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The Temporal Dimension of Tourist Attraction

Abstract

Tourist attractions are vital sub-elements in the tourism system. Despite drawing considerable attention in the tourism literature, most studies suffer from a lack of in-depth analysis of the theoretical foundation. This research aims to analyze the temporal nature of tourist attraction, thereby linking the cognitive and organizational perspective of tourist attraction classification by its temporal dimension. From the organizational perspective of tourist attraction classification, a further purpose is to classify tourist attractions regarding their temporal dimension. This paper shows the organizational influence of time regarding when and how long an attraction occurs. The cognitive and organizational perspective typologies of tourist attractions are linked by a common unit of measurement: time. With regard to their temporal dimension, tourist attractions are classified as STA - Stationary attraction and SEA - Seasonal attractions. This study contributes to the literature by providing an insight into the temporal dimension of tourist attractions and the understanding of the cognitive and organizational perspective and their interconnection within tourist attraction typology. The defined framework can be applied in the comparison and evaluation of tourist attractions providing the basis for further discussion on the nature of tourist attractions.

Keywords: tourist attraction, attraction classification, temporal dimension, stationary attraction, seasonal attraction

1. Introduction

The concept of attractiveness in tourism terminology is used to describe features of destinations interesting to tourists, which have the potential to attract tourists to a certain inbound area and meet their needs. Consisting of all those "a non-home place" elements, tourist attractions draw discretionary travelers away from their homes, including landscapes to observe, activities to participate in, and experiences to remember (Lew, 1987). The relevance of attractions in tourism is highlighted in the literature. Tourist attractions are identified as the determinative reason for traveling, and according to Gunn (1972, p. 24), there would be no tourism without tourist attractions. Moreover, Lew (1987) reveals that tourist attractions are fundamental to the very existence of tourism. Accordingly, Vanhove (2005) marked tourist attractions as a vital sub-element in the tourism system. Together with other tourist product supporting system elements such as infrastructure, transportation, accommodation, and host residents' hospitable attitudes (Weaver & Lawton, 2006), tourist attractions compose one of the indispensable parts of the tourist destination system (Liu et al., 2017). Richards (2002) points out attractions as central to the tourism process and the determinative destination choice factor. Kirilenko et al. (2019) describe attractions as those things a destination can boast about. Tourist attractions are considered the basic component of the tourism industry and the key to today's tourism success. They are the center of tourist activities and have the power to generate demand and stimulate travel (Page & Connel, 2009). Moreover, tourist attractions are a precondition for destination valorization (Ferrario, 1979). Matiza and A Oni (2014) and Hanafiah et al. (2016) emphasize tourist attraction as competitive destination

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factors. Since they create crucial positive economic impacts in host tourism regions, attractions are viewed as tourism boosters (Mehmetoglu & Abelsen, 2005). Nowadays, tourist attractions are highly stimulated to embrace smart technologies in their development and become technologically competent, eco-efficient, and environmentally innovative in their operations (Jopp et al., 2019; Wang et al., 2016). In addition to that, the image of any tourist destination is dependent on its mosaic of attractions. In line with this, the profile of visitors will be determined by available attractions (Mill & Morrison, 1985). Several other studies have highlighted the importance of attractions in the tourist system (e.g., Krešić & Prebežac, 2011; Vengesayi et al., 2009; Kušen, 2002; Gartner, 1996; Gunn, 1994; Pearce, 1991).

