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TOURISM OF SAN FRANCISCO AND ITS SHARE IN THE ECONOMY OF CALIFORNIA

FINAL PAPER

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Abstract

This final paper covers basic information about the USA and California and the city of San Francisco, as the main topic of the paper. The United States of America, a federal republic of 50 states, is a country in North America. California, the 31st American state, is located in the western part of the States, on the Pacific coast. In California there is a city named San Francisco, officially, the City and County is the cultural, commercial and financial center of Northern California. San Francisco is the 13th-most populous city in the United States and the fourth-most populous in California.

Tourism contributes to complete growth and development of California: firstly, by bringing a great economic value and benefits and secondly, by helping build the country's brand value, image and identity. Some of the most popular tourist attractions in San Francisco include, among many others, the Golden Gate Bridge and Alcatraz Island. There are also many other historical and cultural sights that attract tourists from all over the States, but also from all over the world. While sports tourism has not always been extremely popular, during the recent decade the number of people attending the sporting events has drastically increased, which altogether largely contribute to the overall city economy, as well as the economy of California.

Key words: California, San Francisco, sport, the USA, tourism
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1. Introduction

The United States of America, one of the richest and most powerful countries in the world occupy the middle of the North American continent with its 48 states, but it also includes the state of Alaska in the north-west and the island state of Hawaii in the Pacific Ocean, which makes the final count of 50 states. The USA stretches all along the North American continent from the Atlantic in the east to the Pacific in the west. The national capital is Washington DC. California is a state in the Pacific Region of the United States. It is bordered by Oregon to the north, Nevada and Arizona to the east and the Mexican state of Baja California to the south with the Pacific coast on the west. With 39.6 million residents, California is the largest U.S. state and the third-largest by area. The state capital is Sacramento. Another important city in California is San Francisco, which occupies the northern tip of a peninsula and it covers an area of about 46.89 square miles (121.4 km²).

A popular tourist destination, San Francisco is known for its cool summers, fog, steep rolling hills, eclectic mix of architecture and landmarks including the Golden Gate Bridge, cable cars, the former state penitentiary Alcatraz, and many more. A vital part of San Francisco culture is found in its restaurants, bars and hotels. It is a cosmopolitan city, with a lot of different nationalities living in Chinatown, the Italian community of North Beach, Japantown, the Russian colony along Clement Street, and the Spanish-speaking Mission District. The city is also an important centre of finance. Other leading areas of employment include business services (personnel supply, building maintenance, security, computers and data processing, and advertising), retail trade, tourism and convention industry and professional services. The San Francisco Bay Area, which includes the major cities of San Francisco, Oakland, San Jose, hosts seven major league sports franchises, as well as several other professional and college sports teams and hosts other sports events, which also greatly contribute to the popularity of the entire area, as well as to the development of tourism and the income it creates.
2. The USA

The United States is a country in North America, a federal republic of 50 states. Besides the 48 states that occupy the middle of the continent, the United States includes the state of Alaska, at northwestern North America and the island state of Hawaii in the Pacific Ocean. The USA is bounded in the north by Canada, in the east by the Atlantic Ocean, in the south by Mexico and in the west by the Pacific Ocean. The state capital is Washington DC.

By the surface (9,363,000 km², of which Alaska 1.5 million km² and Hawaii 16,000 km²) and by the number of inhabitants (about 288 million), the USA is on the fourth place in the world (after Russia, Canada, and China), but they are the first economic force in the world. From the east to the west coast of the United States the distance is about 5,400 km and from the north to the southern boundaries about 2,700 km.

In the structure of the population, the least is employed in agriculture (3-4%), in mining and construction around 7%, in traffic about the same, in industry about 27%, in trade about 18% and other population in other tertiary activities. From this structure it is clear that it is a developed country with a high standard of living, which means that it has great opportunities to participate in domestic and foreign travel.

According to total revenue from tourism, the United States is today the largest tourism force in the world. With US $ 66.547 billion in revenue from international tourism in 2003, the United States is ranked first in the world, occupying about 12% of the world's total revenue from international tourism.

