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HISTORICAL TOURISM DEVELOPMENT IN CALIFORNIA
AND CALIFORNIA TODAY

FINAL PAPER

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Zahvala:

Najiskrenije se zahvaljujem svojoj mentorici prof. Mariji Miščančuk u prvom redu na velikom strpljenju, korisnim savjetima te profesionalnom usmjeravanju tokom pisanja ovog rada.

Također, zahvaljujem se svim djelatnicima Međimurskog veleučilišta na prenešenom znanju i proširenim horizontima.


Hvala mojoj obitelji na podršci i razumijevanju tokom studija.
ABSTRACT

People travel because they do not want to feel fastened to one single place anymore. They want to free themselves, discover new places and absorb new cultures. Also, travelling is a way of challenging yourself and expanding your own views.

California is one of the 50 federal states of the United States of America. With its location on the Pacific Coast, it is the most populous one in the whole country, but in terms of size it is the third largest. Rich in history and diversity, it is surely interesting for the tourists. The development of tourism began with the Gold Rush which was one of the most significant events in American history because it brought prosperity and new settlers to the state. The expansion of railroads and construction of the world’s first motel marked the beginning of an era for Californian tourism. California has some of the most amazing attractions such as Hollywood, a synonym for movie stars, as well as the most photographed bridge in the history, The Golden Gate Bridge. Apart from man-made landmarks, California has a huge number of natural attractions as well. Sequoia National Park with the oldest tree in the world is one of a kind, or Lake Tahoe is simply amazing with its crystal blue water. In addition, one of the most beautiful beaches such as Santa Monica or Venice Beach are situated in California.

Clearly, tourism contributes a lot to the state’s economy thanks to diversity and beauty found in every corner of the state.

Key words: California, Gold Rush, Golden Gate Bridge, Sequoia National Park, tourism
Contents

ABSTRACT

1 INTRODUCTION................................................................................................................. 6
2 TOURISM .......................................................................................................................... 7
3 CALIFORNIA ..................................................................................................................... 7
   3.1 Origin of the name ....................................................................................................... 8
   3.2 History of California ................................................................................................... 9
   3.3 Historical tourism development in California ......................................................... 10
      3.3.1 Gold Rush ........................................................................................................... 10
      3.3.2 Expansion of the first railroads .......................................................................... 11
      3.3.3 World’s first motel .............................................................................................. 11
4 CALIFORNIA TODAY ..................................................................................................... 12
   4.1 Relief .......................................................................................................................... 12
   4.2 Climate ....................................................................................................................... 13
   4.3 Population .................................................................................................................. 13
5 TOURIST ATTRACTIONS AS A POTENTIAL FOR TOURISM GROWTH .... 14
   5.1 Natural attractions .................................................................................................... 14
      5.1.1 The Mojave Desert ............................................................................................ 15
      5.1.2 Joshua Tree National Park ................................................................................. 16
      5.1.3 Death Valley National Park .............................................................................. 16
      5.1.4 Yosemite National Park ..................................................................................... 16
      5.1.5 Lake Tahoe .......................................................................................................... 18
      5.1.6 Sequoia and Kings Canyon National Park ...................................................... 19
   5.2 Built attractions .......................................................................................................... 21
      5.2.1 Los Angeles ......................................................................................................... 21
      5.2.1.1 Hollywood ....................................................................................................... 22
      5.2.1.2 Hollywood Walk of Fame ............................................................................. 23
      5.2.1.3 Beverly Hills .................................................................................................... 23
      5.2.1.4 Disneyland ...................................................................................................... 24
      5.2.1.5 L.A. statistics .................................................................................................. 25
      5.2.2 San Francisco ...................................................................................................... 25
5.2.2.1 The Golden Gate Bridge ................................................................. 26
5.2.2.2 Cable cars ................................................................................. 27
5.2.2.3 Alcatraz ..................................................................................... 28
5.2.2.4 Napa Valley ............................................................................... 29
5.2.2.5 San Francisco statistics ................................................................. 30
6 TOTAL IMPACT OF TOURISM ON STATE’S ECONOMY ................. 33
7 CONCLUSION ....................................................................................... 34
8 REFERENCES ........................................................................................ 35
1 INTRODUCTION

In this paper California, the 31st state of the United States of America, will be described. A special emphasis will be placed on its tourism development and how tourism contributes to the state’s economy. Also, the origin of California’s name, its history and geographical features will be described.

Tourism began to develop after the Gold Rush, a major event in the American history. It brought prosperity and a new wave of settlers to the state, so today’s population in California is very diverse and multi-cultural. It is not so well-known that the world’s first motel, Motel-Inn, was built in California. With the expansion of the railroads, people could travel more frequently and tourism began to develop. Two world famous cities are situated in this state: San Francisco in the northern part of the state with its famous Golden Gate Bridge and cable cars for the ride on the hills and Los Angeles, down in the south, with its remarkable Hollywood, where the movie industry began, and Beverly Hills as a synonym for expensive shopping and home to some of the celebrities. Also, there are a lot of natural attractions such as Lake Tahoe with its beautiful clean water and Sequoia National Park with the tallest trees in the world. The state’s most impressive mountains, The Sierra Nevada, which contain a large number of peaks, are located in the east. The long Californian coastline with some of the most beautiful beaches such as Santa Monica is just perfect for that long-awaited vacation. These are just some of the attributes that this state offers to its visitors and which contribute a great deal to the state’s economy. California is also home to one of the largest amusement parks in the world, Disneyland, with its unique attractions which draw in millions of visitors every year.

