

Tourist/visitor attractions

Component Factor

No

Ranking

Tourist/visitor attractions	Rank	Score	Descriptor
Influence	106 th out of 237	3.76 out of 5	Influential
Control	116 th out of 237	3.00 out of 4	Controllable
Priority	95 th out of 237	11.29	High Priority

Description/Definition

Tourist/visitor attractions are places of heritage, culture, nature, or activities that are associated with spending free time, sightseeing, relaxation, and leisure (De Nisco and Napolitano, 2006). These attractions can be tangible like heritage sites, museums, cathedrals, botanical gardens, craft shops, wineries, or intangible like heritage/culture, music, dance.

Why does it matter? (Influence)

Tourist/visitor attractions can be considered an addition to the overall town centre offer (Tallon and Bromley, 2004). They create a cultural atmosphere, influence the attractiveness of the place, enhance shopping purpose trips, and promote people's engagement and interest to the high street (Ravencroft, 2000). Tourist attractions enhance the visitor economy, not only in term of revenue but in terms of employability in the sites, craft shops with local products or wineries for example. Their influence on the high street is subject to the attraction itself, its popularity, and the locals' engagement to the attraction. They create familiarity, promote place identity and place attachment (Tallon and Bromley, 2004). Place identity plays a significant role in global impressions, and visitor attractiveness while the tourist/visitor attractions are part of creating trends, enhancing the visitors' satisfaction, thus promoting place competitiveness (Mazanec et al., 2007)

What can you do about it? (Control)

Attractions can be part of repositioning and reinventing the perceived image of the place that can enhance urban place branding (Dennis et al., 2002). The marketing and branding of attractions is controllable and can be improved, so to attract more visitors, promote visitor loyalty, benefit the visitor economy, attract investment opportunities, create employment opportunities, and improve infrastructure and accessibility. This can increase the overall footfall of the high street, and if it is combined with higher customer/visitor satisfaction, it

can promote not only visitors' but locals' engagement as well (Hart et al., 2013). Local people are part of the cultural atmosphere, while their engagement plays an important role in the creation and promotion of commercial attractions that can also be part of place branding, such as retail operations dealing with souvenirs, city-tours, gifts, and hand-crafted goods that can be actively marketed to tourists (Tallon and Bromley, 2004). It is thus important to develop an augmented place product in line with local people's perceptions of tourism activity, bearing in mind the fragility of the high street ecosystem, as excessive tourism development can generate local environmental issues, traffic, and sustainability challenges among other negative ramifications that have occurred in areas with sudden tourism (Bock, 2015).

See also

Attractions, visitor satisfaction, centre image.

References

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