

## **The Role of Destination & Attraction in Tourism.**

A tourist destination plays an important role in attracting tourists, a tourist destination is a geographical location which has all the important components to attract tourists and fulfill their all demands and needs, A tourist destination comprises of different components which are characterized as the 4 A's. The 4 A'S are classified as follows:

**Attractions** which motivate and attract tourists to visit the destination and it consists of the man-made as well as natural attraction features or cultural events.

**Amenities** which include a range of supporting facilities and services like accommodation, food, entertainment and recreation which are required by tourists at the destination.

**Access** in terms of development and maintenance of transport which provides the link to the tourist destination as well as the tourist attractions at the destination.

**Ancillary** services which are provided to customers and industry by the destination through a local tourist board.

### **Tourist attractions**

Gunn stated that tourism attractions form an essential part of tourism destinations and that they are one of the four key segments of the tourism system. Attractions are located within the destination and they form the basis of the tourism product at the destination. A destination without potential or real tourism attractions cannot be developed into a tourism destination.

There are various forms of attractions but not all of them can be used for tourism, therefore those used for tourism purposes must be classified as tourism attractions. Tourism attractions form part of the basic tourism resources and are one of the major reasons why tourists visit a destination.

**Inskeep** stated that tourism attractions can be divided into 3 categories;

**Nature attraction:** Nature attraction consists of the environment and natural resources such as wildlife sanctuaries, sunset and sun rise viewpoints, national parks, beaches, mountains, rivers, and other natural phenomena.

**Culture attraction** consists of entertainments and human activities such as Khajuraho dance festival, Tansen Samaroh, Jaisalmer camel festival, Nehru boat race Kerala etc.

**Unique attraction** Tourists are motivated to visit a particular destination by the information that they receive and their own motivation 'Push' them to visit a destination where their needs and wants can be satisfied. Smith (1996) stated that the 'push' factors are the socio-economic factors of the tourist as well as their motivation to travel and the 'pull' factors are the information received and the resources which are provided at the destination.

## **Components of tourism**

Tourism is a combination of sectors to form an industry. Such sectors are:

a) **Attraction sector** – These are nature based or man made used for tourism product development. There are three main types of attractions:

i) Natural attraction – are nature based like oceans, lakes, mountains, beaches, climate, wildlife, rivers etc.

ii) Cultural attractions – are secondary elements of attractions comprising the way of life of indigenous community in a particular area (natural setting) having not been highly affected by modernization. The cultural elements include rural village, remote setting, architecture, dress, art, handicraft, beliefs, religion, language, local food etc.

iii) Special attractions – are tertiary element of attraction consisting of built environment by man e.g. museums, entertainment centers, aquariums, athletic stadiums, theme parks, casinos and gambling centers, zoos and orphanages. Hotels and camping sites can also be categorized as special attraction.

b) **Transportation sector** – forms dynamic element of tourism involving modes and means of transport and travel infrastructure like ports and airports. It links TGR and TDR. It is also a tourism product/service and determines the tourists' experience on transit. It qualities are:

i) Reliability ii) Affordability iii) Convenience iv) Variety v) Comfort.

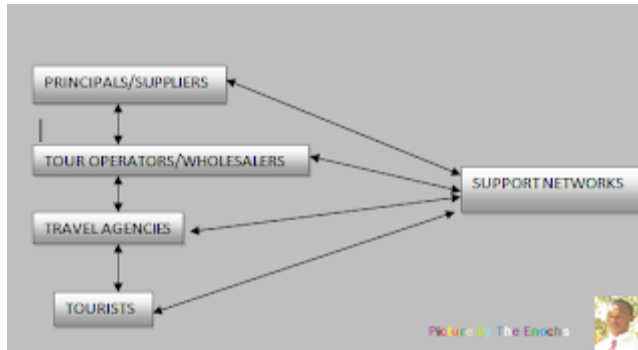
c) **Hospitality sector** – comprise of accommodation organization, catering organization and attitudes of community towards tourists and tourism business.

It is therefore subdivided into sub-sectors like lodging subsector (accommodation), food service subsector (catering) and entertainment. As shown below:

- **Lodging** comprises hotels, apartments, campsites, bandas, log cabins, lodges, villas, resorts, inns and tree houses etc.
- **Food service** subsector includes fast food operators, vending outlets, restaurants, functional catering/institutional catering etc. Functional catering offer meals on premises and transport them for consumptions during events like wedding, conferences, hospitals, schools etc.
- **Entertainment** subsectors comprise organizations that offer live or recorded music, discotheques, clubs, traditional entertainment music etc.

d) **Organization sector** – comprise of all the operations within the tourism distribution system who determine the movement of travel packages from manufacturers to tourists through intermediaries and support services. They include tour operators and tour

agencies that are connected to principals and consumers and support networks as shown below.