Ritchie and Crouch (2000) emphasize the pull factor of attractions, while Hu and Ritchie (1993) believe that the attractiveness of a site reflects the feelings, beliefs, and attitudes that an individual has about the possibilities of a site to meet specific tourist needs. Their views were also represented by Vengesayi (2003), who underlines the importance of consumer perceptions of site attractiveness. Kozak and Remington (1998) point out the importance of tourist attraction in the perception of a tourist destination concerning the satisfaction of tourist needs. The overall attractiveness of tourist destinations is growing through its ability to provide engaging content to tourists during their stay (Vengesayi, 2003). To meet individual needs and push factors, it is necessary to form attractions on the destination side as attracting (pulling) factors (Crompton, 1979). Understanding tourist preferences and their destination perceptions are important in destination planning (Kotler et al., 2017). Leiper (1990) states that tourists come in contact with a group of attractions, whereby their importance in attracting tourists varies between particular tourists or groups of tourists. Visitors to site attractions have become increasingly discriminating and have high expectations. Therefore, a successful site attraction requires a critical mass of compatible products with market viability and appeal (Kim, 1998). To fulfill the destination attraction potential, attraction diversity, including attraction variety, imbalance, and disparity must be considered (Henthorne et al., 2016). Regardless of the availability of a wide variety of attractions, some destinations do not fulfill their tourist potential primarily because of inadequate market positioning of destination attributes. Hence, the primary goal of the destination management authorities is to present an image of all destination products to potential tourists by making them desirable (Fakeye & Crompton, 1991). Therefore, tourist attractions are the driving force of tourist flows, but the valorization of tourist resources into tourist attractions requires the awakening of tourists' awareness about the existence of attractions. Hence, Lew (1994) considers that no place, sight, or event is an attraction in itself and that they are formed and designated by the tourist system as such. Consequently, destinations have to face the challenge of managing and organizing their scarce resources efficiently to supply a holiday experience on the tourist market (Cracolici & Nijkamp, 2008). Tourist destination marketers need to understand the variety of potential factors influencing how tourists evaluate destinations (Weaver et al., 2007).

The concept of attractiveness is complex, and there is no clear consensus in the literature about defining it. Holloway (2006) notes that it is not easy to define tourist attractions. Kušen (2002) described tourist attractions as the essential tourism resources of every tourist destination that shapes its tourist offer and the overall development of tourism. Their essence is determined by tourist needs, motives, and activities. All tourist attractions are strongly spatially marked, regardless of whether they are part of an area or their appearance is spatially defined. Gartner (1996) defines tourist attractions as the central point of the tourist experience. The author places tourism destination management as the crucial driver in positioning destination resources in consumer awareness.

The challenge of defining tourist attractions derives from the heterogeneity of variables that may have attraction potential. Given the numerous attractiveness variables, to link attractions and destination performance, classification of attractiveness variables was conducted by researchers worldwide. Classification creates homogeneous groups of attractions that, by forming a tourism product, represent tourist destination attractiveness.

Moreover, the classification of tourist attractions contributes to simplifying the extremely complex tourism system, and accordingly, its greater transparency and easier interpretation (Krešić, 2009). As a pioneer in conceptualizing the tourist attraction framework, Lew (1987) revealed a classification of tourist attractions that has become fundamental for all future classifications. In addition to that, he examined research methods used in the studies of tourist attractions, grouping attractions perspectives into ideographic, organizational, and cognitive. The ideographic view describes the concrete uniqueness of a site as a definition or description of attraction types. The organizational perspective does not necessarily examine the attractions themselves, as the focus is on their spatial, capacity, and temporal nature. On the other hand, the cognitive perspective is based on tourist perception and experience of attractions. In the recent literature, there is a variety of empirical studies addressing and contributing to tourist attraction classification (Krešić, 2009; Formica & Uysal, 2006; Vanhove, 2005; Ritchie & Crouch, 2003; Kušen, 2002; Caccamo & Solonandrasana, 2002; Goeldner et al., 2000; Wall, 1997; Hu & Ritchie, 1993; Leiper, 1990). However, despite the theoretical and practical importance of tourist attractions, there is an apparent lack of depth and foundation in academic research (Richards, 2002), i.e., there seems to be a remarkable gap in the topic. Although the relevance of attractions in tourism is highlighted in the previous studies, theoretical inconsistency about fundamental aspects of tourist attraction as the definition, determinants, and classifications is still present in the literature.

This research paper aims to deepen knowledge about the fundamental classification of tourist attractions provided by Lew (1987). As a potential classification of tourist attraction, the temporal pattern of organizational perspective has been placed in the center of the research attention. Lew (1987) indicates the intermingling nature of cognitive and ideographic perspectives. In line with the indication, the purpose of this paper is to contribute to tourist attraction theory and practice by examining the link between the cognitive and organizational perspective identifying a common organizational temporal pattern. Furthermore, the intention is to propose a new organizational perspective classification of tourist attractions. As a complement to the existing literature, the research goal of this study is to fill the void in identified theoretical frameworks of tourist system fundamental elements.

