

Qualifi Level 4 Diploma



# Management of Visitor Attractions

Level 4: Diploma in Hospitality & Tourism Management  
UeCampus Study Guide



Academic Module



Study Guide



Online Learning

# Learning Journey

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## The Importance of Visitor Attractions

Understanding the fundamental role of visitor attractions in the tourism industry, their economic significance, and the various types of attractions that drive global tourism.

- ✓ Attraction fundamentals
- ✓ Types of attractions
- ✓ Tourism impacts

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## Tourist Motivation Theories

Exploring psychological frameworks including Maslow's Hierarchy, Push-Pull Theory, and Plog's Psychographic Model to understand what drives visitor behaviour and decision-making.

- ✓ Maslow's Hierarchy
- ✓ Push-Pull Theory
- ✓ Visitor types & needs

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## Management & Sustainability

Evaluating essential management techniques including carrying capacity, visitor management strategies, environmental impact assessments, and the product lifecycle model.

- ✓ Carrying capacity
- ✓ EIAs & lifecycle model
- ✓ Sustainability practices



### Learning Outcome

Gain comprehensive understanding of visitor attraction management for sustainable tourism development

Module Duration

**15 Slides**

# The Importance of Visitor Attractions

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Understanding the role of visitor attractions in the tourism industry and their economic, social, and environmental significance



## Economic Impact

Revenue & employment



## Social Impact

Cultural exchange



## Environmental

Sustainability focus

# Visitor Attractions: The Heart of Tourism

## ★ The Foundation of Tourism

**Visitor attractions** form one of the six essential sectors of the tourism industry. They are the primary motivation for travel—without attractions, there would be no need for accommodation, transportation, or other tourism services.

“Without attractions, there would be no need for other tourism services. Indeed, tourism, as such, would not exist if it were not for attractions.” – Fyall et al. (2022)

## 🏠 Six Sectors of Tourism Industry



Visitor Attractions



Accommodation



Transportation



Travel Organisers



Commercial/Industrial



Support Services

## 🔑 Key Characteristics

- 1 **Managed for visitors** – specifically designed to attract and cater to visitors
- 2 **Visitor facilities** – provide necessary amenities and services
- 3 **Leisure environment** – create pleasurable experiences
- 4 **Purpose-designed** – intentionally created for visitor enjoyment

## 💡 Did You Know?

The **Eiffel Tower** was originally intended to be temporary for the 1889 Paris Exposition but became so popular it was never taken down—now attracting **over 7 million visitors annually!**

📌 **Attractions account for up to 30%** of total tourism spending in some destinations.

# Types of Visitor Attractions

## Natural Attractions

Features of the physical environment that draw visitors through scenic beauty, climate, and wildlife.

### Scenic Beauty

Beaches, mountains, rivers, waterfalls, forests

### Wildlife


Game reserves, zoos, marine reserves

### National Parks

Protected areas, nature reserves

### Climate & Spas

Hot springs, wellness resorts

 **Example:** Table Mountain, South Africa

## Human-Made (Built)

Purpose-built structures and developments created specifically for tourism and entertainment.




Theme Parks



Casinos



Convention Centers

 **Example:** Burj Khalifa, Dubai (828m tall)

## Cultural Attractions

Places reflecting community heritage, history, and traditions—among the most popular attraction types.



**Historical Sites:** Castles, monuments, battlefields



**Religious Sites:** Churches, temples, mosques



**Museums & Galleries:** Art, history, science



**Tourist Routes:** Wine routes, heritage trails



**Events & Festivals:** Cultural celebrations



**Example:** Angkor Wat, Cambodia (UNESCO WHS)

## Social Attractions

Opportunities for visitors to interact with local communities and experience authentic daily life.

