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**ATRAKCJE TURYSTYCZNE:
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VISITORS' ATTRACTIONS: CONCEPTS, CONDITION, DETERMINANTS OF VISITORS' SATISFACTION

Summary

This publication concerns visitors' attractions as the primary aim of tourist trips and the primary component of the tourism system. Visitors' attractions, as understood here, are designated permanent resource controlled and managed because of their value, for the enjoyment, amusement, entertainment, recreation and education of the visiting public.

The central issue addressed in the book can be formulated as the two following questions: (1) *what are the features of visitors' attractions that determine visitors' satisfaction* and (2) *what are the visitor features that determine visitors' satisfaction with tourist and leisure activities undertaken within the premises of the attractions.*

The paper consists of the theory part and two empirical studies. As a result of theoretical investigation, a number of conclusions concerning the nature and concept of visitors' attractions were formulated:

1. Visitors' attractions comprise one of the primary components of the leisure and tourism system: they attract tourists to the tourist destination.
2. The literature acknowledges two definitions of attractions: tourist attractions and visitors' attractions. A tourist attraction can be anything that attracts visitors, including sites, events, amusement parks, shopping centres, and cruise ships, as well as the level of prices and the attitude of local residents. The stricter notion of visitors' attractions refers to designated permanent resources or institutions, generating income and providing visitors with education, leisure, entertainment or other types of experiences.
3. The product of any attraction is a product/service mix which combines tangible and intangible elements and has a relatively complex structure. Its nucleus constitute natural or cultural resources, which, in the process of attractions development, are enriched with various types of exhibitions and services, and finally form the product, that is, the activity, experiences and benefits of visitors who attend it.
4. Studies on visitors' attractions can be divided into: evaluation and assessment of attractiveness, visitor studies, analysis of product quality, and attraction management studies.
5. There are three general perspectives for classifying attractions: ideographic/descriptive, organisational/developmental and cognitive/perceptual.

6. Attractions development is characterised by three to five successive phases. Attractions are discovered, developed and reinforced until the stagnation phase, which is followed either by rejuvenation or decline.
7. Attractions are one of the primary components of the tourism system, forming the supply side along with the transportation sector, information, promotion and services.
8. The structure of an attraction comprises at least three components: a nucleus, which is either natural or cultural, a marker or a piece of information and a tourist. Additional components may include forms of interpretation and complementary services.
9. Attraction sightseeing can be viewed as „serious leisure” [Stebbins 1994], as a form of recreation or tourist activity, as a ritual [MacCannell 1976; Wieczorkiewicz 2008], or as a site consumption [Rojek 1997; Urry 2007; Ritzer 2009].
10. The major models describing the process of sightseeing attraction include: the “mindful visitor” model [Mscardo 1996; Pearce 2005], recreation opportunity spectrum [Clark i Stanley 1979], tourist attraction system [Leiper 1990; Richards 2002], the model of quality, satisfaction and behavioural intentions [Baker & Crompton 2000; Tomas et al. 2002; Yoon & Uysal 2003].
11. The main factors influencing satisfaction include: attraction features (heritage resources, forms of heritage interpretation and presentation, quality of services and tourist infrastructure and attraction authenticity) and visitor features (socio-demographic features, motivations, experiences from the visit, benefits and education).
12. The major indicators of the satisfaction are behavioural intentions: revisit intentions, word-of-mouth and willingness to pay.

The aim of the **first study** was to characterise the organizational and functional condition of visitors' attractions in Poland. For this purpose, questionnaire surveys were conducted among directors of Polish visitors' attractions (mainly museums, zoos and botanic gardens). Based on the qualitative and quantitative data collected, the condition of visitors' attractions in Poland was characterized and their typology was developed. As a result of the study, the following findings were identified:

1. The predominant visitor attractions in Poland include small and medium-sized facilities (with the yearly attendance of 10.000 to 50.000 visitors) owned by public entities. They are managed in a traditional way, which involves a relatively high number of full-time employees and low participation of volunteers. The income from their operation is small, and most expenses are covered by external subsidies. They offer a limited range of services: there tend to be not enough toilets, catering facilities and stores selling books and souvenirs.

2. Out of four identified types of attractions, two types (active/recreational and modern) are in a good condition in terms of infrastructure, organization and finances. The other two types (traditional and traditional/recreational attractions) comprise small, unmodernised facilities suffering from low subsidies and inconsistent attendance. They are in need of consultancy, financial support and modernisation, and they must become more market-oriented. A strategy of local activity, which involves activation of the local community to make them more engaged in the facility development, exhibition planning, organisation of thematic events, outgoing and marking a constant presence in the local public space of the region, might be able to compensate for the deficiencies revealed in the study.