2. Methodology

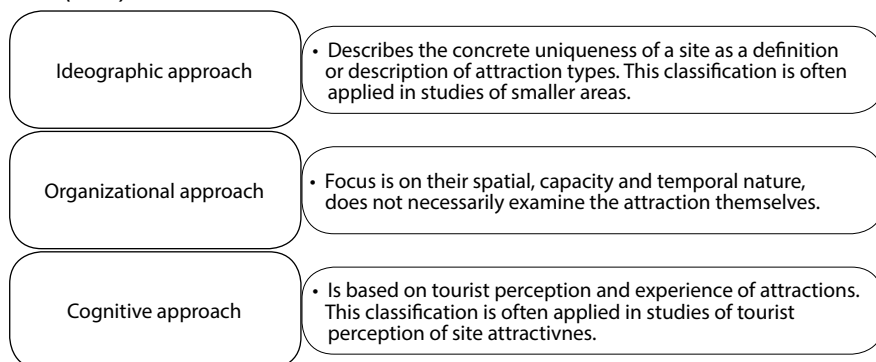
To comprehend the essence of the tourist attraction theory and gather general context on typologies and perspectives, extensive desk research was conducted, which involved assessing and evaluating based on secondary data acquired from published papers. Critique and synthesis of the tourist attractions research were motivated by several factors. The growing literature on this topic has provided a serial of expressive definitions of the construct. However, such a proliferation of definitions shows the dynamics generated by the topic, but it also produces some confusion that may disrupt more effective progress within the field. To ensure the proper assumptions, a consolidation of the concept was approached by an in-depth review of tourist attraction literature. The focal point of research analysis is the temporal dimension of organizational perspective classification of tourist attractions. The organizational influence of time in terms of how long and when an attraction occurs is evaluated, and a new classification of tourist attraction is proposed. The following step was the amalgamation of relevant findings within the cognitive perspective typology of tourist attraction. Respecting the cognitive perspective, three concepts were outlined as a representative factor. Scientific methods such as deductive analysis, identification, and classification were applied to link the cognitive and organizational perspective typologies of tourist attraction by a temporal dimension and classify tourist attractions within the organizational perspective.

The paper is structured in three sections, starting with linking a cognitive and organizational perspective of tourist attraction classification, followed by the organizational perspective classification of tourist attraction concerning how long and when an attraction occurs. The paper ends with concluding remarks.

3. Linking cognitive and organizational perspective of tourist attraction classification by temporal dimension

Lew's (1987) classification of tourist attractions was fundamental for all future classifications. Based on the examination of research methods used in the studies of tourist attractions, the author grouped attraction perspectives into ideographic, organizational, and cognitive. His foundational approach formed a necessary core for further classification.

Figure 1
Lew's (1987) classification of tourist attractions



Source: Authors.

Attraction typologies that focus on the ideographic perspective describe the concrete uniqueness of a site rather than an abstract universal characteristic (Lew, 1987). In those typologies, attractions are individually identified by name. The ideographic approach allows an objective comparison of one destination with another in terms of attractions. This approach of attraction categorization is most usually used in studies of small areas, such as cities. One of the first and most referred to ideographical typologies was provided by Ritchie and Zins (1978). Their classification includes natural beauty and climate; culture and social characteristics; sport, recreation, educational facilities; shopping and commercial facilities; infrastructure; price levels, attitudes towards tourists; and accessibility. Another prominent classification was the contribution of Ritchie and Crouch (2003). Attractions are classified into physiography and climate; history and culture; market links; activities in the destination; events; entertainment; and tourist superstructure. Despite the listing of attractions within the ideographic approach, if tourists do not perceive those attractions as valuable or having the capacity to satisfy their tourist needs, lack awareness of their existence, the attractions will not be an influencing, pulling factor in their decision-making process. Tourists interact with a group of attractions, but not all of them have the same individual importance in attracting particular tourists. Tourists do differentiate attractions with regard to the ideographic approach of classification into, e.g., natural and cultural attractions. Still, the perceived attraction and their value in the decision-making process to satisfy tourist needs vary concerning personal individual needs and the type of tourist experience.

