Data Article

Do attractions attract tourists to a destination? Explaining theory with empirical data based on three source markets and three destinations

Abstract

This investigation aims to understand tourists' motivation/attraction theories based on empirical data. It analyses tourists' basic profile, their key travel facts, needs and drivers/motivations, perceptions, top activities participated at the destinations, and places visited, along with destinations' promotional activities, which may trigger visitation/repeat visitation to destinations from source markets. In the current context, Britain, New Zealand, and Singapore are applied as destinations, whereas Australia, China, and India are source markets to analyse the empirical data made publicly available by Singapore Tourism Board, VisitBritain, and Tourism New Zealand. The empirical data supports that tourists' motivations and attractions are in line with Pearce's (2011) model, and attraction and marketing appeals are in line with McKercher (2016b) and Leiper's (1990) model. Singapore is specific needs satisfier for Indian and Chinese tourists, but it is a general need satisfier for substitutable attractions for Australians. Australians are attracted to particular attractions in Britain and New Zealand. Still, Indians travel with general needs, whereas appealing to Chinese visitors by Britain and New Zealand with specific and broad attractions do work. For New Zealand, to some extent, attractions become secondary. This paper provides implications for both inbound and outbound tourism stakeholders.

Keywords: Attract to destinations, tourists needs and motivations, travel career patterns, tourist source markets and visitation, tourism marketing

UNDER PEER REVIEW

1. Introduction

Every year travel and tourism-related domestic, regional, and global organisations, as well as commercial data sellers, publish several research reports based on their observations on tourists' movements from the point of origin to a destination (i.e., place of attractions). The number of tourists that a source market produces, or a destination receives in a year determines their position or rank on the inbound or outbound league table for that particular year. Historical data is always a good source that facilitate forecasting of daily tourism volume for tourist attractions with greater significance than survey data (Bi, Liu, & Li, 2020).

So, in general, people may perceive that due to the more/less attractive power of a destination, more/fewer people visit it, resulting in changes in tourism-related statistics. However, it is not wise to claim that the power of attractions only causes tourists' visitation without any investigation. A lot of factors affect tourists' attraction to visit a destination, even accommodation-sharing might have an impact on neighbouring tourist attractions (Song, Xie, Park, & Chen, 2020).

Tourists do have needs and want that demands the availability of information (Leiper, 1990). Also, they have dynamics in their motivations (Pearce, 2011) and the decision-making process (Sirakaya & Woodside, 2005). Furthermore, several influences or externalities on the decisions found before a tourist have an itinerary to reach the point of purchase (i.e., moments before encountering the items/attractions). The current situations of tourist-recreational facilities in the destination regions of the country play vital roles to attract tourists (Mirzaev, 2018). Moreover, the appeal of a destination varied among the tourist type. For example, those people are physically challenged like the type, size and legal attractions known for their attractiveness to families (Cloquet, Palomino, Shaw, Stephen, & Taylor, 2018). What is attracted is also depends on a destinations' natural attractions, dual attractions, and cultural attractions as well as the people from the source markets/cluster characteristics of the outbound markets targeted or promoted the destinations (Lascu, Manrai, Manrai, & Gan, 2018). However, all the phenomena work together simultaneously or individually with the independent power of a unique attraction (McKercher & Koh, 2017) to take tourists away from home to a distant pleasure point.

The researchers have already proved that the traditional idea of consumers choice of an attraction for pleasure doesn't work like the product concept in marketing (Kotler, et al., 2018). Just building attractions doesn't derive demands unless it is appropriately appealing. Selling and marketing concept at the front stage and the product (the attractions) are backstage now. So, in tourism literature, it is still required more validity tests on whether and how much an attraction's charismatic power work as a proximate cause or as a secondary cause of gratifying pleasure thrust of the visitors. Moreover, how many attractions lead to visitation within the scope of a destination is a matter of question. For example, in the USA or Australia, as there are many attractions people can visit and even alter them based on impulse or immediate needs, it is not easy to count a single attraction's specific appeal. On the other hand, in a city-state, like Singapore, the influence of a single attraction on tourists or the destination as a whole can be measured easily.

UNDER PEER REVIEW

Although the word 'attraction' is one of the most buzzwords in the tourism discipline, not many researchers have practically tested the relationships among needs and attractions, push and pull motivations, needs and wants, and other triggers in tourists' decision-making process studying tourist attractions. Only the exception (McKercher & Koh, 2017) that compared among the ten source markets of Singapore to see the roles of the attractions to draw tourists in Singapore. It adopted Leiper's Tourist Attraction' model (Leiper, 1990) and McKercher's 'Role of individual attractions in drawing tourists to a destination model (McKercher, 2016a). However, the current study broadens the knowledge while including more destinations and analysing how three destinations are different across a specific market and how the same destination is different to each other source markets in terms of visitation. Beyond the so-called Role of attractions, what else may trigger visitations and make the attraction or a set of attractions secondary need satisfiers or substitutes is also explored. The mechanisms among perceptions, needs, motivations and visitations of the tourists for the first time are broadly explored based on empirical data that provide deep insights to the tourism marketers and policymakers to deal with inbound and outbound tourism with specific decisions.