### Socialising

Local bars, community gatherings

### Living Arrangements

Homestays, farm stays

# Tourism Impacts on Visitor Attractions

## Economic Impacts

Revenue generation and economic development

### Positive

- Revenue through admission fees, merchandise, services
- Employment opportunities (direct & indirect jobs)
- Foreign currency earnings for host countries
- Infrastructure improvements & investment
- Regional regeneration & urban development
- Support for local businesses & suppliers

### Challenges

- Seasonal revenue fluctuations
- Income leakage to external operators
- Over-dependence on tourism

## Socio-Cultural

Community impact and cultural exchange

### Positive

- Cultural exchange & mutual understanding
- Heritage preservation through funding
- Educational programmes expansion
- Revival of traditional arts & crafts
- Community pride & identity strengthening

### Negative

- Over-commercialisation reduces authenticity
- Local community displacement
- Cultural dilution & commodification
- Rising costs of living for residents

## Environmental

Ecological impact and sustainability

### Positive

- Conservation funding from tourism revenue
- Protected area establishment
- Environmental awareness & education
- Wildlife habitat protection

### Negative

- Over-visitation causing erosion & wear
- Increased waste & pollution
- Traffic congestion & carbon emissions
- Habitat destruction & wildlife disturbance
- Water & energy resource depletion



## Sustainable Management is Essential

Effective planning must balance economic benefits with environmental protection and community wellbeing to ensure long-term viability of visitor attractions.

# Tourist Motivation Theories

Exploring psychological frameworks that explain why people travel and what drives their attraction choices



## Maslow's Hierarchy

Five-level needs model



## Push-Pull Theory

Internal & external factors



## Plog's Model

Psychographic types

# Maslow's Hierarchy of Needs in Tourism

## Theory Overview

Maslow (1954) proposed that human needs are arranged in a hierarchy—from basic physiological needs to higher-level self-actualisation. In tourism, this helps explain **why** people visit attractions and what they expect from their experience.

**Key Principle:** As each level is satisfied, individuals seek to meet the next level of need. Tourism providers must address lower-level needs before higher-level experiences can be appreciated.

## Application for Managers

- Identify what different visitors value and expect
- Create experiences appealing to deeper motivations
- Improve satisfaction by meeting basic needs first
- Design segmented products for different visitor types
- Ensure safety and comfort as foundation for enjoyment

## Why It Matters

Understanding Maslow's model helps explain why some visitors are satisfied by simple leisure activities, while others seek educational, adventurous, or transformative experiences.

### Self-Actualisation

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Personal growth, fulfilment, meaningful experiences

Application: Educational programmes, cultural immersion, conservation volunteering, craft workshops

### Esteem Needs

4

Recognition, achievement, status

Application: VIP tours, exclusive access, photo opportunities, challenging activities

### Social (Belonging) Needs

3

Connection, shared experiences, relationships

Application: Group activities, family-friendly events, interactive tours, welcoming staff

### Safety Needs

2

Security, protection, stability

Application: Clear signage, crowd management, safe pathways, emergency procedures

### Physiological Needs

1

Food, water, rest, comfort

Application: Clean restrooms, seating areas, food & beverage outlets, shade and shelter

# Push-Pull Motivation Theory

## ➔ Push Factors

Internal motivations that drive people to travel

Push factors come **from within the visitor**—emotional, psychological, or personal motivations that create the desire to explore before choosing a specific destination.

### Escape

Wanting a break from routine, work stress, or daily pressures

### Relaxation

Seeking rest, comfort, and mental rejuvenation

### Learning & Curiosity

Desire for knowledge, cultural enrichment, new experiences

### Adventure & Challenge

Wanting excitement, physical activity, risk-taking

### Social Interaction

Spending time with family, friends, meeting new people

### Status & Prestige

Visiting famous or iconic attractions for recognition

## ➔ Pull Factors

External features that attract visitors to specific destinations

Pull factors are **external characteristics** of a destination or attraction that appeal to visitors and influence where they choose to go.