Thanks to California’s rich tourism development and fascinating history, nowadays the state is one of the most-visited tourist destinations worldwide.
2 TOURISM

In the past, human society tended to stay only in one place. Nowadays, people seek any opportunity to travel. They want to escape from their everyday obligations as much as possible, because their place of residence does not make them feel so good. They leave to recharge, enjoy in serenity, landscape and foreign cultures. It can be said that tourism is really just a giant machine of revitalization. But, what is tourism exactly? (Krippendorf, 1984).

Clearly, there are so many definitions, and according to the tourism society: “Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes… This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure” (http://www.tourismsociety.org/page/88/tourism-definitions.htm).

3 CALIFORNIA

“California symbolizes the United States’ diversity and sense of prosperity. In general, it is recognized for its eccentricities and is still the birthplace of new trends. It is a realm of romance, formed by flickering celluloid images. Think „California” and pictures are immediately conjured up of bikini-clad beachcombers, middle-class suburban families in ranch houses and film stars emerging limousines into hordes of autograph-seekers. These stereotypes are perpetuated by the entertainment and tourism media. It goes back to Spanish legends of an exotic outpost called California, flung out at the edge of the sea” (Duncan Baird Publishers, 2004).

Generally speaking, California is one of the 50 federal states of the United States of America. With Sacramento as its capital and 31 589 153 inhabitants it is the most populous one, but with the surface area of 411 049 km2 it is the third largest state (after Alaska and Texas). From its total size, 155,973 square miles are land areas and only 7,734 square
miles are covered by water. It joined the Union on September 9th 1850 (Illustrated Factopedia, 1995).

3.1 Origin of the name

The name “California” derives from a 16th century romance novel written by a Spanish author named Garcia Ordonez de Montalvo. It was titled “The exploits of a very powerful cavalier Esplanadian, son of the excellent king Amadis of Gaul”. The novel described an island, very close to the Garden of Eden, full of gold, which was ruled by beautiful and powerful black women. The island was also populated by griffins, fantastical lion-eagle hybrids, which the women kept as pets. Any man who found his way onto this island was killed and fed to the griffins. The name of this mythical island was California. How did the name of this mythical island become the name of the 31st state of the union? During the 1500s Spanish explorers found out about the story and gave the name to what is now called Baja California, which at the time was considered to be an island. Based on the legends prevalent at the time, Spanish explorers were searching for a mythical island paradise. Even though it later became clear that Baja California was not an island, once the name started being used on maps, it remained so. The Islamic origin of the name “Khalif or “Khalifa”, which means “successor”, illustrates an example of how our lives are affected by many different cultural influences, even if we are not completely aware of them. The name “California” is a confluence of multiple cultural influences (https://www.kcet.org/shows/departures/california-calafia-khalif-the-origin-of-the-name-california).
3.2 History of California

California has been populated for thousands of years. Before the arrival of the first Europeans, there was a large number of Native Americans with its unique language and culture. Juan Rodriguez Cabrillo was the first European to visit California in 1542. Two centuries later, in 1769 the Spanish began to form missions in an effort to convert the Native Americans to Catholicism. They also built forts and small towns. One of them later become the city of San Diego and another one in the north the city of Los Angeles. When Mexico gained its independence from Spain in 1821, California became a part of the country of Mexico even though it did not stay so for long. Many settlers who had arrived to California began to rebel against the Mexican rule and declared their own independent country called the Bear Flag Republic. In that same year two countries went to war, the Mexican–American War. When the war ended in 1848, California finally became a territory of the United States. Two years later, on September 9 1850, California was accepted into the Union as the 31st state.

(http://www.ducksters.com/geography/us_states/california_history.php)
3.3  **Historical tourism development in California**

California is a state with rich tourism development. It all began with the Gold Rush which was one of the major events that shaped American history. Also, California can proudly say that it was the place where the world’s first motel was built. With expansion of the railroads people began to travel more frequently and tourism began to evolve. This next paragraph will describe these historical events.

### 3.3.1 Gold Rush

The Gold Rush began on January 24, 1848 when American carpenter James Marshall discovered a gold nugget in the American river while constructing Sutter’s Mill, a workshop for John Sutter. The word of the gold discovery spread throughout California and the arrival of gold prospectors, known as the “49ers”, caused dramatic increase of the population. In San Francisco, it grew from 1000 to over 20,000 by 1850. All that contributed to the foundation of California as the 31st state in the Union in the same year as one of the most ethnically diverse states in the Union (http://ocp.hul.harvard.edu/immigration/goldrush.html).

After 1850 the surface of gold largely disappeared, but the mining continued and reached its peak by 1852, when some $81 million was pulled from the ground. After that year, the total take declined gradually, levelling off to around $45 million per year by 1857. Settlement in California continued and by the end of the decade the state’s population was 380,000 (http://www.history.com/topics/gold-rush-of-1849).

