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PAPER ABSTRACT (657 Words):

Tourism and Performance: Scripts, Stages and Stories

Creating Aristotelian Irrevocable Change in Tourists Touching Down at Newark Liberty International Airport

This paper will examine and evaluate how Aristotle's theory of dramatic structure, as described and employed in his classic *Poetics*, creates irrevocable change in tourists touching down in Newark Liberty International Airport in New Jersey on their way into the urban core. Plot, Character, Thought, Diction, Music and Spectacle are all cleverly employed by Newark Liberty to send subliminal heuristic messages of comfort, perception and welcoming to those who step foot on the urban asphalt. The structure of the paper consists of the following elements:

PLOT

Plot is the most important step in the process towards positive irrevocable change that Aristotle sought to create in the dramatic experience. If characters in a play, or the acted upon tourist in an airport, can return to the same state of mind after the dramatic experience then the structure for change failed. Creating a sustainable successful Plot is paramount in determining how the character/tourist will not only irrevocably perceive the airport but also the city in which it sits.

CHARACTER

In a dramatic piece Characters are the method of deliverance for the Plot. What Characters belong to the story of and affect the dramatic experience of the Tourist at Newark Liberty? Security, vendors, airline employees and other travelers are all influences that create a unique, but methodological, irrevocable tourist experience.

THOUGHT

This part of the dramatic experience is, for many, the most difficult to quantify and explain. Thought is simply the "big idea" of the dramatic experience. What is the creator of the dramatic piece trying to say on a universal human level: What emotion does Newark Liberty want to seek purchase within each tourist? This attempt for grandness beyond the body must not be diminished and in the case of Newark Liberty one must carefully piece together previous clues from Character and Thought to begin to settle on the big idea of Newark as an irrevocably desirable international tourist opportunity. Newark Liberty is the entrepôt for Thought into the port of Newark Tourism.

DICTION

Diction is the language mode and codes and regional accents employed to tell the story. Newark Liberty is a cornucopia of cultures and mother tongues. The experience for the tourist caught in the sinew of morphemes, glosses and syntactic congruities can only serve to help make a positive, but irrevocable, dramatic experience if one understands how to position Diction in the proper pedagogic frame.

MUSIC

Music is everything one can hear. Musical phrases, the cacophony of cellular phones and the general buzz of the international terminal all serve to create a “can’t go back” Music experience for the tourist. Music plays the emotions and points the eyes and, in turn, propels the body forward. Discovering how Music influences tourist decision-making is an epistemological nuance many miss.

SPECTACLE

Spectacle is what one sees with the eye. Banners, vendor carts, architecture, furniture, flooring and other decoration and infrastructure all play together to help round off the definitive, irrevocably formal dramatic tourist experience. Learning how Spectacle moves the being and satiates the spirit is vital to creating a memorable tourist experience.

The mistake many make when examining Aristotle’s *Theory of Dramatic Structure* is to believe it is built in pyramid form with Plot at the bottom and Spectacle at the top. A pyramid schematic is a misreading of Aristotle’s intention. Building dramatic structure is a straight line process: Begin with Plot, then move on to Character, Thought is next, etc. Step creation provides a more fulfilling sense of dramatic satiety – especially for the tourist – because each step is given equal weight in the final consumption of the event. To make Plot grander and deeper than Spectacle is incorrect and for the tourist touching down at Newark Liberty International Airport, the Aristotelian irrevocable change of the experience is lived in real time during the dramatic passing through of corridors of comfort and space and into an inviting urban core where promises of further irrevocable change continue to be construed.