One of the states described in this paper is California. It is a state located in the Western United States. It is the most populous state and the third largest by area after Alaska and Texas. Also, California is the home of the most heavily populated city in the United States, Los Angeles –the City of Angels (Bilen, Bučar 2004).
3. California

California is a state in the Pacific section of the United States. It is bordered by Oregon to the north, Nevada and Arizona to the east, the Mexican state of Baja California to the south and the Pacific coast to the west. With 39.6 million inhabitants, California is the largest U.S. state and the third-largest by area. The main capital is Sacramento. The Greater Los Angeles Area and the San Francisco Bay Area are the nation's second- and fifth-most populous city regions, with 18.7 million and 8.8 million residents. Los Angeles is California's most populous city and the country's second-most populous, after New York (Enciklopedija, Večernji list d.d. Zagreb, 2007).
California is considered a global trendsetter in popular culture, innovation, environmentalism and politics. It is considered the home of the American film industry, the hippie counterculture, fast food, the Internet and the personal computer, among others. The San Francisco Bay Area and the Greater Los Angeles Area are widely seen as the centres of global technology and entertainment industries. California has a very diverse economy: 58% of the state's economy is centered on finance, government, real estate services, technology and professional, scientific and technical business services. Although it accounts for only 1.5% of the state's economy, California's agriculture industry has the highest output of any U.S. state.

California's $2.9 trillion economy is larger than other states, larger than those of Texas and Florida combined and the largest sub-national economy in the world. If it were a country, California would be the 5th largest economy in the world (larger than the United Kingdom, France, or India), and the 36th most populous as of 2017. The Greater Los Angeles Area and the San Francisco Bay Area are the nation's second- and third-largest urban economies ($1.253 trillion and $878 billion respectively as of 2017). The San Francisco Bay Area had the nation's highest GDP per capita in 2017 (~$99,000), and is home to three of the world's ten largest companies by market capitalization and four of the world's ten richest people (Enciklopedija, Večernji list d.d. Zagreb, 2007).
4. San Francisco

San Francisco, officially the City and County of San Francisco, is the cultural, commercial, and financial center of Northern California. San Francisco is the 13th-most populous city in the United States and the fourth-most populous in California with 884,363 inhabitants as of 2017. It covers the territory of about 46.89 square miles (121.4 km$^2$). San Francisco occupies the northern tip of a peninsula. To its south are the suburbs of San Mateo county, to the east and northeast is the bay, and to the west and northwest lies the Pacific Ocean (Enciklopedija, Večernji list d.d. Zagreb, 2007).

Picture 4 San Francisco map

Source: https://www.ticmate.com.br/p/14849/hop-on-hop-off-freestyle
The central business district, the financial district, the North Beach and the Chinese Quarter occupy the golden city. The remains of many ships abandoned in 1849 now lie under office buildings. In the west, at the Golden Gate Bridge ist the Presidio, a two-century-old military unit that became part of the Golden Gate National Recreation Area in 1994. South of the Presidio is the Golden Gate Park. The rest of San Francisco mostly consists of residential settlements, from the Pacific heights, where the old rich families live, to Hunters Pointe, which is mostly an African American community (https://www.britannica.com/place/San-Francisco-California).

A popular tourist destination, San Francisco is known for its fog, cool summers, eclectic mix of architecture, steep rolling hills and landmarks, including the Golden Gate Bridge, cable cars, the former Alcatraz and Lombard street. San Francisco is also the centre of banking institutions and different other companies such as Levi Strauss & Co., Gap Inc., etc. It is also the centre of number of educational and cultural institutions (Enciklopedija, Večernji list d.d. Zagreb, 2007).

4.1 San Francisco prehistory and founding

The first inhabitants of the San Francisco area arrived around 3000 B.C. By the 16th century, when the first Europeans sailed along the California coast (always missing the Golden Gate due to fog), the area was inhabited by the Ohlone-speaking Yelamu tribe. The first westerners who inhabited the bay were members of the Spanish Portola expedition in 1769. Seven years later, Juan Bautiza de Anza came north from San Diego with a settlement party to establish a Spanish presidio and mission. In Croatian sources from 19th century this city is also known as Sveti Franjo.(https://www.history.com/topics/us-states/san-francisco).

4.1.1 Gold rush and rapid growth

On January 24, 1848, the first gold was found at Sutter’s Fort, in the Californian foothills. Within months, San Francisco (renamed from Yerba Buena in 1847) became the central port and centre of the Gold Rush. Over the next year, the city’s population increased from 1,000 to 25,000.
The city was lawless and wild, its Barbary Coast district full of prostitution and gambling. Six major fires broke out between 1849 and 1851. Construction of the Central Pacific Railroad—funded by the “Big Four” businessmen Charles Crocker, Mark Hopkins, Collis P. Huntington and Leland Stanford—drew thousands of labourers from China. Although many were later forced to leave, San Francisco’s Chinatown quickly became the largest Chinese settlement outside of Asia (https://www.history.com/topics/us-states/san-francisco).