*Picture 2 Sutter’s Mill*

Source: https://media1.shmoop.com/media/images/large/sutters-mill.jpeg
3.3.2 Expansion of the first railroads

California’s first railroad was built in 1854 by Theodore Judah. That major event changed history of California forever because not only did it create much quicker and simpler way for people to travel from one state to another, but it also helped the development of trade and farming (http://picturethis.museumca.org/timeline/early-statehood-1850-1880s/railroads-tie-california-rest-nation/info). Even Americans with no thought of resettling in California permanently were fascinated by the idea of visiting the state by way of the new railroads. Of course, not even during the Gold Rush did everyone who came to California plan to stay permanently. The curious came to observe the colourful frenzy of the Gold Rush. But, rail travel meant that ordinary Americans could see the natural wonders of California, scenic wonders that early miners and visitors had promoted for decades. American railroads and local businessmen were only too happy to encourage tourists to see the redwoods of the sequoia forests and the waterfalls and cliffs of the Yosemite Valley. The railroads and local promoters made the journey all the easier for tourists with pre-packaged tours and hotels and restaurants. The unique nature of California’s wildlife, topography and botany made Americans believe that the state contained treasure for all of them (https://www.loc.gov/collections/california-first-person-narratives/articles-and-essays/early-california-history/magnet-for-tourists-and-home-buyers/).

3.3.3 World’s first motel

Back in the early 20th century, cars became more and more popular and people began using them to travel more and more over the roads of California. Due to the conditions of the roads and the speed of the cars back then, it took two or more days to go from San Francisco to Los Angeles. At the time, there were no hotels which would take in the travelers who were looking for a place to stay. That all changed on December 12th 1925, when Pasadena developer, Arthur S. Heinemann built Mo-Tel, the world’s first motel, in San Luis Obispo, the Milestone, with the cost of $ 80 000. It was a mixture of a typical hotel of that time and an auto camp where travelers often stayed in 1925. The room included its own bathroom with a shower for $1.25 a night. The

Picture 3 World’s first motel, Motel Inn

Source: https://www.kcet.org/sites/kl/files/thumbnails/image/san_luis_obispo_motel_inn_which_opened_in_1925_is_considered_the_worlds_first_motel.jpg

4 CALIFORNIA TODAY

As previously mentioned, California is the third largest state in the USA. It measures 560 miles from west to east and 1040 miles from north to south. The state shares border with Oregon in the north, Nevada and Arizona in the east, Mexico in the south and the Pacific Ocean in the west. California’s geography is very diverse with cliffs, beaches, river valleys, waterfalls, mountains and deserts. (https://www.responsiblevacation.com/vacations/california/travel-guide/california-geography).

4.1 Relief

The state’s highest point is Mt Whitney at 14,494 feet and it is one of the highest points in the country while the lowest point in California is in the Death Valley which lies 282 feet below sea level and it is the lowest point in the States. It is also important to mention the mean elevation of the state which is 2,900 above sea level (http://www.netstate.com/states/geography/ca_geography.htm). The most significant and impressive mountain range is the Sierra Nevada in the east. It contains a large number of peaks measuring over 13,000 feet. (https://www.responsiblevacation.com/vacations/california/travel-guide/california-geography).
4.2 Climate

The hottest day in California was on July 10, 1913 at Greenland Ranch in Death Valley. It was 57 degrees Celsius that day. The lowest temperature ever recorded was on January 20, 1937 at Boca. It was -45 degrees below zero. The average temperature ranges from a high of 92.2 degrees to a low of 14.3 degrees. As would be expected in such a large and diverse land area as California, the climate is varied. The climate along the coast is mild, a bit cooler along the central and northern coast. Most of California is marked by only two distinct seasons: rainy and dry. The rainy season runs from October to April in northern California and from November to March or April in southern (http://www.netstate.com/states/geography/ca_geography.htm).

4.3 Population

California has a healthy natural growth rate and the gap between the birth rate and death rate is quite significant. Between 2000 and 2009 there were 5,058,440 births and 2,179,958 deaths, which resulted in a natural growth of 3,090,016. Table 1 shows the population by race.

Table 1 Population by race

<table>
<thead>
<tr>
<th>Race</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>28,535,273</td>
<td>72.9%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2,552,858</td>
<td>6.52%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>648,172</td>
<td>1.66%</td>
</tr>
<tr>
<td>Asian</td>
<td>5,736,988</td>
<td>14.66%</td>
</tr>
<tr>
<td>Native Hawaiian and other Pacific Islander</td>
<td>196,652</td>
<td>0.5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>1,474,875</td>
<td>3.77%</td>
</tr>
</tbody>
</table>

Source: http://worldpopulationreview.com/states/california-population
Since the Gold Rush, California has appealed to immigrants and that fact is still true today. Between the years of 2000 and 2009, the state enjoyed a net migration gain of 306,925 people. It has also been estimated that up to approximately 6.3% of California’s population is made up of illegal immigrants. At the last official United States census carried out in 2010, the population of California was declared to be 37,253,956 which made the state the most populous in the country. Current estimates reveal that 39,849,872 people live in the Golden State (http://worldpopulationreview.com/states/california-population/).

