Do Attractions 'Attract' Tourists?
A Comparative Study Four Destinations Using Travel Career Pattern (TCP) and Tourism Product Taxonomy

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Keywords:	Abstract.
Tourism attractions, Tourist motivation, Destinations comparison, Market source, Tourist typology.	This study aims to explore attractions in four destinations: Australia, Hong Kong, Singapore, and the United Kingdom. The paper sought to answer the following research questions about whether attractions play a different role in attracting travellers or merely satisfying needs. A qualitative research methodology was used to compare different perspectives from four market sources from each destination using the Travel Career Pattern (TCP) theory and tourism product taxonomy. The approach taken in this study is as follows: an exploratory investigation of the existing framework using secondary data from four tourism destinations and market source reports, global tourism statistical reporting data, national tourism organization statistics, consumer trends, travel behaviour, inbound activities, and marketing strategies. The current study found that four existing destinations have their own attractiveness and excellence in pleasure products, human effort, personal search, nature, and business. These results are consistent with previous observational studies in which the role of specific attractions as goal awareness (markers) and motivation (core) is crucial. Each target has its own uniqueness and different roles for different market sources. The generalizability of these results is subject to certain limitations. For example, four destinations and four market sources limit these results. It is recommended that further research be conducted in the following areas to explore more destinations and market sources or, in another case, with the primary data collection for the travellers visiting the destination.

Kata Kunci:	Abstrak.
Atraksi wisata, Motivasi wisatawan, Perbandingan destinasi, Sumber pasar, Tipologi wisatawan.	*Tujuan dari penelitian ini adalah untuk menggali daya tarik di empat destinasi berbeda, yaitu Australia, Hong Kong, Singapura, dan Inggris. Penelitian ini bertujuan menjawab pertanyaan penelitian spesifik mengenai apakah atraksi berperan berbeda dalam menarik wisatawan atau hanya memenuhi kebutuhan mereka. Metodologi penelitian kualitatif digunakan untuk membandingkan perspektif dari empat sumber pasar di setiap destinasi dengan menggunakan Teori Pola Karier Perjalanan (TCP) dan taksonomi produk pariwisata. Pendekatan yang kami lakukan adalah investigasi eksploratif terhadap kerangka kerja yang ada dengan menggunakan data sekunder dari empat destinasi pariwisata, termasuk laporan statistik pariwisata global, statistik organisasi pariwisata nasional, tren konsumen, perilaku perjalanan, kegiatan masuk, dan strategi pemasaran. Hasil penelitian menunjukkan bahwa keempat destinasi memiliki daya tarik dan keunggulan dalam produk pariwisata yang mencakup kesenangan, usaha manusia, pencarian pribadi, alam, dan bisnis. Temuan ini konsisten dengan studi observasional sebelumnya yang menekankan peran atraksi sebagai kesadaran tujuan dan motivasi. Setiap destinasi memiliki keunikan dan peran yang berbeda tergantung pada sumber pasar yang berbeda. Meskipun hasil ini memiliki batasan tertentu karena hanya melibatkan empat destinasi dan empat sumber pasar, kami merekomendasikan penelitian lebih lanjut di destinasi lain untuk mengeksplorasi lebih banyak tujuan dan mengumpulkan data primer dari para wisatawan yang mengunjungi destinasi tersebut.*

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1.   Introduction

Travel starts when someone decides to leave their generating regions for destination regions. However, some places function only as transit routes between generating regions and destination regions (Leiper, 1979). Tourism as a system is closely related to the concepts of demand and supply, customer needs and wants, customer behaviour as market sources, and product consumption (Gunn & Var, 2002; Mill & Morrison, 2002). The concept of tourism is related to the acceptance of tourists by host communities and also interactions in destinations; without a tourist, tourism will not exist; in this case, tourism must involve active participants (tourists) and passive participants (hosts) (Hall, 1995). Moreover, demand factors for a destination are influenced by travel motivation, support from information about the destination, and also previous experience and preferences. Moreover, expectations from tourists are critical in moving tourists to a destination (Pearce, 2011; Vogt et al., 1994). Tourism has products and activities that are very heterogeneous. Tourists may have more options to choose from before and during visiting a destination (Xu, 2010). The study of tourism products is an ongoing concern of scholars (McKercher, 2016; Smith, 1994). Tourism products are a combination of tangible and intangible elements, including natural, cultural, and all forms of human activities. Supported by the presence of attractions, facilities, services, and activities that create the entire visitor experience, including emotional aspects for potential customers (UNWTO, 2016).