The organizational perspective distinguishes attractions regarding their spatial, capacity, and temporal nature. Time, space, and context are considered the three important tourism experience domains; therefore, recent tourism scholars have paid increasing attention to the effect of time factors on tourist behavior (Huang & Wu, 2012). The scale is the most straightforward basis for categorizing the spatial character of an attraction within the organizational perspective (Lew, 1987). The temporal nature refers to the time aspect of tourist attraction in terms of tourists' length of stay at a site and appearance and duration of site attractiveness. The time-space path is the core concept of time-geography (Ruben et al., 2004). It presents the spatial movement of an individual over time and offers an effective way of modeling the spatiotemporal characteristic of individual activities (Yunxian et al., 2020; Jin et al., 2019; Chen et al., 2011). Within the analysis of spatiotemporal

tourist behavior, the temporal pattern of tourist attraction, as the fundament of tourist activities, gained a lot of attention in research. From the organizational perspective of tourist attraction classification, the temporal nature of tourist attraction is a scarce criterion. In addition to the spatial conditions, the concept of permanence and change affect the organization and development of tourist attractions (Lew, 1987).

Within the confines of temporal typology, temporal pattern focuses on the organizational influence of time, both in terms of how long and when an attraction occurs and the time a visitor spends at the attraction. Tourist attraction temporal dimension research was primarily a demand-based approach. The studies focused on analyzing the spatiotemporal pattern of tourist behavior are mostly intra-destination based. The temporal aspect was related to the length of visitor stay at the attraction, while internal and external tourist behavior determinative factors were analyzed. Cooper (1981) examined the nature of tourist behavior. The research was one of the first attempts to chart the behavior of tourists over time. Findings indicate that tourists spend more time on attraction sites which were perceived to have the highest attraction factor. Huang and Wu (2012) analyze intra-attraction tourist spatiotemporal behavior patterns and note that tourist behavior can be described and determined by temporal behavior factors, spatial behavior factors, activity choice factors, and path characteristic factors. By modeling intra-destination travel behavior of tourists through spatiotemporal analysis, combining Global Positioning Systems (GPS) and conventional questionnaire survey data, Li et al. (2018) identify the type of purchasers as a factor affecting tourists' behavior. Moreover, Wu and Carson (2014) suggested incorporating the temporal element in using a Geographic information system (GIS) within the spatial and temporal tourist dispersal analysis in multiple destinations. Silva et al. (2018) also analyzed the spatiotemporal pattern of tourist behavior, whose research focused on the European Union by integrating data from conventional statistic sources and big-data sources.

The cognitive perspective of tourist attraction is related to the tourist perception and experiences of an attraction. Within the cognitive perspective of a tourist attraction, the tourist evaluation of an attraction is either activity-oriented or experience-oriented (Lew, 1987). Within Leipers' (1995, p. 72) definition of tourist destinations according to which "*destinations are places towards which people travel and they chose to stay for a while in order to experience certain features or characteristics, a perceived attraction of some sort*", the emphasis is on the perceived attracting factors and the perception that the chosen destination is able to meet travel needs and motives. A behavioral perspective of the nature of demand-supply interaction suggests that people travel or participate in leisure activities because they are pushed or pulled by travelers' motivation and destination attributes (Formica & Uysal, 2006). In both interacting cases, the emphasis is on the tourists' awareness, and the subjective feeling about emerged driven factors. As a demand-driven approach, the cognitive perspective is based on the assumption that tourist attractions are the central point of the tourist experience, whereby the tourist perception of a tourist attraction is crucial. Classification of a tourist attraction with regard to the cognitive approach was provided by Leiper (1990). The author indicates that not all attractions have the same importance in the case of tourist decision-making. A hierarchical classification takes place in tourist perception, distinguishing between *primary*, *secondary*, and *tertiary* attractions. The *primary attraction* determines the destination choice as it corresponds to the purpose of travel. The perceptive positioning of *secondary* and *tertiary attractions* depends on whether the tourist knew about the attraction (or not) before the arrival at the site. For instance, tourists motivated by beach tourism will seek a destination that they perceive can satisfy their tourist needs. In this case, stable weather conditions, beach, and sea quality will be the *primary attraction* and the determinative factor affecting destination choice.