5 TOURIST ATTRACTIONS AS A POTENTIAL FOR TOURISM GROWTH

There are two definitions of what tourist attractions are. One of them says that a tourist attraction is a physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature or they may be specific to a location, such as a theatre performance, a museum or waterfall. The other one describes a tourist attraction as a positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market including climate, scenery, activities, culture. There are two types of attractions: natural and built (http://www.tourism.wa.gov.au/jumpstartguide/pdf/Quickstart_What%20is%20a%20Tourist%20Attraction%2008LOW.pdf). In this paragraph both types will be described.

California is a state with a large number of stunning natural attractions including beautiful beaches, serene deserts and majestic mountains. Also, there is a huge number of built attractions too, each unique and special in their own way.

5.1 Natural attractions

According to one of the definitions, natural attraction is an attraction of natural origin (https://definedterm.com/natural_attraction).
California’s attractions show the beauty and diversity of the state. From Death Valley and Mojave Desert to some of the most beautiful and unique national parks, this state has it all and in the next few pages this will be described in detail. When talking about national parks it must be mentioned that they are one of the biggest tourist attractions in the United States. National Park Service records about 285 million visitors a year (North America: Encyclopedia of countries, 2009)

5.1.1 The Mojave Desert

The Mojave Desert occupies a significant portion of Southern California and some parts of Utah, Nevada and Arizona. It was named after Mojave Native Americans and roughly covers 54,000 square miles. The desert contains the place with the greatest temperature range in North America, Death Valley, which will be described in continuation. The temperature can reach 49 degrees Celsius in late July and early August. However, there is also the wintertime cold. The lowest temperatures measured are around -7 to -1 Celsius.

One of the most popular tourist attraction in the desert is the World’s Largest Thermometer at 134 feet high (http://mojavedesert.net/description.html)

![Mojave Desert](https://www.desertusa.com/images/IMG_2734.jpg)

Source: https://www.desertusa.com/images/IMG_2734.jpg
5.1.2 Joshua Tree National Park

The name Joshua Tree was given by a group of Mormon settlers who crossed Mojave Desert in 19th century. Its unique shape reminded them of Biblical story in which Joshua reaches his hands up in the sky in prayer (https://www.kcet.org/redefine/how-did-the-joshua-tree-get-its-name).

In this stunning park two distinct desert ecosystems, the Mojave and the Colorado, come together. A fascinating variety of plants and animals have found home in a land sculpted by strong winds and occasional torrents of rain. Dark night skies, a rich cultural history, and geological features add to the wonder of this vast wilderness in southern California (https://www.nps.gov/jotr/index.htm). In 2014, Joshua Tree National Park was visited by 1,589,904 tourists (http://www.pleacher.com/np/visits/visitors.html).

![Joshua Tree](https://static1.squarespace.com/static/569d1bf84bf118627e7d0e1b1b569ff7a69a91aa103c68464/1473379872552/)

**Picture 5 Joshua Tree**

5.1.3 Death Valley National Park

Steady drought and record-breaking summer heat make Death Valley the land of extremes. Yet each extreme has a striking contrast. Towering peaks frosted with winter snow. Rare rainstorms cause a field of wildflowers. Lush oases harbour tiny fish and are refuge for wildlife and humans. Despite its morbid name, a great diversity of life survives in Death Valley (https://www.nps.gov/deva/index.htm). The main attraction is surely Dante’s View which is a viewpoint at an elevation of 1,669 m above sea level (http://www.dangerousroads.org/north-america/usa/4292-dante-s-view-viewpoint.html).
In 1933 there were only 9,970 visitors, and in 2016 that number increased to 1,296,283 visitors (https://irma.nps.gov/Stats/Reports/Park/DEVA).

**Picture 6 Dante’s View**

Source: http://alterra.cc/media/turobj/icon/Death_Valley_attr_7.jpg

### 5.1.4 Yosemite National Park

Yosemite National Park is best known for its waterfalls, but within its nearly 1,200 square miles, there are also deep valleys, grand meadows, ancient giant sequoias, a vast wilderness area and much more (https://www.nps.gov/yose/index.htm). Half of Dome mountain in Yosemite National Park is one of the most respected mountain locations in the world, and the path on its north side is considered to be the biggest challenge, even for the best climbers (Beer and associates, 2011).

In 2016, there were 331 million recreation visitors, an increase of 7.7%. Yosemite was No.3 in visitors among all national parks, behind Great Smokey Mountains and Grand Canyon national parks. “A visitor is an individual who may generate one or more visitors”, said park service (http://www.fresnobee.com/sports/outdoors/article137880893.html).
5.1.4 Lake Tahoe

“A noble sheet of blue water” Mark Twain wrote of Lake Tahoe in 1871, “As it lay there with the shadows of the mountains brilliantly photographed upon its still surface, I thought it must surely be the fairest picture the whole earth affords” (http://www.theatlantic.com/science/archive/2015/11/tahoe-blue/415308/). Lake Tahoe is one of the largest lakes in the world, located along the border between Nevada and California. Surrounded by majestic mountains, this popular tourist attraction offers exciting events and activities all year round. In the winter, the main activities are snow skiing, snow mobile riding and snow-tubing at one of the ski resorts. From spring to fall visitors can enjoy a host of water sports and other activities like sailing, kayaking, jet skiing, paddle boating and swimming (http://www.touropia.com/tourist-attractions-in-california/).