### Unique Features

Wildlife, architecture, historical significance, natural wonders

### Activities & Experiences

Guided tours, exhibits, rides, cultural experiences, adventure sports

### Scenery & Atmosphere

Natural beauty, peaceful settings, exciting environments

### Facilities & Amenities

Cafés, accessibility, parking, rest areas, accommodation

### Marketing & Reputation

Branding, online reviews, iconic status, word-of-mouth

### Special Events

Festivals, performances, seasonal experiences, exhibitions

# Plog's Psychographic Model & Visitor Types

## Venturers (Allocentrics)

**Adventurous, outgoing, and inquisitive** personalities who prefer exotic destinations and unstructured holidays.

- ✔ Use their own judgement
- ✔ Travel more frequently
- ✔ Seek off-the-beaten-track destinations
- ✔ Prefer less-developed locations
- ✔ Stay for longer periods
- ✔ Like local guesthouses and restaurants
- ✔ Buy locally made arts and crafts
- ✔ Avoid crowds

**Example:** Travelling through Peru, Bolivia, or remote areas of Southeast Asia

## Dependables (Psychocentrics)

**Inward-looking, inhibited, less adventurous** travellers who prefer familiar, "touristy" destinations with structured experiences.

- ✔ Look for opinions of others
- ✔ Travel less frequently
- ✔ Visit well-known tourist spots
- ✔ Like well-organised travel itineraries
- ✔ Stay for shorter periods
- ✔ Prefer branded, tried-and-trusted accommodation

## Types of Visitors & Their Needs

### Holiday Tourists

Want sun, sand, sea. Need comfort, entertainment, accessibility.

### Cultural Tourists

Seek heritage, museums, festivals. Need expert interpretation.

### Adventure Tourists

Want thrill, challenge. Need safety measures, trained guides.

### Eco-Tourists

Value nature, sustainability. Need eco-friendly facilities.

### VFR (Visiting Friends & Relatives)

Social connection focus. Need flexible itineraries.

### Business Travellers

Work commitments. Need reliable transport, efficiency.

## Midcentrics

Tourists who share **elements of both** venturers and dependables. They make up most of the population, visiting known destinations without seeking extreme adventure or complete familiarity.

## Key Insight

Understanding visitor types helps managers **segment markets**, design appropriate experiences, and

# Management Techniques & Sustainability

Evaluating tools and strategies for managing visitor attractions while ensuring long-term environmental, social, and economic sustainability



## Carrying Capacity

Visitor limits



## Visitor Management

Flow control



## EIAs

Environmental  
assessment



## Lifecycle Model

Stage management

# Carrying Capacity & Visitor Management

## Carrying Capacity

The **maximum number of people** who can use a site without causing unacceptable environmental alteration or declining visitor experience quality.

### Physical

Physical space available and number of people/vehicles that can be accommodated

### Environmental

Extent of tourism impacts on the physical environment and ecosystems

### Psychological

Level of crowding visitors will tolerate before going elsewhere

### Social

Local community's reaction to tourism and visitor numbers

## Key Insight

All four capacities are **interconnected**—exceeding one threshold can impact others. Effective management requires monitoring all dimensions simultaneously.

## Visitor Management Techniques

### Hard Measures

High-regulatory techniques that limit access and usage:

- Timed entry tickets & online booking systems
- Higher entry prices at peak times
- Adjusted opening hours
- Queue management systems
- Reduced parking spaces
- Capacity limits & zoning

### Soft Measures

Low-regulatory methods that inform and educate:

- Information centres & visitor education
- Interpretation programmes
- Codes of conduct & guidelines
- Signage & wayfinding
- Digital guides & apps
- Promoting off-peak visits

## Traffic Management Initiatives



### Park-and-Ride

Remote parking with shuttle services




### Public Transport

Improved connections & services



### Road Systems

Improved infrastructure & flow

 **Note:** These techniques tend to be more **reactive responses** to managing environmental problems rather than proactive. Sustainable tourism development requires addressing needs of all stakeholders—locals, environment, industry, and visitors.