2. Literature review

Attractions are at the centre of the tourism phenomenon from the perspective of a destination. However, the relationships between the influence of inherent qualities of attractions and tourists' flow are a matter of debate as the terms have broader meaning to people of various backgrounds or disciplines, but study tourism. The attraction is an entity that is comprised of some subcomponents that form the whole system. It includes human beings with tourism and travel needs, the attributes or features of a point of pleasure away from home and the availability of information about the characteristics of a place to visit (Leiper, 1990). Primarily this definition immerses the necessity of understanding the needs and wants of tourists. Needs are feelings of deprivation or lack of something that doesn't direct to rush to a need satisfier (Kotler et al., 2021). However, wants can shape needs through individual personality and social and environmental channels when tourists try to make a travel decision (Kotler et al., 2018). The decision channels are affected by causal conditions (e.g., time, energy, money) and are motivated to encounter stimulus available throughout the journey (Leiper, 1990). Leiper's opinion leads that the so-called sole power of attractions doesn't pull tourists; instead, a person is pushed by their drives, needs, and wants when these are favourable to external cues that experience the attractions.

UNDER PEER REVIEW

Practically, it is not very easy to understand that where do needs and motives start working. For example, tourists visiting friends and relatives with family members might visit a museum, although it was initially not his evoke set. Moreover, sometimes people have multiple motives. They need to trade-off between the needs in a cluster of needs that work as a segment or specific subsegment to identify an item as a satisfier or match with one-to-one desire (Herbert, 1996; Peters & Weiermair, 2000). However, Pearce (2011, develops layers and hierarchy of motives, including outer layer motives, which include the motives to get away from crowds, be isolated, touch nature, or visit any remote attraction

Similarly, other motives in the external layers (e.g., stimulation, social status, nostalgia, autonomy, and romance) generate different travel behaviours (Pearce, 2011). The core layer between the other two layers (e.g., novelty, relaxation, relationships) more frequently works to initiate travel behaviour. In contrast, the middle tier focuses on self-centred attributes, including self-actualisation, self-enhancement, and self-development. The two layers together foster tourism behaviour based on their position in the mind of tourists (Pearce & Lee, 2005).

The definition of an attraction as an activity or element that the tourists encounter for their pleasure (United Nations World Tourism Organization, 2008) creates some dynamics in understanding types of attraction or broad versus narrow or more general versus more specific needs that an attraction can satisfy. Such generalisation of attraction pushes us to think of individual versus a unit of attractions. For example, hiking or mountain climbing as a unique attraction might be part of nature/adventure, broadly including a set of such other attractions. More specifically, heritage' is a collection of tangible and intangible attractions, within which there are many individual items, for example, a historic building. And even within a historic building, there are different elements to satisfy different needs (McKercher, 2016). This also leads to understanding the product taxonomy concept (Kotler & Keller, 2009). In line with this model, McKercher (2016b) developed comprehensive tourism product taxonomy including general (e.g., pleasure, personal quest, human endeavour, nature, business) to specific tourism products/items (e.g., shopping, sightseeing) under each broad segment. So, people might be drawn when a destination tries to attract tourists based on heritage or nature. Still, there would be the question of whether, within the taxon, which individual item leads to more or fewer visitations.

From a pragmatic perspective, the relationship study between attraction and needs is critical to understand the power of attractions to draw tourists from the source markets to a

UNDER PEER REVIEW

destination. McKercher (2016a) developed the model entitled Role of individual attractions in drawing tourists to a destination, which integrates the concept of nature of needs, nature of attraction and the Role of individual items to posit in the choice set of a tourist. It discloses that when tourists' needs are broad or general, the evoke set includes several attractions or a set of similar attractions. Still, when needs are singular and specific, there is less conflict between substitutable attractions. These circumstances lead the tourism promoters to decide what they should do with a single attraction or a set of attractions depending on the size of the destination and other dynamics. In a broader sense, it intensifies the application of marketing and how marketing capitalises the needs, wants, motivations, information and aesthetics or externalities together with a set of literary attractions. However, it is noteworthy that destinations with many attractions or a single attraction invest in marketing activities to encourage tourists to visit them (The Drum, 2019).

3. Methods

It is an exploratory study based on secondary data, already collected for purposes other than the current research problem (Malhotra et al., 2006). Using secondary data in tourism research is worthy of many reasons. First, it is not feasible for an individual academic to survey a large pool of tourists to collect data on hundreds of items by visiting worldwide due to time, money, and energy. Second, many tourism-related organisations nowadays are strong enough to collect data on touristic characteristics at the departure, entry, and transit levels. They are also helpful to convert the raw data into useable information for academic researchers. Third, as multiple organisations from government levels to the field levels are engaged in data collection and processing stages, this kind of data is being perceived as reliable, updated, and valid, thus widely used in business and social sciences (Saunders, Lewis, & Thornhill, 2019).