So, it is no wonder that this marvelous lake has been selected as number one tourist destination among Americans. The lake is considered to be the jewel of the High Sierra. At 6,229 feet above sea level it is the highest lake of that size in the United States (https://www.visitrenotahoe.com/destination/lake-tahoe).
5.1.5  **Sequoia and Kings Canyon National Park**

Known for their giant redwoods, Sequoia and Kings Canyon National Park cover an area of mountains with majestic granite peaks, deep gorges, mountain lakes, rivers, and forests. The two parks are administered as one. They stretch from the foothills of the Sierra Nevada in the west, on the edge of the San Joaquin Valley, to the main ridge of the Sierra Nevada in the east. Here, Mount Whitney is the highest summit in the States (apart from Alaska), and many other peaks reach over 10,000 feet. One of the main highlights in the park are the giant redwoods, which can reach a height of 250-300 feet, a diameter of 40 feet, and can live up to 3,500 years. Within the park there are whole forests of these mighty redwood trees. The General Sherman Tree which is 276 feet tall with a maximum diameter of 36.5 feet stands in the northeast of the forest and it is the largest known redwood, about 3,000 years old (http://www.planetware.com/tourist-attractions/california-usca.htm).

Historical tourism development in California and California today

Picture 9 *Sequoia National Park*

Source: [https://www.nationalparks.org/sites/default/files/styles/wide_2x/public/FYPshutterstock_221462002.jpg?itok=HIFqIrTx&timestamp=1470943514](https://www.nationalparks.org/sites/default/files/styles/wide_2x/public/FYPshutterstock_221462002.jpg?itok=HIFqIrTx&timestamp=1470943514)

The following map illustrates the national parks described in the paragraph above.

Picture 10 *Map of California National Parks*

Source: [images.wildernet.com/graphics/california/maps/ca_ref.gif](images.wildernet.com/graphics/california/maps/ca_ref.gif)
5.2 Built attractions

Built attraction has one simple definition. It is a building that was made for tourist attractions only (http://www.answers.com/Q/What_is_a_built_attraction?#slide=2).

One of the world’s famous cities, Los Angeles with a large number of built attractions will be described in this paragraph.

5.2.1 Los Angeles

The city was established on September 4, 1781 and named by Spanish Settlers El Pueblo de Nuestra Senora la Reina de Los Angeles which in translation means The Town of Our Lady the Queen of the Angels. The town was officially declared a city in 1835 and it became a part of the US territory in January 1847.

Today, L.A. is the entertainment capital of the world, a cultural mecca boasting more than 100 museums and a paradise with idyllic weather. With reference to population, in 2016 there were 4 million people in the City of Los Angeles, in the County of Los Angeles 10.2 million and in Los Angeles Five-County Area 18.8 million. The diverse multi-ethnic population distinguishes the city as the cultural hub of a Pacific Rim. People from more than 140 countries, speaking 224 different identified languages currently call Los Angeles home. The city does not have a majority population. Los Angeles has developed into one of the premiere centers of economic and cultural activity in the world. Leisure and hospitality is a leading industry employing more than half a million people in 2015. Last year this sector added 21400 jobs representing 4.4% year over increase in employment. More economic facts in L.A. will be represented in the next pages.

The 75-mile Los Angeles County coastline is home to Southern California’s greatest beaches stretching from Malibu to Long Beach. Each seaside town is unique offering distinctive landmarks such as Santa Monica’s famous pier or Malibu’s breathtaking shorelines (https://www.discoverlosangeles.com/press-releases/facts-about-los-angeles).
5.2.1.1 Hollywood

“In 1887, Harvey Henderson Wilcox and his wife, Daeida, set up a Christian community, free of saloons and gambling in a Los Angeles suburb and called it Hollywood. It is ironic that the movie business with all its decadence came to replace their Utopia. However, during the next 90 years, Hollywood drew international attention with its movie making. Oil wells serviced the needs of increasingly car-dependent residents, and by 1937 orange groves had become a symbol of the state's fertile future. When the UN charter was signed in San Francisco in 1945, it was clear that California, once considered at the edge of the civilization, was finally a player at centre stage” (Duncan Baird Publishers, 2004).

Although Hollywood is a neighborhood in Los Angeles, for some it is more a state of mind. “I’m going to Hollywood” say young hopefuls who dream of acting in movies or on television. In fact, they go to Los Angeles, but probably not to Hollywood itself. Though Hollywood has long represented the glitz and glamour of the film, television, and music industries, most studios have moved away from this quirky district in favour of other L.A. neighborhoods, like Burbank. Nevertheless, Hollywood still attracts millions of visitors each year who travel there to pay homage to their favourite stars and perhaps even catch a glimpse of a few favorite personalities. And while for years Hollywood had
a rather seedy reputation, the town has recently attempted to make improvements in the areas most visited by tourists, adding a new kind of charm to this interesting neighborhood (https://www.latourist.com/?page=hollywood).