**Picture 5 Gold rush**

![Image of a gold rush advertisement](https://www.google.hr/search?q=san+francisco+gold+rush&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjggpiW6LTgAhXw4sKHSyjCTQQ_AUIDigB&biw=1536&bih=722#imgrc=GGSD7Z0HVAxuM:

**Source:**https://www.google.hr/search?q=san+francisco+gold+rush&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjggpiW6LTgAhXw4sKHSyjCTQQ_AUIDigB&biw=1536&bih=722#imgrc=GGSD7Z0HVAxuM:

### 4.1.2 San Francisco earthquake and recovery

The earthquake in California on April 18, 1906 ranks as one of the most important earthquakes of all time, estimated at 7.8 on the Richter scale. The tremors broke water mains and triggered fires that was going for four days, killing 3,000 people, destroying 25,000 buildings and leaving 250,000 homeless. The city rebuilt rapidly with an improved city center. In 1930 the city and its community started to grow quickly and this led to the construction of the iconic San Francisco Golden Gate and Bay bridges (https://www.history.com/topics/us-states/san-francisco).
A great change, which has been described as the Manhattanization of San Francisco, became obvious after the late 1960s, and it was both welcomed and resisted. In the financial district, one large building after another was constructed in the city in which, for generations, few buildings were higher than 20 floors. Among the modern skyscrapers are 555 California Street (formerly known as the Bank of America building), the Transamerica Pyramid and the Le Méridien San Francisco hotel (formerly the Park Hyatt). The Hyatt Regency is part of the big Embarcadero Center complex, developed by John Portman in the 1970s, which includes six city blocks and houses, numerous shops, hotels and restaurants (https://www.britannica.com/place/San-Francisco-California).
4.2 Population

The 4th most populous city in California is San Francisco (behind Los Angeles, San Diego and San Jose). It experienced its major population boom from 1848 to 1849, when its population grew by a massive 2,400% because of the California Gold Rush. Its population has grown very steadily since then, except for declines during the 1960s through the 1980s. Population of 884,363 only represents the city, with a metropolitan area population of around 4.6 million. San Francisco is also the centre of the San Jose-San Francisco-Oakland metropolitan area, which has a population of 8.7 million. It is the most densely populated large city in the state.

The population in 2016 is estimated to be over 860,000. Table 1 shows the population decrease from 1960 to 1980, after which the population increase has continued until today. The population of San Francisco is projected to reach 969,000 by 2035, which is nearly a 20% increase from today's population. Table 2 shows male and female population by age. Median
age of male population is 38.1 and female 38.6 (http://worldpopulationreview.com/us-cities/san-francisco-population/).

Table 1 Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Growth</th>
<th>Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>884,363</td>
<td>8,260</td>
<td>0.94%</td>
</tr>
<tr>
<td>2016</td>
<td>876,103</td>
<td>9,783</td>
<td>1.13%</td>
</tr>
<tr>
<td>2015</td>
<td>866,320</td>
<td>13,002</td>
<td>1.53%</td>
</tr>
<tr>
<td>2014</td>
<td>853,258</td>
<td>11,988</td>
<td>1.42%</td>
</tr>
<tr>
<td>2013</td>
<td>841,270</td>
<td>10,664</td>
<td>1.31%</td>
</tr>
<tr>
<td>2012</td>
<td>830,406</td>
<td>14,112</td>
<td>1.73%</td>
</tr>
<tr>
<td>2011</td>
<td>816,294</td>
<td>10,524</td>
<td>1.31%</td>
</tr>
<tr>
<td>2010</td>
<td>805,770</td>
<td>29,037</td>
<td>0.37%</td>
</tr>
<tr>
<td>2000</td>
<td>776,733</td>
<td>52,774</td>
<td>0.71%</td>
</tr>
<tr>
<td>1990</td>
<td>723,959</td>
<td>44,585</td>
<td>0.64%</td>
</tr>
<tr>
<td>1980</td>
<td>679,374</td>
<td>-36,700</td>
<td>-0.53%</td>
</tr>
<tr>
<td>1970</td>
<td>715,074</td>
<td>-24,542</td>
<td>-0.34%</td>
</tr>
<tr>
<td>1960</td>
<td>740,516</td>
<td>-55,041</td>
<td>-0.46%</td>
</tr>
<tr>
<td>1950</td>
<td>775,557</td>
<td>140,821</td>
<td>2.02%</td>
</tr>
<tr>
<td>1940</td>
<td>634,536</td>
<td>142</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

Source: http://worldpopulationreview.com/us-cities/san-francisco-population/
4.3 Climate