Although sometimes it is a problem while working with the secondary data due to their fitness to a specific context, in the present context, as the used data were collected by various national level authentic organisations that are intensively related to tourism, this is not an issue. This paper uses variables like age and gender, visit purpose and frequency, motivations and perceptions and activities at the destination level. This research has chosen Singapore, United Kingdom, and New Zealand as destinations/visited markets and Australia, China, and India as source markets. Figure 1 shows the directions of attraction and visitation between the destinations and source markets. The selected destinations are ranked 17th, 6th, and 18th respectively on the Travel & Tourism Competitiveness Index. This index covers 140

UNDER PEER REVIEW

economies and broadly considers the environment, travel, and tourism policy, enabling conditions, infrastructures, and natural and cultural resources as key indicators while ranking the destinations.

This research analyses publicly available online data made available by the destinations and outbound market reports of tourism and commercial organisations globally for the outbound market insights of Australia, China, and New Zealand. Based on the rank of the markets as a source, based on diversity of the destinations in terms of continents, and diversified culture in the regions and availability of data the markets are selected. The data of the Singapore tourism board is based on overseas visitors' surveys, leisure segmentation study and various focus groups and shot interviews with stakeholders (STB, 2018). The data for Britain are collected based on VisitBritain's inbound research and insight that is based on the latest International Passenger Survey data released by the Office for National Statistics. Data is collected usually by interviewing 3,000-4,000 departing visitors every month (VisitBritain, 2019). Tourism New Zealand's corporate website collects statistics from New Zealand International Travel and Migration, MBIE international visitor forecasts, MBIE international visitor survey, and MBIE regional tourism estimates database (Which collect the data from Stats NZ International Travel and Migration) (Tourism New Zealand, 2018a). The current study also explores some key marketing activities done by the three-destination management-related organisations to get an overview and understand their implications in attracting tourists based on the online content analysis of marketing and branding materials published in different periods by the respective tourism organisations.

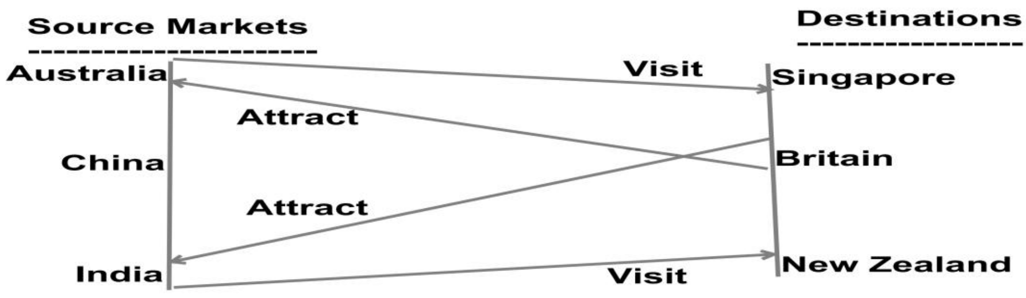

Figure 1: Source markets and destination Matrix (source: Author)

There are a few limitations to this method. As for all the indicators, the data are not from the same year, although the gap between two sets of data is not more than two years, in some cases, the exact reflection of the research problem is not generalisable from the results. However, many destinations related organizations don't publish yearly data due to their limitations. Some destinations usually publish bi-annual data as they think that it is unusual to get a dramatic shift in tourist inflow and dramatic changes happen in all the touristic variables for a mature and established destination within the short period. Moreover, data on different destinations/ outbound markets don't always focus on the same variables for every year whereas in some years they use alternative variables, so getting information on all the comparative indices for the same year is also a challenge. Therefore, this is not a big problem with the secondary data. However, the usage of more sources minimises that risk. This study is in a better position from this perspective as previous studies used only two source markets and two destinations whereas the current study uses three destinations and three source markets. Although Singapore is a city-state, whereas the United Kingdom is a big country, as mentioned earlier in the global tourism competitiveness index, it is placed before New Zealand and has many specific items that can attract tourists. In the UK there are many popular build attractions so, overall, it is reasonable to do a comparative study using the statistics of these destinations. Moreover, tourists' travel decisions also depend on their lifecycle matters and socio-economic issues, so the inflow of tourists in a particular year or different quarters of a year might be varied a lot, thus reflecting the attractions' sole ability to attract tourists.

4. Findings

A few tables and figures (i.e., primarily quantitative, and qualitative) summarise the tourists' basic profile, travel key facts, perception, motivation, activities participated, attractions visited, satisfaction levels, key marketing activities, and other corresponding issues facts for each source market. Also, each matrix for a destination and its source markets is discussed separately to give a comprehensive and comparative qualitative knowledge on attractions and visitations.

Table 1..Comparison of the three destinations: source markets, rank and number of arrivals. The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).