Attractions are an essential part of the tourism system. For travel destinations, they play a role in providing visitors with different experiences (Leiper, 1990). Exposure to attractions has been shown to have a negative impact on attracting tourists to destinations. What remains unclear, however, is how a destination, in this case the national tourism organisation, identifies the motives of different markets and relates products at relate to them to general needs or specific needs. Visiting the destination may be based on the interest of a tourist attraction or one or more families who have categorised multiple attractions (McKercher, 2016).

Therefore, the purpose of this study is to examine the attractions in four different locations: Singapore, Australia, Hong Kong, and the United Kingdom. By comparing four market sources from each destination from different perspectives. Based on the framework theory developed by McKercher (2016) and Pearce (2011), the paper aimed to answer the following specific research questions: Is the role of attractions in attracting travelers different from simply satisfying needs?.

This study consists of four sections. The first section discusses the state of the art and recent literary works. The technique used for this study is discussed in the second section. The research findings are presented in the third section, which compares destinations and highlights sources of market information and tourist attractions. The conclusions of this study and possible directions for future research are discussed in the final section.

2.   Literatur Review

Travellers are considered to be people who have the need and ability to travel far from their place of residence and who are influenced by factors related to leisure or other activities and obtain information about the destination area that can fulfill their desire. When it comes to a travel destination, the decisive factors are the core, i.e. the characteristics of a place that you want to visit. A critical problem related to adapting customer focus. In this case, the needs and desires of the product must be adapted to the attractions of a destination. Markers are information elements about places or destination that can be generated before the trip, during the traveller's trip, or at the destinations (Leiper, 1990).

According to Echtner and Ritchie (1993) the destination component consists of functional, psychological characteristics, attributes, image, uniqueness, and something that is commonly known and related to the destination. The destination can be said to be competitive if it meets the objective and subjective evaluation criteria, including equipped resources, created resources, supporting factors, destination management, situational conditions, demand factors, and market performance indicators (Dwyer & Kim, 2003).

Tourist travel experiences are influenced by the motivation, information about the attraction, the use of various media, and the characteristics of the tourists themselves. While tourists are clustered by the influence of postmodern demand and supply differentiation (Richards, 2002). There are different theories in the literature regarding tourist motivation and point of travel. The following section examines the development of the theory of tourist attractions and tourist motivation as an expression of tourists' needs.

2.1   Tourist Attractions

Several studies on tourist attractions and attractiveness can be divided into three or more perspectives as follows: ideographic definition, namely the uniqueness of an attraction, and description for types of attractions associated with the offering component. The organising factor and the development of attraction are related to the linking component. The cognitive perception and experience of tourist attractions is related to demand components (Lew, 1987). Further explains that three perspectives relate to the history, location, and various valuation aspects of an attraction.

As the most important player in the tourism market system, the tourist is the demand generator. What we know about tourist experiences is related to tourist interaction with many objects, such as the natural environment and the built environment. All these objects are defined as attractions, that is, sub-elements that are very important in the entire tourism system. In addition, an actor (family, friends, another tourist, host, and community) also influences travellers in terms of experiences gained while travelling (Crouch, 2013; Hall, 1995). The role of attractions in a destination is an attractive factor for individuals, including natural, cultural, leisure activities, special events or festivals, and other entertainment activities. Some destinations have the advantage of being able to integrate all of them to meet different travel motivations, while others focus on one resource and focus on specific market segments (Kim & Lee, 2002).

2.2   Tourist Motivation

Crompton (1979) push and pull factor model for identifying the motives of vacationers visiting a destination. In the study, he describes that the push factor is motivation from physiological aspects such as expectations and basic individual needs. Push factors related to novelty experience, escape, search knowledge, fun and excitement, rest and relaxation, family and friends. Meanwhile, pull factors are a supply-side measure where the strength of tourist attraction in a destination stimulates traveller intent.