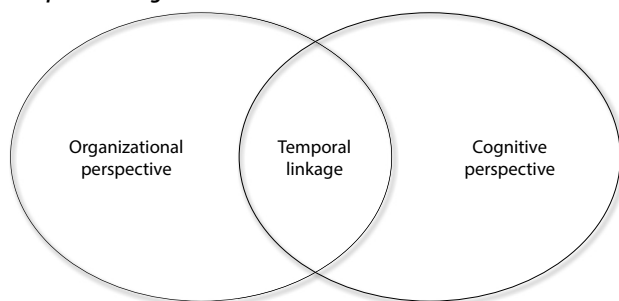
Furthermore, a prominent cognitive perspective classification of tourist attraction is provided by Cacomo and Solonandrasana (2002), classifying attraction into *Discovery attractions* known as *D-attractions* and *Escape attractions*, known as *E-attractions*. The relationship between tourists and an attraction, specifically the duration of satisfaction, allows us to distinguish between *D-attractions* and *E-attractions*. The *discovery* attractions aim to increase self-awareness, while *escape* attractions target the satisfaction arising from the escape from daily

routine. Moreover, the classification emphasizes the link between tourist satisfaction and the length of stay. In the case of *E-attractions*, tourist satisfaction lasts, while in the case of *D-attraction*, the satisfaction reaches satiation after time. In the above-given example, for tourists motivated by beach tourism, the *E-attraction* would be stable weather conditions, beach and sea quality. Tourists have control over the duration of satisfaction; therefore, the satisfaction with the *E-attraction* will be stable during their whole stay. For the same tourists, a *D-attraction* would be a trip to a historical site during their stay. Their curiosity will be satisfied once they have seen the intriguing facts about the site. Hu and Ritchie (1993) suggest that some attractions have *universal importance*. At the same time, some depend on the *type of vacation experience*. Regarding the *type of vacation experience*, stable weather conditions, beach and sea quality will be the decisive destination choice factors for tourists seeking the beach experience. Conversely, business tourists visiting the same destination for a convention will not perceive those attributes as determinative in the destination choice. On the other hand, a historic site would have, in both cases, *universal importance*, increasing the attractiveness of the destination but not having a determinative factor.

The interplay and overlap of the cognitive and ideographic perspective of attraction classification were indicated by Lew (1987). Time as a single measurement unit of temporal nature is used to link the cognitive and organizational perspectives of tourism attraction classification. More precisely, the organizational influence of time, both regarding how long and when an attraction occurs and the time a visitor spends at the attraction. The linkage of the cognitive and organizational perspective of tourism attraction classification was provided by Botti et al. (2008). Their relatedness was associated with the time a visitor spends at the attraction – the length of stay. The present literature has not provided an insight into the relationship of the organizational influence of time in terms of how long and when an attraction occurs.

No matter whose approach is adopted, Leiper (1990), Caccomo and Solonandrasana (2002), or Hu and Ritchie's (1993), tourists always consider the nature of attraction with regard to the temporal character. In this case, time refers to the period of the year when the attraction occurs. Likewise, at a certain period of the year, e.g., the summer season, when the attraction occurs, and as long as it lasts, tourists motivated by beach tourism will consider stable weather conditions, beach and sea quality as *primary attractions*. Stable weather conditions, beach, and sea quality can/will also appear as an *E-attraction* at a certain period of the year. When tourists are motivated by beach tourism, an escape from the mental enslavement will favor the summer season, as long as the attraction occurs and is lasting. Moreover, regarding the *type of vacation experience*, destination attributing stable weather conditions, beach, and sea quality will have a determinative destination choice factor for tourists motivated by beach tourism at a certain period of the year, when the attraction occurs and as long it lasts. Manifestly, respecting the cognitive perspective, the classifications of Leiper (1990), Caccomo and Solonandrasana (2002), or Hu and Ritchie (1993) have something in common, the factor of time (an organizational perspective). Within the cognitive perspective classifications of tourist attractions, the organizational temporal dimension of the occurrence of site attraction was identified. When setting the time in the central position, it is possible to link all the aspects and create an innovative amalgam (Figure 2).

Figure 2
Temporal linkage of tourist attraction classification



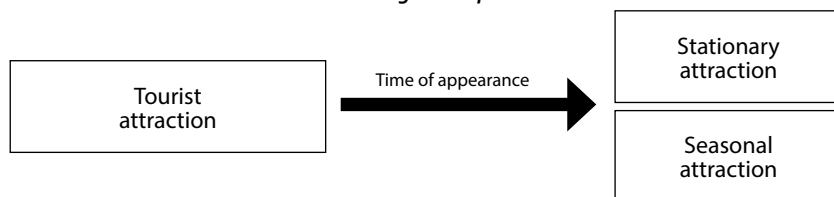
Source: Authors.