# Environmental Impact Assessments (EIAs)

## ✔ What is an EIA?

An **Environmental Impact Assessment (EIA)** is a process used to identify, predict, and evaluate the potential environmental effects of a proposed development or project before it begins.

**Goal:** Ensure that any negative impacts are minimised and that sustainable practices are built into the project from the start. EIAs support long-term conservation and responsible development.

## ☰ EIA Process Steps

- 1 Screening**  
Determine if EIA is required
- 2 Scoping**  
Identify key issues and boundaries
- 3 Impact Assessment**  
Predict and evaluate environmental effects
- 4 Mitigation**  
Develop measures to reduce negative impacts
- 5 Reporting**  
Document findings and recommendations
- 6 Review & Decision**  
Approval, conditions, or rejection

## ? Key Issues Developers Consider

### Development Costs

Construction costs, operational expenses, maintenance requirements during and after development

### Benefits & Beneficiaries

All possible benefits and who will specifically benefit from the development

### Adverse Impacts

Those who may be negatively affected by the development—communities, wildlife, ecosystems

### Alternative Approaches

Whether different development methods could achieve goals with fewer negative impacts

### Mitigation Strategies

How negative impacts can be minimised through design, technology, or management practices

## 🌿 Connection to Sustainable Tourism

EIAs are fundamental to **sustainable tourism development**, which aims to address the needs of all destination stakeholders—locals, environment, tourism industry, and visitors—while maximising benefits and minimising development impacts.

# Product Lifecycle Model for Attractions

## Understanding the PLC

The **Product Life-Cycle (PLC)** model describes how offerings evolve through different stages during their lifetime. Applied to visitor attractions, it helps managers understand changing strategies required as attractions mature.

**Key Principle:** Attractions have limited lives; profits increase and decrease through stages, requiring different management strategies at each phase.

## The S-Curve Pattern

The PLC curve is 'S'-shaped:

- **Initial stages:** High arrivals as visitors and media discover new attractions
- **Over time:** Numbers level off as competitors enter or attraction fails to innovate
- **Without intervention:** Decline as visitors seek newer experiences

## Why It Matters

Understanding the PLC helps managers **anticipate challenges**, plan interventions, and make strategic decisions about investment, marketing, and product development.

## 1 Introduction Stage

Attraction is new to market with hype and buzz. Large local buy-in.

**Challenges:** Opening before completion may cause negative feedback

**Focus:** Create positive word-of-mouth, establish reputation

## 2 Growth Stage

Steady increase in visitors and profit. Competitors may enter market.

**Challenges:** Competition for visitor time and discretionary spend

**Focus:** Expand capacity, improve facilities, differentiate offering

## 3 Maturity Stage

Profits and visitor numbers plateau. Often the longest stage.

**Challenges:** Increased running costs, maintenance, marketing expenses

**Focus:** Reinvention, quality maintenance, new exhibits, discounting for locals

**Example:** Eiffel Tower (built 1889, still attracts millions)

## 4 Decline Stage

Low sales and profits. Attraction may linger until closure or relaunch.

**Options:** Upgrade and relaunch, find niche market, or close

**Note:** Some attractions remain in decline due to historical/social value

# Key Takeaways for Visitor Attraction Management

## Foundation of Tourism

Visitor attractions are the **heart of tourism success**—they drive destination choice, create economic impact, and shape visitor experiences.

## Understanding Motivation

Maslow's Hierarchy, Push-Pull Theory, and Plog's Model help us **understand why people travel** and design better visitor experiences.

## Effective Management

Carrying capacity, visitor management, EIAs, and lifecycle planning are **essential tools** for sustainable attraction operations.

## Sustainability Focus

Balancing **visitor satisfaction with environmental protection** and community benefits ensures long-term viability.

## Apply These Principles

Use this knowledge to create memorable, responsible, and successful visitor attractions that benefit visitors, communities, and the environment for generations to come.