To further explore the role of the hedonic tourism motivation model, Goossens (2000) states that choosing a destination that closely approximates push and pull motives requires information processing and mental imagery. These factors become mediators of emotional experiences, evaluations, and behavioural intentions. Researchers have shown increased interest in studies of novelty-seeking motivation in tourism. Some motives underlying vacation enjoyment when choosing a travel destination are related to social psychological motives and cultural motives (Crompton, 1979). When developing tourism products and promotion strategies, social psychological motivation must be emphasised (Hall, 1995).

In contrast to previous studies, Kušen (2017) argues that there are two primary functional classifications of tourist motives: leisure motives and non-leisure motives related to business, medical, professional education, travel infrastructure, and other obligations. Similarly, Nikjoo and Ketabi (2015) found that tourists who have a primary escape motivation are more likely to choose tourist attractions such as resorts. Tourists with self-centered motivation are more likely to choose a destination with cultural value and places that offer good value for money for tourists. Overall, all previous studies highlight the psychological aspects that motivate individual travellers and these are the main factors that influence them to decide which destinations they will visit. However, other researchers who have studied motivation to travel have found that psychological factors, along with needs and external factors, are better at explaining why people travel. For example, Pearce (1993) developed the Travel Career Ladder (TCL) based on Maslow's hierarchy of needs, the Pearce model, which describes motivation based on five hierarchical levels of needs. He argues that travellers have different motives in career-level theory. However, this model is used interchangeably with the physical ladder, which consists of more steps and represents a continuous movement from one step to another.

By changing the TCL model to a new model that emphasises the pattern more dynamically, transforming it into a multi-level motivational structure and possible movements related to the travel experience, the travel career pattern was developed (Pearce, 2011; Pearce & Lee, 2005). One of the most influential accounts of travel motivation comes from Pearce's (2011) Travel Career Pattern (TCP) model, which consists of core/main motives, middle layer motives including intrinsic and extrinsic characteristics, and outer layer motives. In summary, these studies provide a crucial role for the scoping study of tourist motivation and categorising the classification of tourism products to meet the needs of many tourists. Furthermore, the concept of tourism products describes an expression of the activity, attraction, and interest that tourists consume in a destination to satisfy their needs (McKercher, 2016). Combination of taxonomy classification system product concept. McKercher (2016) then proposes a taxonomy of tourism products to better understand the structure of a destination and help policymakers and decision-makers develop their destinations.

Given the importance of assessing specific tourist needs, the first systematic study on the importance of attractions in attracting tourists was published. Singapore's top ten source markets were analysed using the Pearce's Travel career model as a framework to determine whether the attractions serve as drivers for tourists choosing a destination. This study also revealed the seven-tier taxonomy of group tourism products and five essential needs of a family, namely pleasure, personal quest, human endeavour, nature, and business in the case of Singapore. McKercher and Koh (2017) analysed the annual market source report and country report data and concluded that each market source has different demand for each attraction. In summary, there is a lack of research on this topic in the literature, and the available studies typically do not analyse the circumstances affecting multiple destinations and markets. These results support the idea that a variety of factors influence why people travel and that visitors from different market segments are looking for new places and attractions to meet their needs.

3.   Methodology

3.1   Data Collection

This study uses secondary data from tourism surveys conducted by the national tourism authorities of each country, namely Australia, Hong Kong, Singapore, and the United Kingdom. The selection of the four countries in this study is based on their different tourism destination characteristics and tourism market profiles. Australia, Hong Kong, Singapore, and the United Kingdom were chosen because they each have unique attractions that can provide deep insights into the role of attractions

in attracting and satisfying the needs of tourists. These four countries are also popular tourist destinations with a significant number of tourist arrivals, allowing for a comprehensive analysis. The first reason is that Australia is known for its extensive natural attractions and adventure activities, attracting tourists seeking nature and adventure experiences. Secondly, Hong Kong is a destination that stands out as a business hub and has diverse tourist attractions that attract both business and leisure travelers. Third, as the region's leading app destination, Singapore offers urban innovation and cultural festivals, attracting travelers interested in technological development and cultural experiences. Fourth, Britain is a destination with a rich historical and cultural heritage, attracting tourists interested in historical and cultural exploration.