4. Classification of tourist attraction relating to temporal nature

Since individuals are pushed by motivational factors and pulled by destination factors into making travel decisions (Baloglu & Uysal, 1996), their decision-making process is influenced by both individual-level characteristics and destination-level characteristics. Given that attractions are a part of destinations, it is reasonable to assume that there are attraction selection issues similar to that of destination selection (Jensen et al., 2017). Within a destination, attraction set an individual may have different levels of interest within the attraction offer. In other words, some attractions may be seen as more important in decision-making as they are perceived as those with the ability to satisfy travel needs. Tourists formulate their expectations by ranking the destination's attraction set before deciding to go to the location. For each attraction, they evaluate, in advance, the time they plan to spend on the site, grouping attractions into long-duration stay and short duration stay (Botti et al., 2008). However, despite its ascertained importance, the topic is still insufficiently explored. Research approaches are relatively one-dimensional and demand-based, with regard to the tourists' perceived attractiveness of tourist attractions, concerning one measure of time – the length of stay at the tourist attraction. The temporal dimension of *how long and when an attraction occurs* is lacking in the research. This supply-based dimension of time refers to the organization of the attraction, on the time of appearance, and the duration of the attraction.

Time of attraction occurrence and duration is one of the crucial questions in the tourism system. If one considers the relevance of tourist attraction as a destination pull factor and as the determinative factor of tourist arrivals, destination performance is dependent on the appearance of tourist attractions. Without tourist attractions, there is no reason for tourists to arrive. In correlation with the time of attraction appearance, attractions can be differentiated as seasonal attractions and permanent attractions. Therefore, in relation to the temporal dimension as an organizational influence of tourist attraction, a new classification of tourist attraction is proposed, namely *STA - Stationary attraction* and *SEA - Seasonal attractions* (Figure 3).

Figure 3
Classification of tourist attraction relating to temporal nature



Source: Authors.

Stationary tourist attractions have a constant over time attraction factor, i.e., a year-round flow of visitors. On the other hand, *Seasonal tourist attractions* are influenced by seasonal factors. The attraction power lasts for a certain time, after which it disappears. Tourist sites with *SEA - Seasonal attractions* suffer from overutilization of capacities during the "attraction" period. Moreover, *Seasonal attractions* are the reason for the huge concentration of tourist flows in relatively short periods of the year, i.e., they are affected by visitor fluctuations that are mainly systematic and recurring.

Conversely, tourist sites suffer from underutilization of capacities in the "off-attraction" period. Next to the organizational aspect of attraction, the appearance of *STA - Stationary attractions* and *SEA - Seasonal attractions* arise because tourists seek seasonal products meeting their seasonal demand, which can also vary according to the needs, motives, and habits by season. Consequently, one can conclude that tourists perceive different benefits of the tourism product through the seasons (Capo et al., 2007; Rossello Nadal et al., 2004; Spotts & Mahoney, 1993; Calantone & Johar, 1984). Therefore, some attractions will have a perceived attracting

pull factor at a fixed part of the year and forget them during the rest of the year. *SEA - Seasonal attractions* have a reliable recurrence of the resource attractiveness in the course of a year, which also might change over the years. Hartmann (1986) argues that this reliable and predictable recurrence of tourists has formed the economic base for the development of the tourism industry. Examples of *STA - Stationary attractions* are historical sites, national parks, artificial attractions, such as leisure and adrenaline parks.

A business case illustration of *STA - Stationary attractions* are four Croatian national parks in Dalmatia: the Kornati, Paklenica, Krka, and Mljet. A further example of *STA - Stationary attractions* is tangible cultural heritage. The most attractive components of Dalmatian tangible cultural heritage are UNESCO protected sites like the Cathedral of St. James in Šibenik, the Historic city of Trogir, the Historical Complex of Split with the Diocletian palace, Stari Grad Plain on the island of Hvar, and the old town of Dubrovnik. All listed natural and cultural resources have a constant over time attraction factor, without or with insignificant variations in the degree of attractiveness. The granted attractiveness is resulting in year-round flows of visitors. In relation to the year's season, on-site tourist activities are temporal, not limited, and the tourist experience is consistent.