![Picture 12 Hollywood](https://data.whicdn.com/images/2550709/large.jpg)

**5.2.1.2 Hollywood Walk of Fame**

Hollywood Walk of Fame is an internationally-recognized Hollywood icon. With about 24 induction ceremonies annually broadcast around the world, the constant reinforcement provided to the public has made the Walk of Fame a top visitor attraction. The Hollywood Walk of Fame is for sure one of the most successful marketing ideas ever produced. Unfortunately, there is a lot of inaccurate information circulating about its history. The man credited with the idea for creating a Walk of Fame was E.M. Stuart, who served as the volunteer president of the Hollywood Chamber of Commerce in 1953. In that year, according to a Chamber press release he proposed the Walk as a means to “maintain the glory of community whose name means glamour and excitement in the four corners of the world (http://www.walkoffame.com/pages/history).

**5.2.1.3 Beverly Hills**

Beverly Hills is a small city located in the western region of Los Angeles County. It spreads over only 5.7 square miles, but despite its small size it is a world-class destination attracting millions of visitors each year who hope to take some of its glitz glamour home with them. The city forms a “Platinum Triangle” next door to Bel Air and Holmby Hills as all three areas are regarded as the most prosperous within Los Angeles area. Many A-

Picture 13 Beverly Hills


5.2.1.4 Disneyland

Walt Disney’s metropolis of nostalgia, fantasy and futurism was opened on July 17 1955. The theme park was built on 160 acres of former orange groves in Anaheim, California with the cost of $17 million. Attractions such as the Castle, Mr. Toad’s Wild Ride, Snow White’s Adventures or Jungle Cruise attracted countless children and their parents.

Today, Disneyland hosts more than 14 million visitors a year who spend close to $3billion (http://www.history.com/this-day-in-history/disneyland-opens).

Picture 14 Disneyland

Source: https://www.outtraveler.com/sites/outtraveler.com/files/2016/01/28/DISNEY_1.jpg
5.2.1.5 L.A. statistics

With reference to the economy of Los Angeles there are some laudable numbers as well. For sixth year in a row, Los Angeles County has set a fresh record for visitors, with 2016’s surge coming both from domestic and international visitors.

Los Angeles mayor Eric Garcetti said that L.A. county hosted 47.3 million visitors in 2016, a 4% increase over the previous year. County’s hotels reported an average 81.3% occupancy rate for 2016, the first full year the county average surpassed 80% tourism, officials said. Los Angeles International Airport, already one of the nation’s busiest airports, was the point of arrival for many of those tourists. It saw a record 80.9 million passengers last year, an 8% increase over 2015. Among those, 22.6 million, or 28%, were international travellers who tend to stay longer and spend more than domestic tourists.

Garcetti attributed the growth partly to investments made in the past few years on several new attractions including the new Wizarding World of Harry Potter expansion that opened last year at Universal Studios Hollywood. The park was so popular over the New Year’s holiday weekend that it reached capacity for the first time in its history, forcing park officials to temporarily close entrance gates. Travel and tourism officials have attributed increase which is happening nationwide, to lower fuel costs and airfares, along with increased economic optimism among most Americans. The mayor hopes the momentum will continue this year, so the county can reach its goal of 50 million visitors a year.” There’s even more opportunity on the horizon and even bigger role to play on the world stage”, he said (http://www.latimes.com/business/la-fi-tourism-numbers-20170111-story.html).

5.2.2 San Francisco

This paragraph describes the second part of built attractions in California, more precisely San Francisco with its own unique charm and individuality which attracts more and more visitors every year.

San Francisco was established in 1776 by Spanish people who called it Yerba Buena. The city got today’s name in 1847, after the mission St. Francis of Assisi founded by
father Junipero Serra (Duncan Baird Publishers, 2004). Set along the ocean, with rolling hills and the iconic Golden Gate Bridge, San Francisco is one of the most beautiful cities in the United States and the jewel of Northern California. The city is clearly full of history, great neighborhoods, parks, beaches, museums and a whole host of entertainment options. Some of the most notable attractions, beyond the famous bridge are historic Alcatraz Island and Fisherman’s Wharf (http://www.planetware.com/tourist-attractions/-san-francisco-us-ca-sf.htm).

5.2.2.1 The Golden Gate Bridge

The dream of connecting the city of San Francisco to its neighbours across the Golden Gate Strait became a reality after WWI with the hiring of Chicago engineer Joseph Strauss. A special district was formed in 1923 to oversee the bridge’s formation, and after years of legal battles waged by the opposition, construction finally commenced in early 1933. Strauss believed he could complete the grand-scale project for a modest 25-30 million dollars. Despite the ongoing dangerous conditions faced by the crew, the construction produced just one casualty through four years. A supporting net had saved 19 workers from plunging into the strait, the survivors said to be members of the “halfway to hell club”. However, the near-spotless safety record was blemished when a scaffold fell and tore through the net in February 1937 resulting in the deaths of 10 workers.

The roadway was completed on April 19, 1937 and the bridge officially opened to the pedestrians on May 27 of that year. As part of the festivities Strauss dedicated a poem titled “A Mighty Task Is Done”. The following day President Roosevelt announced that
the bridge was open to cars and the rest of the world via White House telegraph. The bridge has endured as a marvel of modern engineering. Its 4,200-foot main span was the longest for a suspension bridge until 1981, while its 746-foot towers made it the tallest bridge of any type until 1993. It withstood the destructive Loma Pieta earthquake of 1989, and was closed to traffic only three times in its 75 years due to weather conditions. Believed to be the most photographed bridge in the world, this landmark was named one of the seven civil engineering wonders of the United States by the American Society of Civil Engineers in 1994 (http://www.history.com/topics/golden-gate-bridge).

