

Visitor Attractions and Events

Locations and linkages

**Adi Weidenfeld, Richard Butler
and Allan M. Williams**

Contents

<i>List of figures</i>	ix
<i>List of tables</i>	xi
<i>List of boxes</i>	xiii
<i>Notes on contributors</i>	xv
<i>Acknowledgements</i>	xvii
PART I	
Introduction: the visitor attraction and event sectors	1
1 Introduction	3
2 Events, visitor attractions and the event–attraction continuum ADI WEIDENFELD AND ANNA LEASK	18
3 Clustering and agglomeration of visitor attractions	33
4 The visitor attraction life cycle: changing relationships between attractions in tourism destinations	49
PART II	
Economic and management aspects of the visitor attraction sector	69
5 The appeal, attractiveness and compatibility of visitor attractions	71
6 Cooperation in the visitor attraction sector	85
7 Competition in the visitor attraction sector	106

8	Knowledge transfer in the visitor attraction sector	125
9	Innovation in the visitor attraction sector	138
PART III		
Implications and trends in the visitor attraction sector		155
10	The impacts of visitor attractions and events	157
11	Visitor attractions as flagships and icons	184
12	Visitor attraction marketing and tourism destination branding: implications for marketing practices PETER BJÖRK AND ADI WEIDENFELD	208
13	Visitor attractions, recent and future trends: a practitioner's perspective KEN ROBINSON	226
14	Conclusions	245
	<i>Index</i>	253

Figures

1.1	Types of attractions and events and their settings	9
2.1	Events as a key component of visitor attractions	21
2.2	The event–attraction continuum	27
3.1	Model of a cluster of visitor attractions	36
4.1	Simplified life cycles of visitor attractions	58
4.2	Relationships between agglomeration, cooperation and competition for visitors between visitor attractions throughout the TALC	60
5.1	The elements of attractiveness and the image of a tourism space	73
5.2	Relationships between tourism appeal to visitors and product similarity between attractions	81
6.1	Generalised relationships between extent of interdependency and product thematic complementarity of visitor attractions	99
6.2	Factors affecting cooperation between visitor attractions	100
7.1	Competition as the driving force of change in attractions	106
7.2	Competition and innovation in a single attraction	107
9.1	Sources, mechanisms, channels and outcomes of knowledge transfers between visitor attractions	144
9.2	Knowledge transfer and ideation within and between visitor attractions	150
10.1	Relationships between major areas of impact	158
10.2	Visitor–environment impacts and interactions	169
11.1	Iconisation, de-iconisation, re-iconisation and flagshipness of major visitor attractions	196
11.2	Flagshipness and iconicity of visitor attractions	200
12.1	Visitor attraction marketing and destination branding	213
12.2	Perceived authenticity of visitor attractions	216

Tables

2.1	A comparison of management factors in events and visitor attractions	23
2.2	A comparison of key measures of successful and effective management in events and visitor attractions	25
3.1	Advantages and disadvantages of agglomeration economies in the visitor attraction sector	43
5.1	Elements of attractiveness of visitor attractions	75
6.1	External economies of scale in visitor attractions at Newquay and the Lizard tourism clusters in Cornwall, UK	92
9.1	Comparison between knowledge transfer and diffusion of innovations between visitor attractions at lower and higher levels of agglomeration	147
10.1	Selected case studies of the economic impact of major visitor attractions	160
10.2	Additionality impacts resulting from visitor attractions and events	166
11.1	Differences between iconic and flagship attractions	199