Destinations	Singapore			Britain			New Zealand		
Continent	Sovereign island city-state in Southeast Asia			Island situated off the north-west coast of Europe			A sovereign island country in the southwestern Pacific Ocean		
Source markets	China	India	Australia	Australia	China	India	Australia	China	India
Rank	**1**	**3**	**5**	**10**	**22**	**17**	**1**	**2**	**11**
Arrivals	3417594	144255	1107221	1,003000	391000	511000	1,516,489	420,139	63000

Table 2. Visitors' basic demographies The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).

Destinations	Singapore			Britain			New Zealand		
Source markets	China	India	Australia	Australia	China	India	Australia	China	India

UNDER PEER REVIEW

Age (i.e., majority)	39	36	43	25-34	25-34	35-44	25-54	25-54	25-54
Gender									
Male	41.9	58.3	54.8	48	49	64	55	52	53
Female	58.1	41	45.2	52	51	36	45	48	47

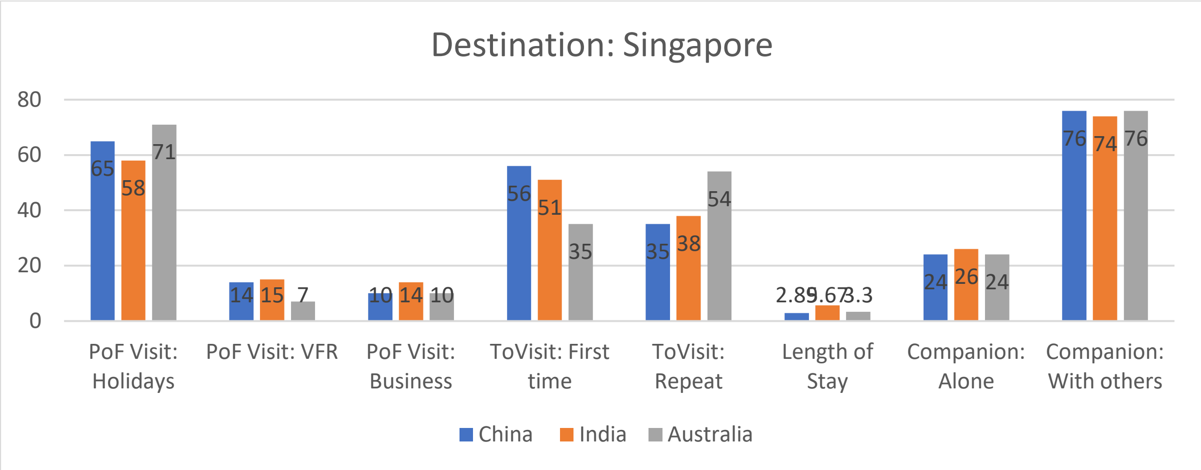

Figure 2. Visitors' purpose, type of visits, length of stays, and companion (%) for Singapore

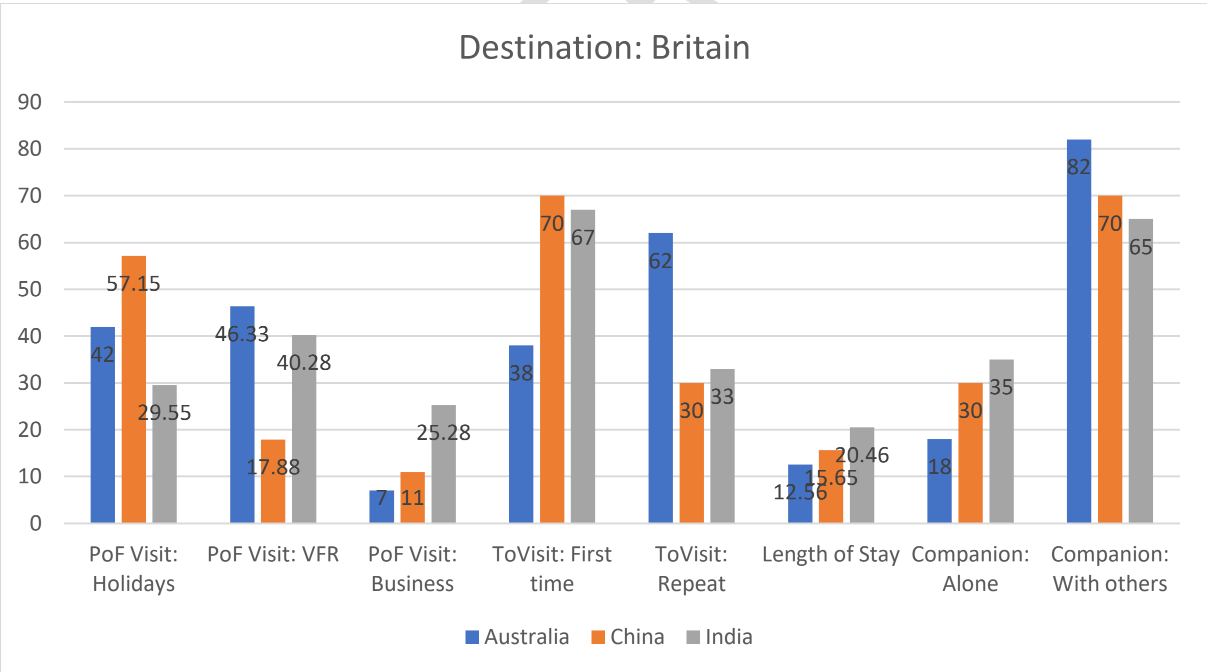

Figure 3. Visitors' purpose, type of visits, length of stays, and companion (%) for Britain.