Picture 16 The Golden Gate Bridge

Source: https://cdn.getyourguide.com/niwzjy2l9vcz/4faNk8qg7WaWqmqAErm8qwaSe027efbb94b2201752c43d3952292c62/san-francisco-golden-gate-bridge-1112x630.jpg

5.2.2.2 Cable cars

The San Francisco cable car system is the last working system of its kind in the world. The cable cars move by gripping an underground cable that is in constant motion powered by an engine located in a central powerhouse. The “grip man” on board the cable car is responsible for operating the grip and ringing the bell. The cable car also has a conductor or attendant who takes the fare. There are also cable car special events held every July such as the annual cable car ringing contest which is held in Union Square and attracts thousands of spectators both local and visitors. For those who want to learn more about San Francisco cable cars, they can visit The Cable Car Museum which is free and open every day, except for the major holidays (http://www.sftodo.com/sanfrancisco/cable-car-san-francisco/) It is the best way to see the city on hills.
5.2.2.3 Alcatraz

In 1775 Spanish explorer Juan Manuel de Ayala mapped and named the rugged Alcatraz Island by calling it La Isla de los Alcatraces or translated Island of the Pelicans due to its large population of seabirds. In 1850 President Fillmore signed the order reserving the island for military use. By the late 1850s the U.S. Army had begun holding military prisoners on Alcatraz. Isolated from the mainland by cold, strong waters of San Francisco Bay, the island was deemed an ideal location for a prison (http://www.history.com/topics/alcatraz). Alcatraz Island also offers a close up look at the site of the first lighthouse and the history-making 18-month occupation by Indians of All Tribes (https://www.nps.gov/alca/index.htm). The famous prison operated from 1934 to 1963. Among those who served time in it were the notorious gangster Al “Scarface” Capone and murderer Robert “Birdman of Alcatraz” Stroud. During those years, there were 14 known attempts which involved 36 inmates. The Rock, which was its nickname, was fully closed in 1963 due to high operating expenses. In 1973 it was first opened for the public (http://www.history.com/topics/alcatraz). Rich in history, there is also lovely nature on Alcatraz. It has gardens, tide pools, bird colonies and bay view beyond compare (https://www.nps.gov/alca/index.htm).

Today, Alcatraz is being preserved for the enjoyment and understanding for future generations. Former prison buildings are being conserved and additional areas of the Island are open for the public as safety hazards have been removed. Over the last forty years, public interest in the Island has grown. Each year, more than 1.7 million visitors
come to see the world-famous prison (https://www.alcatrazcruises.com/history-alcatraz/national-park).

Picture 18 Alcatraz

Source:https://upload.wikimedia.org/wikipedia/commons/thumb/0/0a/Alcatraz_Island_photo_D_Ramey_Logan.jpg/1200px-Alcatraz_Island_photo_D_Ramey_Logan.jpg

5.2.2.4 Napa Valley

Napa Valley reigns as the land of grand estates, expansive tasting rooms, quaint towns and elegant lodgings, many of which edge up to celebrated Silverado Trail. Roughly an hour’s drive north of San Francisco and boasting more than 400 wineries, Napa Valley is a connoisseur’s paradise, inviting visitors to explore beyond the region’s signature Cabaret Sauvignon and Chardonnay. Long considered California’s most famous wine region, Napa Valley exploded into the global spotlight following the 1976 Judgment of Paris, when a Chateau Montelena Chardonnay from Calistoga overcame nine other Chardonnays in a blind tasting in Paris, including extremely prestigious bottles from France. At the time, France was considered the world’s forerunning wine region, but this triumph forever changed the international perception of Northern California’s wines.

Today, the region boasts some of the most coveted wine grapes anywhere, including The Kalon Vineyard planted in the 1860’s, plus contemporary cult bottlings like Screaming Eagle and Harlan Estate. In 2016, the Napa Valley welcomed a total of 3.5 million visitors out of which 79.2% of visitors surveyed were from the United States and
20.8% were international visitors. One third or 35.5% of visitors surveyed in 2016 stayed overnight, while the remaining 64.5% were on a day trip to destination. When it comes to spending, the hotel guests consume an average of $401.59 per person/per day. (http://www.visitcalifornia.com/destination/spotlight-napa-valley).

5.2.2.5 San Francisco statistics

In 2016, the total number of visitors in San Francisco is estimated to have been 25.2 million up 2.8% from 2015. This figure has been growing from 17.7 million visitors since 2009. Detailed estimates are shown for this period in Figure 1.

Conventions, trade shows and group meetings are major contributors to the economic impact of San Francisco’s visitor industry. Total direct visitor spending reached $9
billion in 2016, up by 3.9% compared to 2015. These spending estimates include all goods and services purchased directly by visitors while in the city of San Francisco (https://sftravel.ent.box.com/s/m4pxqir9bz1tv2f6p8bnnprrs88g0vmb). Figure 2 shows total direct of day and overnight visitor spending in 2016 which shows that the overnight spenders spend a lot more than the day visitors.