Principals include hotels, insurance companies, airways, and airport companies who manufacture travel elements which are packaged and priced by tour operators (wholesalers). Tour operators also make itineraries (schedule), maps; disseminate travel information, arranging travel requirements like booking and making reservations for travelers at a fee. The package is delivered to tourists through travel agents (retailers) at a commission. Tour operators can also use other support members like consolidators, air brokers and sales representatives to sell their tickets.

e) **Tourism infrastructure** – include built environment like statues, railways, theme parks, monuments, and other supply system such as telephone supply and sewage system and transport facilities like roads, rails etc. They are tertiary elements of attraction which can be considered special attractions because they facilitate satisfaction from cultural and natural resources/attractions.

f) **Destination services** – are service those facilities tourists consume throughout destination life cycle. it include travel information, insurance, entertainment, transport, catering, accommodation, language translation, security, banking, tour guiding, authority etc.

Stages of tourism consumption are:

- i) Pre-visit
- ii) Transit
- iii) Stay at the destination
- iv) Departure

## **2. Destination as product element of Tourist Destination.**

### **CONCEPT OF TOURISM DESTINATION**

Destinations provide tourism supply inform of attractions, facilities, infrastructure and organization which satisfy tourists' demands. Tourism product is comprises of

attractions, goods and services, transportation, accommodation, DMO,DMC,machines, equipment and experiences into an inclusive intangible service to satisfy tourists' needs.

The needs of tourists include novelty, adventure, freedom, change, spirituality etc.

**Elements of tourism products** include (according to Smith):

Tangible products  Service  Hospitality  Price  Freedom of choice

Kotler (2004) says that these products are developed in three levels which are:

**a) Actual products** - are the tourism packages that tourists purchase e.g. cultural products.

**b) Core product** – is the satisfaction expected from the actual consumed i.e. the ability of cultural tourism product to satisfy the search for novelty.

**c) Augmented products** – are the extra services or additional benefits which are expected to add value to the actual products and core products e.g. a free guided tour to a cultural homestead, free language interpretation.

Destinations vary depending on available products, development and forms of tourism promoted e.g. Kenya can be a historic, adventure or recreational destination.

### **Characteristics of destination**

**a) Accessibility** – it has to provide various means and modes of transport and transport infrastructure in order to link TGR and TDR.

**b) Diversity of attractions** – must provide diverse natural attractions as well as artificial attractions e.g. landscapes, wildlife, flora and fauna, museums, villa parks, amusement centers, entertainment centers, cultural and ethnic attractions and built environment.

**c) Proximity to other nearby destinations** – must be interlinked by being close to other destinations to complement the wholesome tourism experience. This facilitates communications, joint marketing, easy planning, and enhancement of tourists' satisfaction and development of tourism circuit.

**d) Presence of conservation efforts for future sustainability** – must have authority to plan and conserve natural resources and create protected areas like national parks and reserves in order to facilitate their use and future use and benefiting community.

**e) Presence of product development strategies for consumption** – it must have developed product to be consumed by tourists and must satisfy their needs.

f) **Differentiation** – they must be unique in physical characteristics i.e. wildlife, community attraction and built attractions. They must be distinct in image and different in comparison with other destinations.

### Types of destinations

Smith (1997) categorizes destinations into six types:

1. **Ethnic destinations** – places which promote ethnic and lifestyle of an indigenous community e.g. dances, religion, ceremonies etc.
2. **Cultural destinations** – places which promote vanishing lifestyle e.g. local settings, remote villages, and rural areas with activities like consuming local means, undertaking costume festivals, folklore dances performances, art and craft demonstration in old style fashion.
3. **Historical destinations** – areas which promote historical elements with attractions like old towns, churches, monuments, archaeological sites and museums and sound and light performances done in the ancient way.
4. **Environmental destinations** – areas which promote natural and environmental attractions e.g. national parks, mountain climbing, canoeing and camping etc.
5. **Recreational destinations** – are centers of sports like golf courses, tennis, ski-slopes, pump-fringe beaches which promote games and social contacts in relaxed environmental. Forms of tourism here are sports and beach tourism.
6. **Business destinations** – areas which promote trading, transactions and meeting, conferences with other activities like recreation and leisure.