Winter in San Francisco is rainy and wet, spring is sunny, summer foggy and chilly and autumn sunny and warm. The average minimum temperature is 51°F (11°C) and the average maximum is 63°F (17°C). There is sunshine during two-thirds of the possible daylight hours. The most typical feature of the weather is the summer fog, which lies low over the city until midday. This fog is a phenomenon of temperature contrasts, created when warm, moist ocean air comes in contact with cold water which is lifted from the ocean bottom along the coast (https://www.britannica.com/place/San-Francisco-California).
Importance of tourism arises from the numerous benefits and advantages it brings to any host country, but real importance of tourism comes from its nature and how it is defined and structured. Tourism contributes to complete growth and development of the country: firstly, by bringing great economic value and benefits and secondly, by helping build the country's brand value, image and identity. Tourism industry goes beyond attractive destinations, to being an important economic growth contributor. Some of the most popular tourist attractions in San Francisco noted by the Travel Channel include the Golden Gate Bridge and Cable cars. There is also Lombard Street, known for its "crookedness" and extensive views. Tourists also visit Pier 39, which offers dining, shopping, entertainment, views of the bay and the famous Alcatraz Island.

The study (The San Francisco Travel Association) found that San Franciscans was nearly unanimous in understanding the economic importance of tourism with 98% respondents saying that tourism is very important or important to the vitality of the city’s economy.
Additionally, when directly asked if they believe tourism is “the city’s most important industry,” almost 56% agreed or strongly agreed. The study also found residents consider tourism important to the financial health of San Francisco’s city government with 96.2% agreeing that tourism is important to San Francisco's city budget. Less than 1% felt tourism has a negative impact on city finances. Tourism, San Francisco's largest industry, generated record-breaking numbers in 2016. More than 25.1 million people visited the destination, spending more than $9.69 billion. More than 76,520 jobs are supported by tourism in San Francisco (https://www.sftravel.com/).

Tourism is the major source of income. The bridges, crooked Lombard Street, Coit Tower, Chinatown, the museums, the restaurants, North Beach, the Victorian mansions and the dazzling Fairmont Hotel are major attractions; Fisherman’s Wharf, however, is the most popular. Families go over the area, watching fishermen prepare the crab catch and mend their nets among dozens of restaurants, souvenir shops, street entertainers and bakeries selling one of the city’s specialties, sourdough bread. Getting to Fisherman’s Wharf on the Powell-Hyde Street cable car is a popular route (https://www.britannica.com/place/San-Francisco-California).

![Picture 9 San Francisco attractions](Source:https://www.toreystreasures.com/2017/09/05/travel-guide-see-san-francisco-less-24-hours/)
5.1 Golden Gate Bridge

The Golden Gate Bridge is a Californian icon that captures San Francisco Bay. It is the most photographed place in the city. By joining San Francisco with Marin County and other surrounding areas further north, the Golden Gate Bridge was, at one point, marked by the United States' greatest human eye in the United States. Opened on May 28, 1937, the bridge was to be built for four years, and at the time of its completion it was the longest suspension bridge in the world, about two miles long. For a stunning view of the bridge, or for anyone interested in photographing the bridge, there are many ideal viewing points. On the side of San Francisco, Nob Hill, an area known for its old palaces, offers beautiful views of the bridge. Also, there is totally open view from the Alcatraz Island.

More than 10 million people visit the Golden Gate Bridge each year, which means, on average, more than 27 000 visitors per day. That is a lot of people walking, riding, driving and photographing one spot in San Francisco. But for perspective’s sake, if compared those stats with those of a few other notable tourist attractions in the US: New York City’s Empire State Building only sees 3.5 million tourists annually. Roughly 4.5 million people visit the Statue of Liberty each year - just slightly more than the 4.25 million who travel to Yellowstone and in Washington DC, just under 8 million tourists at the Lincoln Memorial each year (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).
5.2 Alcatraz Island

The historic and infamous Criminal Court in Alcatraz, located on the Alcatraz Island, 1.25 miles (2.01 km) offshore from San Francisco, was one of the most respected US prisons. The small isle was developed with facilities for a lighthouse, a military fortification, a military prison (1828), and a federal prison from 1934 until 1963. Starting in November 1969, the island was occupied for more than 19 months by a group of Native Americans from San Francisco, who were part of a wave of Native activism across the nation, with public protests through the 1970s. The prison was active for almost thirty years, closing in 1963 and reopening as a tourist attraction in 1973. During these 30 years its existence, a total of 1,576 convicts were received. At one time there were never more than 250, although there were 450 cells. From time to time, the number of guards and staff was greater than the number of convicts. Some of the most famous American criminals were prisoneres there, including Al Capone and “Birdman”, who later founded the fictional movie The Birdman of Alcatraz. In 1972, Alcatraz became part of a national recreation area and received designation as a National Historic Landmark in 1986.
Alcatraz today as a tourist destination currently welcomes more than 1.4 million visitors each year (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).