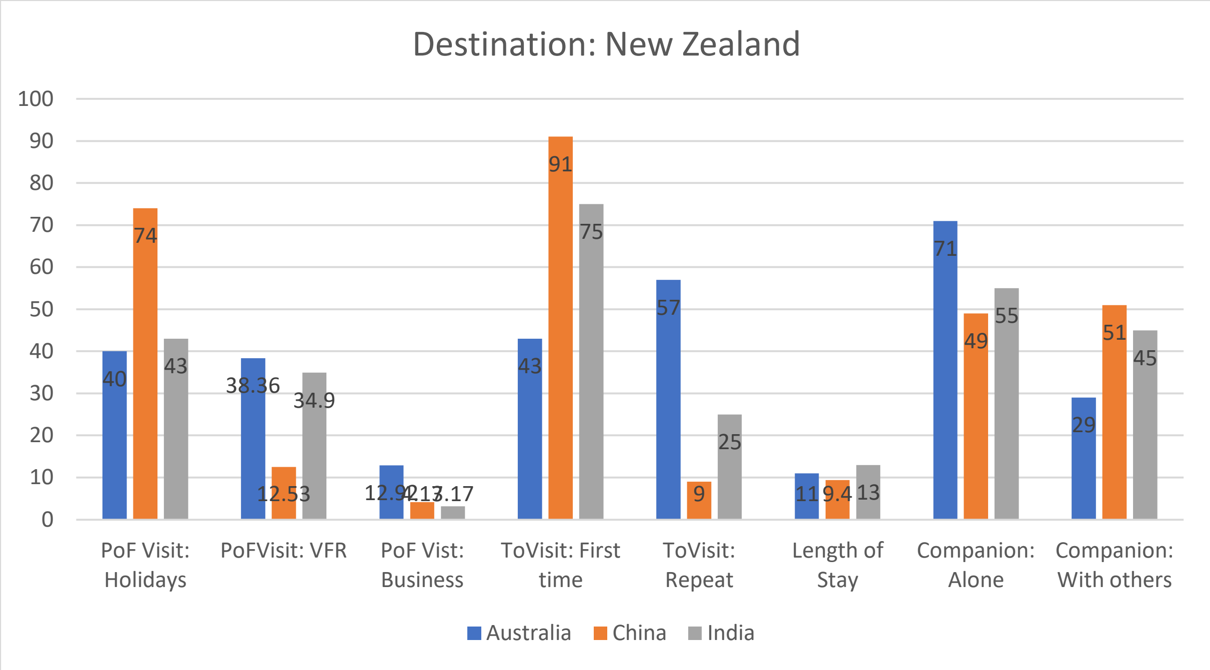

Figure 4. Visitors' purpose, type of visits, length of stays, and companion (%) for New Zeala

UNDER PEER REV

Table 3. Tourists' key facts, needs/ drives and perceptions The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).

Destinations:	Singapore			United Kingdom			New Zealand		
Source markets:	China	India	Australia	Australia	China	India	Australia	China	India
Rank	1	3	5	10	22	17	1	2	11
A few travel key facts	Seek well-known and iconic experiences ("biggest", " tallest", "newest, "must-dos" attitudes, travel with a bigger party	70% mostly travel with spouse and cover neighbouring destinations on the same trip, 86% prefer hawker centre/food court/coffee shop	57% 'Liked' a brand or organisation, 59% Local Ethnic Restaurant	Influenced primarily by word of mouth and online reviews, 76% of the booked transport online	Influenced by travel agent or information on tour operator websites, 62% of Chinese visitor spent nights outside London	Influenced by word of mouth, then search engines, 63% transport and accommodate together	71% of Australians opt for self-drive holidays in New Zealand, return to New Zealand 3-4 times in their lifetime	Mostly travel with groups and use organised coach (i.e., 76%) for travel between destinations	Free Independent Travellers, honeymooners. ¾ combine their trip to New Zealand with another destination; nearly three-quarters of Indian holiday visitors come via Singapore or Australia.
Needs and drivers/motivations	Discovering and Enlighten, self-achievement, accompanying peers, taking breaks and recharge	Spend quality time with loved ones; relax and enjoy	Stress from day-to-day life, spend quality time with partner/family/friends, to have an unknown and new experience	Varieties, a must-visit destination in European holiday, test old and new attractions	London's best food markets tour, riding the Hogwarts Express, relaxing in the bath spa rooftop pool, staying in a fairy-tale castle, English vineyard tour	Child-friendly destination, countryside/natural beauty, historical destination	Walking and hiking, 73% ski; nature, excitement, immerse; self-drive holiday; escape from city life, and career-focused, fun and enjoy, learn and explore new things, break from busy life, feel relaxed and refreshed	Busy, time-poor, technology-heavy, vibrant shopping and nightlife, luxury, adventure, seeing a lot without travelling far between attractions, can broaden the mind, the opportunity for relaxing.	Nature, explore and learn new things indulge and pamper, broadening the mind
Perception	Comfortable family trip, safe and social, mixed culture	Good infrastructure laws, regulations, systems, best for beloved one	Value for money, fits the budget, too clean and safe", different smells, tests and religions, accessibility/connectivity	Fabulous contemporary culture, active and exciting, vibrant and buzzing central capital,	natural beauty, cultural heritage, welcoming, sculpture, sports	Cultural, historical, monumental, safe and secured, fish and chips	Proximity – a door away, a lot of fun, relax and unwind towards the end of the holiday, Affordable to fly	Comfortable, rejuvenating destination, give the touch of nature, open spaces, indulge & pamper, landscapes, friendly people	Honeymoon space, hot pools, friendly people, enjoyable, comfortable clean & unpolluted, affordable activities