Figure 2 Total direct visitor spending in 2016

LGBT travelers are also being heavily targeted in the travel industry these days, given their numbers and spending power. One city that has long been attached to the LGBT community is San Francisco. “Just like any other market, you want to feel comfortable where you’re going “, said D’Alessandro, president and CEO of San Francisco Travel Association. “San Francisco was the first city to have same-sex marriage in the United States. It’s the birthplace of the rainbow flag, the symbol of LGBT community. We’ve always been welcoming to the LGBT community. We are a very tolerant and welcoming destination” (http://www.travelpulse.com/news/destinations/golden-gate-boom-san-francisco-tourism-hitting-historic-levels.html).

San Francisco’s extensive history with China also helps these days. After all, the city boasts the oldest and largest Chinatown outside of China, and about 40 percent of its population is Asian. Also, Moscone Centre regularly hosts high-tech conventions. It booked 41 conventions in all in 2014. SF Travel expects Moscone Centre to fill 939,115 hotel room stays by 2029 with attendees and exhibitors spending more than $679 million. San Francisco is perhaps also setting a new standard for how the travel industry should

6 TOTAL IMPACT OF TOURISM ON STATE’S ECONOMY

California has the largest economy in the States and in 1997 it was the first state to reach the trillion – dollar benchmark in gross state product. In 2012, California was ranked the ninth largest economy in the world (http://www.history.com/topics/us-states/california).

In 2016, total direct travel spending in California was $126.3 billion, which was a 3.1% increase from 2015. This directly supported 1,096,000 jobs with earnings of $45.4 billion.

Figure 3 California state impact of tourism (1997-2015)


California had 17.3 million international person-trips in 2016 (http://industry.visitcalifornia.com/Find-Research/California-Statistics-Trends/).

Table 2 shows the results for international visitors in California in 2016.
Table 2 International visitors in California for 2016

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1,361 000</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>693 000</td>
</tr>
<tr>
<td>Australia</td>
<td>604 000</td>
</tr>
<tr>
<td>Japan</td>
<td>548 000</td>
</tr>
<tr>
<td>South Korea</td>
<td>470 000</td>
</tr>
<tr>
<td>France</td>
<td>442 000</td>
</tr>
<tr>
<td>Germany</td>
<td>423 000</td>
</tr>
<tr>
<td>India</td>
<td>319 000</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>279 000</td>
</tr>
</tbody>
</table>


Tourism is the pillar of California’s economy in every region and county of the state, from urban centers to rural communities (http://advocacy.calchamber.com/wp-content/uploads/policy/issue-reports/Tourism-2017.pdf). The industry was forecasted to contribute more than 2.5 trillion U.S. dollars by 2025 (http://www.statista.com/topics/1987/travel-and-tourism-industry-in-the-us/).
7 CONCLUSION

California is state rich in diversity and beauty which makes it one of the most visited tourist destination. People have been coming here since the Gold Rush which was one of the most significant events in the history not only for this state, but the whole country as well. That event contributed to the Californian tourism development because more and more people came here in search for a better life. The expansion of railroads and opening of the world’s first motel helped, as well.

Today, California is the most populous state and invites more and more tourists each year with all that beauty and rich history. There are two world-famous cities in California, Los Angeles and San Francisco, each unique and different in its own way. With its famous attractions such as Hollywood or Disneyland, Los Angeles can be without doubt given the nickname the entertainment capital of the world and a cultural mecca because the most diverse groups of people from more than 100 countries around the globe live here. San Francisco, on the other hand, is a slightly calmer city but also rich in history and tourist attractions. It is home to the most photographed bridge in the history, the Golden Gate Bridge and the most famous prison, Alcatraz. Its hills and cable cars make it unique and one of a kind. With reference to natural attractions, in California there are Sequoia National Park with the tallest trees in the world, Lake Tahoe with its crystal blue water or some of the hottest deserts with diverse wildlife such as Death Valley. There is also one of the greatest mountains in the world, The Sierra Nevada Mountains and Mt. Whitney as the state’s highest point.

It can be concluded that some significant events helped in the creation of the state and made California one of the most desirable tourist destination in the world.
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**List of pictures:**

Picture 1 Map of California.................................................................9

Picture 2 Sutter’s Mill.................................................................10

Picture 3 World’s first motel...............................................................12

Picture 4 Mojave Desert...............................................................15

Picture 5 Joshua Tree...............................................................16

Picture 6 Dante’s View.......................................................... 17

Picture 7 Yosemite National Park...................................................18

Picture 8 Lake Tahoe...............................................................19

Picture 9 Sequoia National Park.....................................................20

Picture 10 Map of California’s National Parks.................................20

Picture 11 Los Angeles.............................................................22

Picture 12 Hollywood...............................................................23

Picture 13 Beverly Hills.............................................................24

Picture 14 Disneyland...............................................................24

Picture 15 San Francisco............................................................ 26

Picture 16 Golden Gate Bridge.....................................................27
Picture 17 Cable cars.................................................................28
Picture 18 Alcatraz.................................................................29
Picture 19 Napa Valley............................................................30

List of tables:
Table 1 Population by race......................................................13
Table 2 International visitors in California in 2016.........................33

List of figures:
Figure 1 Visitor volume in San Francisco in 2016...........................30
Figure 2 Total direct visitor spending in 2016............................31
Figure 3 California state impact of tourism.............................32