Picture 11 Alcatraz


5.3 Fisherman’s Wharf

One of the most popular tourist areas in San Francisco is Fisherman's Wharf. This old part, once Little Italy San Francisco, is known for its shops, restaurants and beautiful surroundings along the coast. It is a fun place to walk through the city. From here you can also visit the cruise for spectacular views of the city or organize a fishing charter. Some of the major attractions in this area include Madame Tussauds Wax Museum and Ghirardelli Square, the underwater world of the Second World War and part of the San Francisco Maritime National Historic Park. Pier 39, located in this general area, has more than 130 stores and unique places to eat. It also offers a beautiful view of the city.

The number of visitors to Fisherman’s Wharf is on the rise. A recently released study by SF Travel revealed that Fisherman’s Wharf sees about 16.4 million visitors a year, more than triple the number of visitors to Yosemite National Park. Of an estimated 25.5 million people annually who visit the city, 64.5 percent say they went to the Wharf, according to a survey given to 2,599 tourists (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).
5.4 Cable cars

Cable cars were introduced in 1873 to help local residents fight with many hills on which the city was built. The San Francisco cable car system is the world's last manually operated cable car system. Of the 23 lines established between 1873 and 1890, only three have remained, two routes from downtown near Union Square to Fisherman's Wharf and the third route along California Street. Today, a few remaining lifts provide an excellent way to explore the historic city. Powell-Mason and Powell-Hyde are the most scenic routes. Cableways connect tourist major attractions such as Fisherman's Wharf, Ghirardelli Square, Building Land, Nob Hill and Lombard Street.

A study from 2016 shows that 5,800 000 people were traveling with cable cars that year. Although cable cars were also used by local population, in 2018 most of the 7 million passengers were tourists (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).
5.5 Lombard street

Lombard Street is an east to west street in San Francisco, California that is famous for a steep, one-block section with eight hairpin turns. Stretching from The Presidio\(^1\) east to The Embarcadero\(^2\) (with a gap on Telegraph Hill), most of the street's western segment is a major thoroughfare designated as part of U.S. Route 101\(^3\). The famous one-block section, claimed to be "the crookedest street in the world", is located along the eastern segment in the Russian Hill neighborhood. The street was named after Lombard Street in Philadelphia by San Francisco surveyor Jasper O'Farrell.

Lombard street attracts 2.1 million guests each year. In the summer months, an estimated 6,000 visitors per day come over to see the street, which offers views of the city (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).

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\(^1\) a park and former U.S. Army military fort on the northern tip of the San Francisco Peninsula, California, and is part of the Golden Gate National Recreation Area

\(^2\) the eastern waterfront and roadway of the Port of San Francisco, California, along San Francisco Bay

\(^3\) in the state of California is one of the last remaining and longest U.S. Routes still active in the state, and the longest highway of any kind in California
5.6 Chinatown

Unlike Chinese Quarters in other cities, Chinatown in San Francisco is a whole new area. It is also the largest Chinese district outside of Asia and the oldest of its kind in North America. Almost completely destroyed in the earthquake of 1906, the Chinese district was completely restored in Chinese style and was soon more attractive than before the catastrophe. Now with temples, theaters, workshops, small companies, stores, antiques and souvenirs, fabrics and traditional pharmacies, the Chinese Quarter has become one of the major locations in San Francisco. During any important Chinese holiday or event the Chinese district offers the most interesting, colourful, traditional celebrations, and Chinese New Year celebrations are often considered the best in North America. The main street in the Chinese Quarter for tourists is Grant Avenue, with Chinatown Gate on Grant Avenue and Bush Street.

The travel association expects 2.9 million international visitors in 2019 (with more than 526,000 from China). Visitors are expected to spend as much as $9.22 billion in the city.
nearly 3 percent more than they did in 2016 (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).

5.7 Twin Peaks

These two unique and uninhabitable hills, more than 900 feet high, with one of the most beautiful views of the city and bay, are underdeveloped and easily accessible to people. There is a path leading to the top of the hill with a parking lot where you can leave your car and enjoy the view from the hills and hiking trails across the northern and southern peaks (https://hr.tripnholidays.com/1029-san-francisco-us-ca-sf-hr).

Source: https://www.timeout.com/san-francisco/neighborhoods/chinatown-san-francisco
5.8 Golden Gate National Recreation Area

The Golden Gate National Recreation Area, which is not to be confused with Golden Gate Park, is a huge natural area located across the Golden Gate Bridge from downtown San Francisco. This 600 square mile park located in the Marin district brings you countless attractions, but is also a place to enjoy nature and relaxation. Walking trails, camps, picnic areas and beach areas are in the park. Some of the beaches have an unbelievable view of the Golden Gate Bridge. The park is also a place of history and a home of historic Fort Baker, former US Army site from the early 20th century.