UNDER PEER REVIEW

Table 4 Tourists' top attractions and mostly vist places. The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).

Destinations:	Singapore			United Kingdom			New Zealand		
Source markets:	China	India	Australia	Australia	China	India	Australia	China	India
Top activities/ attractions	Go shopping, visit a well-known landmark or tourist icon, visit a casino, nature or animal-related attraction	Visit a nature or animal-related attraction, a museum or gallery	With local tours visit friends or relatives, Visit a place or district with cultural or historical significance	friends and relatives, museums, music films, sports, coast or beaches countryside or village, arts (theatre/musical/ opera/ballet)	Shop on London's Oxford Street, visit parks or gardens, spa or beauty centre,	Sightseeing famous monuments/ buildings go on a guided tour, dine in a restaurant visit Parks/ Gardens go for shopping, socialising,	national parks, walk / hike/tramp, observing wildlife, scenic boat trip, beach gondola/cable car, museum/art gallery bars/nightclubs	geothermal park, hot pools, short walks, landscape, premium shopping & locally made goods, museums and art galleries, geothermal, orchard, scenic tour but Māori cultural experience / activity or train	landscape viewing, wildlife and but Maori cultural beauty watching, experiencing glaciers, kayaking, and dining
Mostly visit built attractions/places/points	51% Integrated Resort (MBS/RWS, 31% Sentosa, 42% Orchard Road, 31% Chinatown, 33% Merlion Park,	More visit free access attractions 42% little India, 21% Singapore flyer, 21% Singapore Zoo, 18% night safari	More visit free access area, 48% Orchard road, 38% China town, 46% Gardens by the Bay, 39% Integrated Resort (MBS/RWS),	Visit Buckingham Palace, Edinburgh Castle, historic Chatsworth House & gardens, mountain train up Snowdon	Visit Edinburgh Castle, View London from Shard tower / London Eye	Visiting museums or art galleries Visiting religious buildings, Oxford	Auckland, Otago	Auckland, Otago	Auckland, Otago

UNDER PEER REVIEW

Table 5. Destinations' promotion and tourists' level of satisfaction/loyalty

Destination promotes	Souvenirs are essential, digital platform presence	Buzz marketing	audio-guides which bring to live the stories behind the product or precinct, wet market tours, information signage and hands-on experiences like cultural cooking classes etc	Consumer and trade exhibitions, self-catering accommodation, quality of facilities in motels	In China, the GREAT China Welcome Programme has partnerships with Hainan Airlines (HNA Group) and Alitrip, Alibaba Group's tourism arm, People to People Dialogue (P2P)	Major publishing groups, Highest circulation daily newspapers* In-flight magazines, Major ladies' magazines, Travel magazines	The New Australia-Land website	China toolkit, WeChat promotions	Kiwi Link India, Joint venture consumer campaigns with airlines
Level of satisfaction trigger visitation/repeat visitation	45% "Likely" or "Very Likely" to revisit Singapore in the next 1-2 years for leisure	54% are highly satisfied and expect to return	46% "Very likely" to revisit Singapore in the next 1-2 years for leisure	85% are highly satisfied and recommend others	73% are highly satisfied and recommend others	90% 'extremely likely' to recommend Britain for a holiday	59% satisfied, 36% more than satisfied, 80% recommend others, how long it takes to travel between the major attractions	61% satisfied, 25% more than satisfied, 69% recommend others, how easy to travel around, but 22% passive,	60% recommended others, the locals welcome and recommend things to do and see, safe from crime and safe in involving adventurous activities.

