a presidential memorial dedicated to the memory of U.S. President Franklin Roosevelt, the Lincoln Memorial which is an American national monument built to honour the 16th President of the U.S. Abraham Lincoln, the Martin Luther King Jr. Memorial. Martin Luther King is the first African – American honoured with a memorial on or near the National Mall and only the fourth non – President to be memorialized in such a way. Also, in the National Mall you can see Thomas Jefferson Memorial which is dedicated to Thomas Jefferson, an American Founding Father and the third President of the United States, the White House, Washington Monument and many others. (http://www.nps.gov/nama/planyourvisit/placestogo.htm)

Picture 4: National Mall and Memorials


5.4.2 Statue of Liberty, New York City

Statue of Liberty is a major tourist attraction and it is a symbol of freedom and the U.S. icon since 1886. It is located on the Liberty Island in the middle of New York
Harbour in Manhattan. The statue was designed by Frédéric Auguste Bartholdi and it was a gift to the United States from the people of France. The statue is of a robed female figure representing Libertas, the Roman goddess of freedom, who bears a torch and a *tabula ansata* (a tablet evoking the law) upon which is inscribed the date of the American Declaration of Independence, July 4, 1776. A broken chain lies at her feet. The statue is an icon of freedom and the United States: a welcoming signal to immigrants arriving from abroad. (http://en.wikipedia.org/wiki/Statue_of_Liberty)

*Picture 5: Statue of Liberty*

![Statue of Liberty](http://simple.wikipedia.org/wiki/Statue_of_Liberty)


### 5.4.3 Faneuil Hall, Boston

The Faneuil Hall Marketplace has been a meeting point and marketplace for Bostonians since 1742. It was designed by Benjamin Thompson and Associates. One more interesting thing is that Faneuil Hall has served as site of many speeches and declarations by famous American leaders, such as Samuel Adams, James Otis and Frederick Douglass. They were the leaders of a new generation of political activist, a group called the Sons of Liberty\(^{VI}\), and they spoke about freedom in Faneuil Hall.

\(^{VI}\) the **Sons of Liberty** was an organization of dissidents that originated in the North American British colonies.
Today it is a part of Boston National Historical Park and a well-known stop on the Freedom Trail. It includes three long granite buildings called North Market, Quincy Market and South Market, and which now operates as an indoor/outdoor mall and restaurant. It is a home of the Boston Classical Orchestra and it is still used for political debates between Massachusetts candidates as well as political shows, such as the O’Really Factor. In 2008, Faneuil Hall was rated number 4 in America’s 25 Most Visited Tourists Sites by Forbes Traveller. ([http://en.wikipedia.org/wiki/Faneuil_Hall](http://en.wikipedia.org/wiki/Faneuil_Hall))

**Picture 6: Faneuil Hall**

![Faneuil Hall](http://www.bostonusa.com/includes/coupons/?action=details&couponID=4539)

*(16/07/2014)*

**5.4.4 Disney – Orlando, Florida and Anaheim, California**

Disneyland near Orlando, Florida was opened in 1971, and according to Forbes it is the most visited vacation resort in the world, with 52.5 million visitors yearly. It houses 27 themed resort parks, four theme parks, two water parks, four golf courses, one camping resort and one residential area. Magic Kingdom was the first and original theme park. This Disneyland was designed to supplement Disneyland in Anaheim, California. Disneyland in Anaheim, California is the first of two theme parks built there. It was opened in 1955 and it was the only theme park designed and built under the
direct supervision of Walt Disney. In 2013, the park hosted 16.2 million visitors. In this Disneyland you can find New Orleans Square, Bear Country, Mickey’s Toontown and Disney California Adventure Park. Both of the Parks are owned and operated by Walt Disney Parks and Resorts, a division of The Walt Disney Company. On July 17, 1955 Walt Disney wrote: “To all who come to this happy place: Welcome. Disneyland is your land. Here age relives fond memories of the past, and here youth may savour the challenge and promise of the future. Disneyland is dedicated to the ideals, the dreams, and the hard facts that have created America, with the hope that it will be a source of joy and inspiration to the entire world”. (http://en.wikipedia.org/wiki/Disneyland)

Picture 7: Disneyland


5.4.5 Golden Gate Bridge, San Francisco

Golden Gate Bridge is one of the most internationally recognized symbols of San Francisco, California and the United States. It has been declared one of the Wonders of the Modern World by the American Society of Civil Engineers. It was opened in 1937 and on May 27, 2012 the bridge celebrated 75th anniversary. Total length of the bridge is 2,737 meters. The colour of the bridge is officially an orange vermillion called “international orange”. The Bridge was built with walkways on either side of the six
vehicle traffic lanes. In 1999, it was ranked fifth on the List of America’s Favourite Architecture by the American Institute of Architects. The Golden Gate Bridge is the most photographed bridge in the world. (*The Frommers travel guide, 2014*)