Golden Gate National Recreation Area was the most-visited national park in 2016 in the USA. More than 19 million people visited Golden Gate National Recreation Area in 2016 (https://hr.tripholidays.com/1029-san-francisco-us-ca-sf-hr).
The Gold Rush (1848–49) established San Francisco as the major city of the West, known from the Oregon border to the country of Los Angeles simply as the City. It is still a large port, the financial and administrative capital of the West and a vital centre for trade and manufacturing.

A big part of the city population is employed in the area of finance. Other leading areas of employment include business services (personnel supply, building maintenance, security, computers and data processing and advertising), retail trade, tourism and convention industry and professional services. Many companies, such as Levi Strauss & Co., producer of one of San Francisco’s most famous products, blue jeans, have located their national headquarters in the Bay Area. Table 3 shows that unemployment rate is lower in San Francisco than in the United State. Household income is higher than in the United States, which means that life quality is better in San Francisco than in other US states (https://www.britannica.com/place/San-Francisco-California).
6.1 Industry and port

Manufacturing is the main source of income in the Bay Area. In San Francisco, in which manufacturing is a lesser source of income, the main industries are apparel and other textile products, food processing and shipbuilding, while the aerospace and electronics industries are strong in the cities of the peninsula. There is also Silicon Valley, a region just south of the bay that is the heart of the nation’s computer industry.

San Francisco has always been an important centre of shipping. In the 19th century ships stopped there from their journey around Cape Horn or the Isthmus of Panama, and “steamer day” was a civic institution, after 1914 cargo and passenger vessels arrived from the East by way of the Panama Canal. In 1867 the Pacific Mail Steamship Company opened the first service, sailing from San Francisco to Yokohama (Japan) and Hong Kong. Imports and exports now passing through the San Francisco Customs District make the combined ports of San Francisco Bay—San Francisco, Oakland, Alameda, Sacramento and Stockton one of the

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**Table 3 San Francisco economy**

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>San Francisco, California</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment Rate</td>
<td>3.5%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Recent Job Growth</td>
<td>3.9%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Future Job Growth</td>
<td>44.2%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Sales Taxes</td>
<td>8.8%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Income Taxes</td>
<td>0.08</td>
<td>0.046</td>
</tr>
<tr>
<td>Income per Cap.</td>
<td>$49,986</td>
<td>$28,555</td>
</tr>
<tr>
<td>Household Income</td>
<td>$78,378</td>
<td>$53,482</td>
</tr>
<tr>
<td>Family Median Income</td>
<td>$93,391</td>
<td>$65,443</td>
</tr>
</tbody>
</table>

Source: https://www.bestplaces.net/economy/city/california/san_francisco
most active international ports in the country (https://www.britannica.com/place/San-Francisco-California).

![Picture 19 Port](https://pacificcatch.com/7-things-dont-want-miss-marina-district-san-francisco/marina-district-san-francisco/)

**Source:** https://pacificcatch.com/7-things-dont-want-miss-marina-district-san-francisco/marina-district-san-francisco/

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### 7. Cultural life

A vital part of San Francisco culture is found in its restaurants, bars and hotels. To this the popular culture of Chinatown, the Italian community of North Beach, Japantown, the Russian colony along Clement Street and the Spanish-speaking Mission District must be added.

San Francisco’s most memorable contribution to the nation’s culture is its past. It was in the late 1960s that the city’s Haight-Ashbury District became a place for the “flower children” and “hippies” who declared themselves in headlong flight from the established society and who preached the saving graces of peace, love and hallucinogens. However, by the 1970s Haight-Ashbury had become an ugly and dangerous marketplace for drugs and vice. More recently, with the rise in real estate prices all over the city, Haight-Ashbury now boasts a middle-class population and specialty boutiques, upscale restaurants, used bookstores and the coffee houses (https://www.britannica.com/place/San-Francisco-California/Administration-and-social-conditions).
A great part of San Francisco has been its well-established image as a cultural centre. Until 1880 San Francisco had one of the largest opera houses in the country, the largest hotel, a public park, great churches and synagogues and a lot of mansions of millionaires. Drama and music were on high level, with appearances by such luminaries as Sarah Bernhardt, Edwin Booth, Luisa Tetrazzini, James O’Neill, Lillie Langtry and Lotta Crabtree. Isadora Duncan, in fact, began teaching modern dance in San Francisco.

San Francisco is home to two major musical institutions. The San Francisco Symphony performs in the Louise M. Davies Symphony Hall and gives pop concerts in the summer. With the exception of American Conservatory Theater (A.C.T.), the professional theatre is virtually nonexistent in the city. The surviving downtown theatres are largely occupied by the touring casts of successful Broadway shows (https://www.britannica.com/place/San-Francisco-California/Administration-and-social-conditions).