UNDER PEER REVIEW

4.1 Comparative characteristics analysis of Chinese, Indian and Australian visitors in Singapore

China is one of the world's largest outbound markets. China is now the top source market to Singapore by replacing Indonesia, whereas India ranked 3rd and Australia 5th. 65% of the Chinese travellers to Singapore are holiday visitors (see Table 1 for relevant statistics), but Australia dominates the list (i.e., 71%). The Indian tourists stay longer than either Australian or Chinese tourists in Singapore. Over fifty per cent are first-time visitors who like to travel more with groups than independently. Australia produces the most repeat visitors. Both Chinese and Australian tourists visit Singapore accompanied by at least one person, including spouse, friends, children aged 19 years or below, parents/ parents-in-Law, siblings, partner/ boyfriend/ girlfriend, business associates/ colleagues, or relatives.

The Chinese tourists are derived by their self-achievement and enlighten needs, whereas Indians want to spend quality time with their beloved ones, but Australians are to experience new things. Indians perceive Singapore as best for its infrastructure, the Chinese find it a mixed culture zone, and Australians think value for money that fits the budget. Chinese are attracted to the casino, shopping, museum, and Indians go for nature or animal-related attractions. More importantly, 38% of Australians visit Chinatown whereas 31% of Chinese visit it, and 42% of Indians visit their culturally connected Little India. 45% of both the Chinese and Australian tourists recommend Singapore, whereas, for the Indians, the rate is a bit bigger (i.54%).

4.2 Comparative characteristics analysis of Australian, Chinese and Indian visitors in Britain

Australia is one of the excellent source markets for Britain, whereas being a leading outbound market, China Ranked 22nd for this destination. India's position is 17th on the list of inbound markets. Most of the tourists from India are male, but from Australia and China, the majority is Female. Australians and Indians are primarily friends and relative visitors, whereas the Chinese are holiday visitors in Britain. 70% of Chinese visitors are first-time visitors, followed by Indians (67%); however, 62% of Australians are repeat visitors. Australians feel that Britain is a must to visit destination in Europe. 62% of Chinese Visitors' nights are spent outside London. Australians are the variety-seekers, whereas Chinese look for fairy-tale castles and Indians like historical destinations. Indians perceive Britain as a fish and chips' destination, whereas the Chinese perceive it as a cultural heritage, and Australians

UNDER PEER REVIEW

think as a vibrant and exciting destination. In the case of built attractions, Indians mostly visit religious buildings and Oxford. Outside London, the Chinese visit Edinburgh castle, and these Australians visit Chatsworth House & gardens and mountain train up Snowdon. More than the Australians (85%), Indians (90%) are happy to recommend Britain to others, whereas 73% of Chinese do so.

4.3. Comparative characteristics analysis of Australian, Chinese and Indian visitors' in New Zealand

Australia is the proximate and largest inbound market for New Zealand, followed by China. Indians are far away from this island country in the southwestern Pacific Ocean and ranked at 12th regarding the number of visitors' arrival. While Australia produces more average length of stays for the New Zealanders, China sends more holiday visitors (74%) compared to India (43%) and Australia (40%). Over ninety per cent of Chinese holiday visitors are first-time visitors, whereas 75% of Indians are a novice in New Zealand. Still, more than half of the Australians are repeat visitors. Seventy per cent of Australians are independent travellers; however, more than fifty per cent of the Chinese visitors come to New Zealand in groups; for India, half of the tourists visit alone, and others accompany half.

The majority of the Australian visitors are induced by self-drive holidays, whereas the Chinese are driven by adventure and Indians are based on indulging and pamper attributes. Australians perceive New Zealand as the closest door for fun, while the Chinese think it is a rejuvenating destination, and most importantly, the Indians perceive it as their honeymoon space. Indians experience glaciers and kayaking, while the Chinese visit geothermal park, and Australians love beach gondolas and cable cars. 80% of Australian visitors recommend others to visit New Zealand, whereas 69% of Chinese and 60% of Indians do the same.

5. Discussion

The findings suggest a match between the fundamental concepts of attraction system (Leiper, 1990), travel career model (Pearce, 2011), McKercher's (2016a) 'role of individual attraction to draw tourists to destination' and tourism product taxonomy models. Sometimes tourists mention that they visit Singapore for nature or animal-related attractions. Sometimes they say they visit Edinburgh castle in Britain or visit the geothermal park in New Zealand. So, tourists usually say about the attractions they visited in these destinations that fall within different product taxonomy layers (McKercher, 2016). However, it is found that at the narrow level (item level), Singapore could attract Chinese tourists more than Indian and Australian tourists. In contrast, Britain successfully has done it for all three markets. On the contrary,

UNDER PEER REVIEW

New Zealand was prosperous only at the upper level of the product taxonomy to attract Indian and Chinese tourists based on more generic needs' satisfiers, except the Australians.