The study uses secondary data from tourism surveys provided by each country's national tourism authorities. Secondary data from market reports and tourism reports of each destination were analyzed using qualitative methods. A qualitative approach was chosen as it allows for a more in-depth identification and characterization of tourist destinations and their characteristics. The main advantage of using secondary data is the large sample size and availability of existing data (Lune & Berg, 2017; Veal, 2017). This secondary data includes written field reports and reports relevant to a specific research topic or question. For the purposes of this study, statistical tourism reports, consumer trends, travel behavior, inbound activities, and marketing strategies of each destination were used, among others. Secondary data was selected because it is a large sample size and is existing data, allowing for broader and more in-depth analysis (Lune & Berg, 2017; Veal, 2017). Data sources include Tourism Australia, which provides annual reports, international visitor surveys, and market trend reports. Hong Kong Tourism Board, which provides monthly and annual statistical reports and tourism trend reports. Singapore Tourism Board, which provides tourism statistics, visitor surveys, and annual reports, and VisitBritain, which provides international tourism data, market reports, and marketing strategy reports.

3.2   *Data Analysis*

This study used an exploratory approach to analyze the existing framework using secondary data from global tourism statistics reports. Data analysis was conducted using a qualitative approach, which included the following steps: first, a qualitative analysis using content analysis to examine and interpret the data collected. The aim of this analysis is to identify the role of attractions in attracting tourists and satisfying their needs and to understand how each country differs in this regard. This approach provides an exciting opportunity to improve our understanding of tourist motivations and the attraction system. The data were analysed to identify themes and patterns relevant to the role of attractions in attracting and meeting the needs of tourists. This analysis involved coding the data to discover key concepts and relationships between concepts. This study aims to shed light on how tourist attractions not only attract tourists but also meet their needs and how marketing strategies can be adapted for different source markets. The study also aims to provide insights into how tourist attractions in these four different countries play a unique role in attracting different segments of the tourism market.

Second, this study uses the theoretical framework of Pearce (2011) and McKercher (2016). Pearce developed the tourism products taxonomy, which divides tourism products into several main categories. McKercher introduced the Travel Career Pattern (TCP), which describes the evolution of travelers' motivations along with their travel experiences. Classification of attractions by categorizing tourist attractions based on the Taxonomy of Tourism Products (Pearce, 2011) and the Travel Career Pattern (TCP) developed by McKercher (2016). This classification includes pleasure, human effort, personal quest, nature, and business products.

Third, the data collected from tourism reports were classified using the categories proposed by Pearce (2011) in the Taxonomy of Tourism Products. These categories include amusement products, human endeavors, personal quests, nature, and business. Collected reports and statistical data from national tourism associations, including data on consumer trends, travel behavior, inbound activity, and marketing strategies. The analyzed data was then mapped onto the Travel Career Pattern (TCP) framework developed by McKercher (2016). This framework helps to understand the evolution of travelers' motivations based on their level of experience.

3.3   *Reliability and Validity Justification*

To ensure the reliability and validity of the study, several steps were taken: First, the data reliability of the secondary data used was from official and reliable sources, namely the national tourism authorities of each country. These reports are regularly updated and comply with international reporting standards to ensure that the data used is accurate and reliable. Second, content validity is ensured through the use of well-established theoretical frameworks, namely the Taxonomy of Tourism Products by Pearce (2011) and Travel Career Patterns by McKercher (2016). These frameworks have been tested and widely used in tourism research to ensure that the categories and concepts used in this analysis are relevant and appropriate. Third, triangulation was performed by comparing data from different sources and reports to ensure consistency of results. Data from different reports and surveys were compared to identify consistent patterns and assess the accuracy of the information.

4.   **Result and Discussion**

In the first part, comparative analyses were examined in four destinations. In the second part, the characteristics of the four market sources are summarised and the results are discussed in the context of the theoretical framework.

4.1   *Destination Comparison*

Table 1 comparing destinations shows the summary of the destination profile. From a core perspective, the United Kingdom (UK) is the most visited country among the four destinations and has the highest ranking in the Travel and Tourism Competitiveness Index (TTCI) ranking in 2017. Comparing the four destinations shows that Australia has the most natural sites, and the UK becomes the destination with the highest number of cultural sites among the four destinations. However, Singapore and Hong Kong have better infrastructure to support the tourism industry. From a marker perspective, each destination's brand strategy measures the total online search volume of international tourists associated with tourism-related brand tags. These results confirm the ideas of Richards (2002), who suggests that visitors' expectations are influenced by information from different media. Most tourists who search the information brand tags are related to leisure activities, locals, historical places, local tradition, unique events, natural and sustainable tourists (Bloom Consulting, 2017).