8. Sport

The San Francisco Bay Area, which includes the major cities of San Francisco, Oakland, San Jose, hosts seven major league sports franchises, as well as several other professional and college sports teams and hosts other sports events. Major sports franchises are in football San Francisco 49ers and Oakland Raiders, in baseball San Francisco Giants and Oakland Athletics, in soccer San Jose Earthquakes, in basketball Golden State Warriors and in hockey San Jose Sharks.

Sports tourism is travelling from one country, region, state to another in order to watch a game or sports competition. While sports tourism has not always been very popular, during the recent decade the amount of people attending out of area sporting events has enormously increased. People are now traveling far and wide just to attend their favorite events and that has encouraged the sudden spike in popularity. Sport tourism is a fast-growing sector of the

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4 a French stage actress who starred in some of the most popular French plays of the late 19th and early 20th centuries
5 an American actor who toured throughout the United States and the major capitals of Europe, performing Shakespearean plays
6 an Italian coloratura soprano of great international fame
7 an Irish-American theatre actor and the father of the American playwright Eugene O'Neill
8 an American actress, entertainer and comedian. She was also a philanthropist
global travel industry and equates to $7.68 billion in the world (https://www.sports-management-degrees.com/faq/what-is-sports-tourism/).

9. San Francisco tourism statistics

San Francisco hosted 16.5 million visitors in 2012, including hotel guests, those staying with friends and relatives, those staying in accommodations outside the city but whose primary destination was San Francisco, and regional visitors driving in for the day. Visitor spending reached the highest ever in 2012, with more than $8.93 billion spent in local businesses (up 5.5 percent from 2011). This means during an average day in San Francisco, 131,128 visitors are spending $24.46 million.

This massive injection of visitor dollars directly supports local hotels, restaurants, shops, attractions and cultural institutions. It also indirectly supports practically every segment of the city's economy and has a broad positive influence on government finances — some $562 million in tax and fee revenue flowed into the City and County of San Francisco in 2012, up 6.7 percent from the previous year. San Francisco's top 10 markets include New York, Los Angeles, Chicago, Washington, Boston, Seattle, San Diego, Portland, Sacramento and San Francisco Bay Area (outside of San Francisco).

According to Destination Analysts, Inc. San Francisco Resident Survey, the number of jobs supported by tourism rose by 3.6 percent in 2012, totalling 74,000 jobs with an annual payroll of $2.18 billion (up 6.2 percent from 2011). In addition, 53 percent of residents believe tourism is San Francisco is most important industry, and 98 percent believe tourism is very important or important to the vitality of San Francisco's economy. 82 percent of residents disagree that "San Francisco has too many tourists" and 78 percent believe tourism makes San Francisco a better place to live (https://www.sftravel.com/san-francisco-visitor-industry-statistics-1).

In 2014, the city received over 18 million tourists who spent about $10.7 billion during their travels. The city welcomed 150,412 average visitors per day with a spending of $29.23 million daily (2014), 31% of tourists were international (http://sfced.org/wp-content/uploads/2017/02/Tourism-Pitch-Sheet-2017.pdf).
In 2015, the city received over 24.6 million tourists (+2.7%) who spent about $10.7 billion during their travels ($25.4 million by the day). 62% of all overnight visitors stayed in hotels in San Francisco. The number of jobs supported by tourism rose 1% to 76,520 jobs in 2015, with an annual payroll of $2.3 billion (http://sfced.org/wp-content/uploads/2017/05/SF-Tourism-Hotels.pdf).

Table 4 San Francisco visitors

<table>
<thead>
<tr>
<th>Place of Stay</th>
<th>VISITOR VOLUME (Number of visitors to San Francisco in millions)</th>
<th>VISITOR SPENDING (Visitor spending in San Francisco in billion dollars)</th>
<th>% Charge 2012-2014</th>
<th>%Charge 2012-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco Hotel</td>
<td>5.08, 5.24, 5.3</td>
<td>$5.54, $5.2, $6.16</td>
<td>+1.13%</td>
<td>+15.58%</td>
</tr>
<tr>
<td>Private Home in San Francisco</td>
<td>1.11, 1.13, 1.21</td>
<td>$0.78, $0.8, $0.83</td>
<td>+6.6%</td>
<td>+0.36%</td>
</tr>
<tr>
<td>Other Bay Area Locations</td>
<td>5.95, 6.04, 6.36</td>
<td>$1.18, $1.3, $1.34</td>
<td>+5.03%</td>
<td>+2.9%</td>
</tr>
<tr>
<td>Bay Area Residents on Leisure Trips</td>
<td>4.37, 4.48, 4.478</td>
<td>$1.43, $2.2, $1.47</td>
<td>-0.6%</td>
<td>-33.15%</td>
</tr>
<tr>
<td>Total</td>
<td>16.51, 16.89, 18.04</td>
<td>$8.93, $9.5, $10.67</td>
<td>+6.5%</td>
<td>+13.7%</td>
</tr>
</tbody>
</table>


