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| **Coachella Case Study: Festival Tourism** |
| **Map of Festival Grounds:** |
| **Map of Larger Festival Area:** |
| **Description of Festival Geography: Area size? Camping Grounds?** ***Use the maps above!*** |  |
| **Description of Indio, California:****(Physical & Human Geography)** |  |
| **Description of Festival:****(Primary & Secondary Resources)** |  |
| **Short History/Development:** |  |

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| **Coachella: Cost vs. Benefits***Read the articles attached to the website under “6b. Cost vs. Benefit Analysis”* *You may not have to read all of them to find specific examples of social, economic and environmental costs and benefits of this festival. Be specific in your answers using facts and figures.* |
| **COST** **(Social)** |  |
| **BENEFIT** **(Social)** |  |
| **COST** **(Economic)** |  |
| **BENEFIT** **(Economic)** |  |
| **COST** **(Environmental)** |  |
| **BENEFIT** **(Environmental)** |  |

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| **Other Information:***If you finish your tables above, begin to delve into the idea of sustainability and the impact of Transnational Corporate (TNCs) involvement in Coachella by summarizing the actions below.* |
| Coachella Sustainability Plans: (6c) |  |
| The Influence of TNCs on Coachella: (6d) |  |