The second study analysed determinants of visitors' satisfaction. Questionnaire surveys were conducted among visitors of four attractions in the Greater Poland and Kujawy regions: the Archaeological Festival in Biskupin, the Museum of Agriculture in Szreniawa, the Open Air Museum in Dziekanowice and the Zoological Garden in Poznań. The four-page questionnaire consisted of closed questions forming the scale for measuring variables, as well as an open question, which allowed the respondents to express their opinions on the attractions. The questionnaire included scales for measuring motivations, socio-demographic features, type of trip, the level of satisfaction and the evaluation of exposition, information sources, services, tourism infrastructure, benefits and knowledge gained during the trip. The survey was conducted with N = 1770 individuals. The study led to the following conclusions:

1. Among interviewed attraction visitors dominate females, young individuals aged 35 or less, individuals occupying specialist or managerial level positions, students and pupils, individuals having with higher education and living in cities. This is because city dwellers have more free time at their disposal, while those better educated ones tend to have wider cultural competences.
2. Visitors' preferences towards specific attractions are split by age group. The youngest individuals prevail among visitors to the zoological garden, those slightly older prefer the archaeological festival, while the oldest group chooses the open air museum and the museum of agriculture.
3. Visitors to the attractions are dominated by residents and one-day visitors. They comprise as many as 85% of all the visitors (the proportion of tourists among all visitors ranges from 10 to 17%). Therefore the attractions are mainly a place of cultural, recreational and sightseeing rather than tourist activities.
4. The prevalent motivational factor among attraction visitors is the socio-recreational one. Distinct differences in motivation occur between individuals living in the countryside and those living in cities. The former attend attractions mainly for educational purposes, whereas the latter are

mainly motivated by recreational purposes. Differences were also found between one-day visitors (residents) and tourists. Tourists show a significantly stronger interest in acquiring knowledge.

5. Visitors prefer attractions which are vivid, interactive and engaging (handicraft shows, song and dance performances), impressive in size (tractor engines), unusual (observation tower), mysterious and emotionally provoking (tiger paddock, nocturnal house) or aesthetically appealing (manor house). The lowest interest is found in traditional, static exhibitions and facilities (traditional museum exhibitions with display cases, pictures, insect house) and facilities devoid of any interpretation forms.
6. Visitors' satisfaction is determined by two main groups of factors: subject-related (visitors' features) and object-related (attraction features) (Fig. 98). These factors often correlate: for instance, satisfaction increases with age, but it also depends on the type of attraction.
7. The subject-related factors determining satisfaction include gender (females are satisfied to a greater extent than males), age (older individuals), education (better educated individuals), size of the place of residence (residents of bigger towns), distance from the place of residence (those who live closer), acquaintance with the attraction and the frequency of visiting similar attractions (positive), interest in the subject matter related to the attraction, being part of a sightseeing group (negative), motivations – especially related to benefits in terms of education, relaxation and a sense of authenticity (positive). The level of satisfaction is also influenced by the level of knowledge related to the specific attraction, as well as by the duration of the visit.
8. Attraction features that determine visitors' satisfaction include exhibitions containing vivid interpretations, shows, intriguing show-pieces, dioramas, live animals and animal paddocks resembling real-life conditions, authentic and nostalgia-provoking buildings and interiors. The most important information sources include signs and interpretation panels, conversations with the staff and the guiding tours. Interesting and well-developed leaflets have also a strong influence. Service and infrastructure components that influence visitors' satisfaction the most include the staff, adaptation for handicapped persons and toilets.
9. As a result of structural equation modelling, a number of correlations within the model of satisfaction and visitor intention determinants were identified (Fig. 99): (1) the perception of the quality of services and infrastructure, exhibition, and information sources has a significant impact on visitors' satisfaction, (2) satisfaction and benefits gained from the visit positively influence future behavioural intentions, (3) behavioural intentions are influenced by the perception of attraction features, but this influence is mediated by benefits, (4) the influence of satisfaction on behavioural intentions is not direct, but mediated by the influence on benefits, (5)

benefits and the perception of the attraction exert a stronger overall influence on behavioural intentions than satisfaction does, which results from the nature of satisfaction, which is determined by a number of factors that are beyond the control of attraction personnel, such as weather, the group accompanying the visitor, as well as the visitor's mood at a moment.

10. Attraction managers should primarily focus on visitors' benefits. They are the main mediator of visitors' behavioural intention, which are the main factor of the success of the attraction. Benefits are also markers of visitors' satisfaction and the overall perception of the attractions.
11. The segmentation of visitors was developed based on the benefits they gain from visiting attractions. In the analysis, five visitors' segments were received. The first segment, which was called *mindful visitors*, includes individuals interested in the exhibition, the related subject matter and sources of information, displaying a high level of knowledge and a high level of satisfaction at the same time. The *family visitors* are leisure-oriented and want to spend interesting time with family or friends. They seek places of respite, playgrounds or a separate space for children, as well as exhibition and interpretation forms which enhance social interactions and fun or even game activity. The *romantic visitors* include customers who value peace and authentic experiences, and who prefer historic attractions offering interesting forms of interpretation and a chance to learn something new. They are fond of vivid interpretation carried out in the authentic sceneries of historic sites or buildings. The *sightseeing visitors* include individuals seeking educational experiences for themselves and their companions. Therefore they expect educational exhibitions and attractions providing them with a chance to expand knowledge, offering various information sources and designed for visitors of different age groups and different cultural competences. The *mindless students* include the most problematic customers of visitors' attractions. They prevail among visitors of museums and paramuseal institutions in Poland, which are the most common destinations for school trips. These individuals, given their age, require a completely different interpretational programmes. In order to raise their interest, it is necessary to employ modern computer technologies, to use surprise, to promote active participation and physical activity, as well as to develop short and diversified programmes that help focus on the most important components of the interpretation programme.
12. The market segmentation developed in the study makes it possible to develop visitors' attraction products and marketing strategies targeted at specific segments of the market. The product development and the marketing strategy should be adjusted so as to ensure the provision of a full spectrum of benefits for the visitor, the most important of which include various forms of activity, experiences, education, relaxation, leisure and social interaction.