Table 5 Visitors in 2015


Table 6 shows the number of overseas visitors from 2009 to 2016 in millions. San Francisco is ranked 5th by number of visitors, preceded by New York, Miami, Los Angeles and
Orlando. In 2015 there were 3.63 million visitors in San Francisco, which is the highest since 2009 (https://www.sftravel.com/san-francisco-visitor-industry-statistics-1).

Table 6 Overseas visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>New York</th>
<th>Miami</th>
<th>Los Angeles</th>
<th>Orlando</th>
<th>San Francisco</th>
<th>Las Vegas</th>
<th>Honolulu</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>7.79</td>
<td>2.66</td>
<td>2.52</td>
<td>2.4</td>
<td>2.23</td>
<td>1.85</td>
<td>1.5</td>
</tr>
<tr>
<td>2010</td>
<td>8.46</td>
<td>3.11</td>
<td>3.35</td>
<td>2.72</td>
<td>2.64</td>
<td>2.43</td>
<td>1.63</td>
</tr>
<tr>
<td>2011</td>
<td>9.29</td>
<td>2.96</td>
<td>3.65</td>
<td>2.79</td>
<td>2.87</td>
<td>2.79</td>
<td>1.79</td>
</tr>
<tr>
<td>2012</td>
<td>9.11</td>
<td>3.48</td>
<td>3.39</td>
<td>3.18</td>
<td>2.8</td>
<td>2.71</td>
<td>2.23</td>
</tr>
<tr>
<td>2013</td>
<td>9.58</td>
<td>4.01</td>
<td>3.78</td>
<td>3.72</td>
<td>3.04</td>
<td>2.85</td>
<td>2.56</td>
</tr>
<tr>
<td>2014</td>
<td>9.89</td>
<td>4.93</td>
<td>4.47</td>
<td>4.2</td>
<td>3.18</td>
<td>3.04</td>
<td>2.52</td>
</tr>
<tr>
<td>2015</td>
<td>10.13</td>
<td>5.51</td>
<td>4.86</td>
<td>4.72</td>
<td>3.63</td>
<td>3.41</td>
<td>2.38</td>
</tr>
<tr>
<td>2016</td>
<td>9.8</td>
<td>5.38</td>
<td>4.98</td>
<td>4.47</td>
<td>3.57</td>
<td>3.33</td>
<td>2.39</td>
</tr>
</tbody>
</table>


For 2018, San Francisco Travel forecasted a total of 26.3 million guests to the city, an increase of 3.0 percent. Total spending by guests in 2018 was projected to reach $9.46 billion, up 4.0 percent.

Average hotel occupancy rates were down 2.4 percent for 2017 and projected to be up 0.4 percent for 2018. Average daily rates were $249.49 for 2017 and were expected to average $254.67 for 2018 (https://www.sftravel.com/article/san-francisco-travel-reports-record-breaking-tourism-outcomes-2017-gives-projections-2018).
10. Conclusion

San Francisco, the fourth most populated city in California and one of the most interesting and traditional cities of the United States of America, one of the most developed countries in the world, is known not only within the US but all over the world as a very popular and very often visited tourism destinations, not only for domestic but also for foreign visitors. San Francisco has a very rich history, from the very beginnings in the 16th century and first Europeans coming to the area and the first European settlements there, followed by the very significant Gold Rush in the 19th century, which encouraged the development of the area even further. There have been certain setbacks, such as the 1906 earthquake, but the city has grown even better and more prosperous in the years that followed. The population of the city has been constantly growing, except a short period of decline in the 60s, with the today’s positive trend.

Because of many different factors, such as its climate, its specific fog, steep rolling hills, eclectic mix of architecture and landmarks, San Francisco is a very attractive tourism destination. The most recognisable tourism attraction of San Francisco is without any doubt the Golden Gate Bridge, a first suspension bridge in the world built back in the 1930s. There is also the Alcatraz island, most known as the former state penitentiary with a number of most notorious prisoners serving their time there. The picturesque cable cars, crooked Lombard Street, Fisherman’s Warf and many other interesting tourism destinations contribute to San Francisco as one of the cities in which tourism plays a very important economic growth factor. The city is the centre of banking, cultural life, entertainment and sport, all the branches that affect the overall economy of the city, but at the same time influence the development of tourism, which can be substantiated by the tourism figures and overall statistics.
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