On the other hand, examples of *SEA - Seasonal attractions* are beaches, sports activities related to specific conditions dominant at a particular part of the year, such as skiing, windsurfing, sailing, golf, and exemplary events with an annually recurring nature. Within the presented business case, i.e., region Dalmatia in Croatia, beaches and beach tourism, as the most dominant tourism form in Croatia, are a remarkable example of *SEA - Seasonal attractions*. For example, the Golden horn beach in the town Bol on the island of Brač is an exceptional case of a beach as an attraction factor. The beachfront during the high season, i.e., July and August, attracts even more tourists than its carrying capacity, while in the rest of the year, the beach area is poorly visited. Together with the ability to pull tourists to the site, the attraction factor is appealing at a specific time and lasts for a certain period. More precisely, the attraction factor appears in June and lasts for approximately 100 days. The timing of attractiveness appearing and lasting has a reliable recurrence in the course of a year.

Additionally, an epithet of *SEA - Seasonal attractions* can also be applied to certain events. The event with the highest attracting power in the Dalmatia region is the Ultra Europe Music Festival. As a part of Ultra Music Festival's worldwide expansion, Ultra Europe is a multi-venue outdoor electronic music festival that has spread to twenty countries. The Ultra Europe event lasts for seven days across central Dalmatia. It includes an opening party, the three-day festival, yacht regatta, Ultra Beach, and a closing party, attracting tourists worldwide. The *SEA - Seasonal attraction* appears with the start of the event, and it lasts for seven days. This seasonal characterized attraction has a recurring nature as well.

Conclusively, most destinations would probably prefer having *STA - Stationary attractions* with the year-round flow of tourists, rather than *SEA - Seasonal attractions*. Negative implications emerging from concentrated visitor flows, i.e., seasonal fluctuations in tourist flows, can be a heavy burden for sustainable tourism development.

5. Conclusion

This paper has discussed the temporal dimension of tourist attraction. The paper contributes to a better understanding of the organizational influence of time, both in terms of how long and when an attraction occurs and the time a visitor spends at the attraction. Based on Lew's (1987) foundational approach of tourist attraction classification, grouping attractions perspectives into ideographic, organizational and cognitive, this research has deepened the observation by linking organizational and cognitive perspectives of attraction classification. Furthermore, this article offered a new classification of a tourist attraction with regard to the organizational perspective.

This paper contributes to the literature by exploring the relationship between the cognitive and organizational perspectives of attraction classification. Research findings have provided an understanding of both perspectives and their linking within tourist attraction typology. By analyzing attraction classification with regard to the

cognitive perspective, a common unit of measurement has been found, i.e., time. Accordingly, the organizational temporal pattern of the occurrence of site attraction has been identified. Within the organizational perspective of attraction classification, a new classification has been proposed concerning the temporal pattern, i.e., *STA - Stationary attraction* and *SEA - Seasonal attractions*. *Stationary tourist attractions* have a constant attraction factor over time and a year-round flow of visitors, while *Seasonal tourist attractions* are under the influence of seasonal factors, i.e., their attraction power lasts for a certain time and disappears afterward.

The findings from this study could have important theoretical and practical implications. Despite the highlighted importance of tourist attractions in the tourism system, the literature lacks a theoretical foundation concerning tourist attraction definition and classification. In tourism literature and practice, a "tourist attraction" is a powerful term and frequently used one, but sometimes without being researched per se. Moreover, the term has been taken for granted and occasionally led to incorrect and incomplete research findings. This research strives to fill the identified theoretical gap and contribute to knowledge about the classification of tourist attractions. This paper suggests that a one-sided view may be distorted, and more research to understand the dynamics of tourist attractions may be essential. From a theoretical standpoint, several possibilities emerge from the present analysis for tourism researchers keen to analyze tourist attractions further. The defined framework can be applied in comparing and evaluating tourist attractions, providing the basis for further discussion on the nature of tourist attractions and the relationship between tourist attraction and destination performance indicators.

Furthermore, the findings can be applied to explain fluctuations in tourist demand for a specific attraction and explain the contribution of attractions to destination competitiveness. Research findings can be of particular interest in destination management, ameliorating knowledge about tourist attraction as a vital element of the destination product. Adequate management of tourist attraction as a central point of tourist activity and tourist spending may stimulate and sustain innovation and contribute to tourist destinations' competitiveness. Moreover, the typology can be used as a decision-making tool in planning, marketing, and developing appropriate resource allocation strategies. By further designing and implementing an innovative framework proposal, tourism policy makers and other stakeholders can strengthen the competitiveness of destinations and ultimately stimulate investments in the tourism sector.

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