**Picture 8: Golden Gate Bridge**


### 5.4.6 Hollywood Walk of Fame, Los Angeles

The Hollywood Walk of Fame comprises more than 2,500 stars built-in the sidewalks along 15 blocks of Hollywood Boulevard and three blocks of Vine Street in Hollywood, California. The stars are permanent public monuments to achievement in the entertainment industry, holding the names of a mix of actors, musicians, directors, producers, musical and theatrical groups, fictional characters and others. The Walk of Fame is administered by the Hollywood Chamber of Commerce and maintained by the self-financing Hollywood Historic Trust. It is a popular tourist destination, with a reported 10 million visitors in 2003. Some of the celebrities that have their star are Walt Disney, Michael Jackson, Sharon Stone, Marilyn Monroe, Jennifer Aniston, Shrek and many, many others. (*http://en.wikipedia.org/wiki/Hollywood_Walk_of_Fame*)
5.4.7 The Alamo – San Antonio, Texas

Even though Texas, the largest state in the United States, has many star attractions, its most visited and most sacred attraction is the Alamo. It is a former Roman Catholic mission and fortress compound and the site of the Battle of the Alamo in 1836. The Battle of the Alamo (February 23 - March 6, 1836) was a central event in the Texas Revolution. Following a 13-day blockade, Mexican troops under President General Antonio López de Santa Anna launched an assault on the Alamo Mission near San Antonio de Béxar (today, San Antonio, Texas, United States), killing all the Texan defenders. Santa Anna’s cruelty during the battle inspired many Texans to join the Texan Army. The Texans defeated the Mexican Army at the Battle of San Jacinto, on April 21, 1836, ending the revolution. The building was built by the Spanish Franciscan priest, Antonio de Olivares and Payaya Indians. Today it is a museum in the Alamo Plaza District which, as of 2002, welcomed over 4 million visitors each year, making it one of the most popular historic sites in the United States. Visitors can visit the chapel and Long Barracks, which contains a small museum with paintings, weapons and other artefacts from the era of the Texas Revolution. Tourists can visit a large mural, known as the Wall of History, which portrays the history of the Alamo complex from its mission days to modern times. (http://en.wikipedia.org/wiki/Battle_of_the_Alamo)
Picture 10: The Alamo

Source:
http://read4343.pbworks.com/w/page/45676243/What%20Really%20Went%20Down%20at%20The%20Alamo (16/07/2014)

5.4.8 The Space Needle, Seattle

The Space Needle is an observation tower in Seattle, Washington, a landmark of the Pacific Northwest and a symbol of Seattle. It was unveiled for the World’s Fair in 1962. At that time 184 meters high Space Needle was the tallest structure west of the Mississippi River. Today, the Space Needle has more than 9 million annual visitors. There is the observation deck at 160 meters, a gift shop and the rotating Sky City restaurant at 150 meters. The Space Needle has made numerous appearances in films, TV shows and other works of fiction. (www.space needle.com/funfacts/)
Picture 11: The Space Needle


5.4.9 Gateway Arch – St. Louis, Missouri

The Gateway Arch is a 192 meters high monument in St. Louis, in the U.S. state of Missouri. It is the tallest man-made monument in the Western Hemisphere, Missouri’s tallest accessible building, and the world’s tallest arch. Built as a monument to the westward expansion of the United States, it becomes an internationally famous symbol of St. Louis. It was created by world-renowned architect Eero Saarinen and completed in 1965. The National Park service combines the Gateway Arch, the Museum of Westward Expansion and St. Louis’s Old Courthouse into one park called the Jefferson National Expansion Memorial. Approximately 4 million visitors explore the modernist Gateway Arch each year. (www.en.wikipedia.org/wiki/GatewayArch)
5.4.10 Mount Rushmore – Black Hills, South Dakota

Mount Rushmore is located in South Dakota, on a mountain in the Black Hills. The faces of Presidents George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln are carved into the rock at Mount Rushmore to represent the first 130 years of American history. This icon was sculpted by Danish – American Gutzon Borglum and his son, Lincoln Borglum. Construction of the memorial began in 1927, and the presidents’ faces were completed between 1934 and 1939. Mount Rushmore is the South Dakota’s top tourist attraction with over 2 million visitors in 2012, Mount Rushmore has become an iconic symbol of presidential greatness, and has appeared in works of fiction, like in the Alfred Hitchcock’s 1959 movie North by Northwest. (http://en.wikipedia.org/wiki/Mount_Rushmore)
Picture 13: Mount Rushmore

6 CONCLUSION

With all these that is mentioned in the final paper, it is obvious that the United States really have a lot of interesting and special things to offer, from over 50 national parks, numerous cities, marine tourism and many things that this type of tourism offers, attractions all over the United States and many more. The statistics of tourism shows growth every year, and it is still growing, so tourism industry is and will be one of the most important industries in the United States. Because of all beauties that tourists can visit in the United States, it is not surprising that tourists from all over the world still come and will come in the United States. This country invests much in revitalizing tourism after September 11th 2001, and in this final paper is visible that they are succeeding, and that they don’t have to worry that someday they will experience any fall. Now it is obvious why this country is so important for the entire world, and why this country is so powerful. It is because it knows what it has and it knows how to show to the whole world with what this country dispose. And, for the end, a quote from Nickolas Sarkozy, former French President: “What made America great was her ability to transform her own dream into hope for all mankind. America did not tell the millions of men and women who came from every country in the world and who -- with their hands, their intelligence and their heart -- built the greatest nation in the world: ‘Come, and everything will be given to you.’ She said: ‘Come, and the only limits to what you’ll be able to achieve will be your own courage and your own talent’” — Nicolas Sarkozy. (http://www.goodreads.com/quotes/tag/usa)
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