5.1 Attraction and marketing appeals in line with McKercher (2016b) and Leiper's (1990) model

Specific attractions played a vital role to draw Australian tourists to New Zealand. For example, 73% of Australians are attracted by SKI in New Zealand as the Australian tourists are knowledgeable that boost their confidence. The Chinese tourists said they were visiting Singapore to recharge, and the data shows that many visitors visited a casino. These two examples imply that when needs are specific individual attractions play vital roles in attracting tourists (McKercher, 2016). Moreover, it is found that tourists' needs and motivations are triggered by marketing campaigns by run destination management organisations. Singapore is promoting Souvenir culture to the Chinese and enhancing the digital connection with Chinese tourists. To the Indian market, Singapore is creating opinion leaders (Buzz marketing), Britain does the same thing for Australian tourists. However, for the Indian market, it is going for print media depending on the media consumption of the tourists. Britain also runs GREAT china welcome programme, partnerships with Hainan Airlines, and Alitrip, Alibaba Group's tourism arm, in China. People to People Dialogue. For Australians now, it is promoting self-catering accommodations, although 16% of Australians are of British nationalities.

New Zealand launches 'The New Australia-Land' website, which showcases everything available in New Zealand to a tourist called considerer (considering New Zealand to travel). New Zealand targeted consumers on WeChat's Ad Moments, then diverted them on the WeChat ecosystem, resulting in a 236% increase in active visits on the visitor sites and a 254% surge in referrals (The Drum, 2019). Recently Tourism New Zealand aired the "welcoming spirit'" of New Zealander's campaign. It features writer Heather Greenwood Davis, photographer Erika Larsen and illustrator Christoph Niemann as they travel to Kaikōura, Nelson Tasman, Rotorua and Whakatāne in highlighting the country's unique culture and warm and welcoming people. It is done to attract tourists from the USA, UK, Germany, Australia, and the most emerging market (i.e., India). New Zealand has created a website, namely China Toolkit, to increase the performance of New Zealand businesses and destinations services for the Chinese visitors that the Chinese visitors' value and enjoy. Therefore, based on these arguments, it can be said that tourists are derived by their needs and wants. They encounter by nucleus and markers (i.e., marketing stimuli) then take

UNDER PEER REVIEW

attractions in their choice set and visit an attraction. This evidence that the findings resemble the concepts of Leiper (1990) model.

Moreover, to attract more tourists the investigated destinations can significantly use social media, including Facebook, Twitter, and YouTube for more promotion, user engagement through firm-generated content (visual content and informative posts), tourists behaviour research, customer service, and use of user generated content (Kumar, Mishra, & Rao, 2021).

For example, visits, blogs, likes, photo sharing and references assists new visitors to make decisions based upon other users/peers' experiences, (Kumar, Kumar, & Mishra, 2015). This may result in more word-of-mouth benefit (Kumar et al., 2021). Not only the exposure benefit of social media that the destinations can enjoy using this approach but also from sustainability perspective online communication materials or online contents are less expensive, environment friendly and self-sustaining for a destination (Kumar, 2021).

5.2. Motivations and attractions in line with Pearce's (2011) model

This research has found a clear link between the motivations mentioned by the tourists in the three destinations with Pearce' (2011) core, middle and outer layer motives. For example, Chinese tourists say that their desire to be enlightened and enhance self-achievement motivated them to visit Singapore. These two elements are related to extrinsic and intrinsic middle layer motives. Moreover, Indian tourists emphasise honeymoon needs and broadening minds as the drivers to visit New Zealand. These are outer layer motives (i.e., romance).

Furthermore, tourists in Singapore mentioned that they are derived to get a release from stress from day-to-day life, which is part of core layer motives (i.e., escape). Also, the Australian visitors in the UK said that they are derived by a need to meet friends and relatives (relationships), which is also a part of the Pearce model (2011). These core layers conditions can be satisfied by a variety of substitutable activities. Besides the relationships between motivation and attraction, it is found that the visitors mentioned their needs that hit the broad/general part of the product taxonomy (i.e., product class and lines on the upper tiers). For example, the Australian tourists in New Zealand and Britain are derived with specific needs. In contrast, in Singapore, they are derived by experience unknown and new very general needs spending quality time with friends.

6. Conclusions

The study tries to explore the role attractions play to attract tourists based on theories and empirical data. Some tourists visit different destinations with different needs. Singapore is specific needs satisfier for Indian and Chinese tourists, but it is only a general need satisfier

UNDER PEER REVIEW

with substitutable attractions for Australians. Australians are attracted to particular attractions in Britain and New Zealand. However, Indians travel to Britain and New Zealand with general needs, whereas they appeal to Chinese visitors with specific and broad attractions. This investigation highlights the value-added activities done by the destination level organisations to present the attractions (sometimes individual or sometimes as a set) in a more convincing way to increase familiarity and have found successful for New Zealand case. The findings support the concepts of needs and want, information/marker, and attraction experience (Leiper, 1990). The current results also align with core, middle, and outer layer motivators of Pearce's Model (2011) and McKercher's (2016a) 'Role of individual attraction model'. However, an attraction itself may not be the sole cause of tourists' flow. Still, tourists' strong desire, wants motivations, marketing campaigns, social-economic, and other externalities together can draw visitors to a destination. In future, a survey on the tourists can be conducted in the selected destinations as a part of a larger project. Correlation among the promotions, travellers' number and intention to visit the attractions can be investigated. More destinations can be added in the future study.

DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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UNDER PEER REVIEW