From the results of the survey and international tourists' searches for country brand tags, Hong Kong has a better country brand strategy with its slogan "Best of all, it is in Hong Kong," which is the highest among the other travel destinations. To ensure the effectiveness of marketing and branding in attracting tourists, the National Tourism Offices (NTO) of Singapore and Hong Kong have focused their strategic and promotional positioning on the tourism-related brand with higher demand. Excited about the market sources, most of the top visitors coming to the UK, Singapore, and Hong Kong are from the short-haul market. However, in Australia the differences are greater as long-haul flights tourists are the top market. The results, as shown in Table 1, also show the main

attractions in each destination, with the top attractions in the UK mostly related to the historic and heritage listed building.

Table 1. United Kingdom, Australia, Hong Kong, and Singapore Destination Profile

World Rank (2017) From 136 Countries	United Kingdom 5th	Australia 7th	Hong Kong 11th	Singapore 13th
Inbound Travel Purpose (%): Holiday	39%	54%	62%	56%
Visiting Family & Relatives	31%	26%	16%	13%
Business & MICE	22%	10%	14%	15%
Other* (Study, employment related, medical, etc.)	8%	10%	4%	5%
Quality of tourism infrastructure *(world rank)	23	14	9	2
UNESCO World Heritage Natural sites *(world rank/ number of sites)	10 / 5	1 / 14	n/a	n/a
UNESCO World Heritage Cultural sites *(world rank/ number of sites	8 / 26	47 / 5	n/a	97 / 1
Destination Branding *(world rank/ number of sites)				
Country Brand Strategy	79	71	17	38
Natural tourism digital demand	5	12	50	36
Cultural & entertainment tourism digital demand	4	11	15	9
Effectiveness of marketing and branding to attract tourist	12	18	8	5

[1] Only the overnight visitor including the mainland China overnight tourist and tourist arrival by Air, sea and land transport.

[2] A country brand receives a higher rating if that country's NTO focuses its strategic and promotional positioning on the tourism-related brand tags, brand tags with the highest demand (as measured by total online searches) from international tourists (The World Economic Forum, 2017).

World Rank (2017) From 136 Countries	United Kingdom 5th	Australia 7th	Hong Kong 11th	Singapore 13th
Tourist Perception	Cultural attractions, i.e., heritage, contemporary music, films, art and literature, countryside & natural beauty, vibrant cities, a mix of old and new, local food and drink, sports events, fashionable, romantic destination.	World class nature, aquatic and coastal, good food and wine, rich history and heritage, friendly and open citizens, safety and security, value for money.	Shopping, theme park, dining & sightseeing, nature at any outlying islands, entertainment, and activities, cultural attractions.	Shopping, sightseeing, entertainment & gaming, food and beverage, all-inclusive holiday resort, good infrastructure, suitable for a short trip, safe and secure environment, family destination.
Primary Tourist Attractions *(TripAdvisor rating 2018)	Old & New Town of Edinburgh, The Houses of Parliament, Westminster Abbey, London Tower Bridge, The British Museum, Buckingham Palace, Stonehenge, The City of Bath.	Sydney Opera House, Great Barrier Reef, Uluru-Kata Tjuta National Park, Lake McKenzie, Mount Wellington, Gold Coast Theme Park, Noosa National Park.	Tsim Sha Tsui Harbor Area, The Peak and Surrounding, The Old Town Central, Hong Kong Disneyland's Lantau Island, Dragon Back Hiking trails, Hong Kong Museum of History.	Singapore Merlion, Gardens by the Bay, Resort World Sentosa, National Orchid Gardens, Singapore Botanic Gardens, Singapore Zoo, Orchard Road, Chinatown, Universal Studio.

Source: (Bloom Consulting, 2017; HKTB, 2018a, 2018e; STB, 2018; The World Economic Forum, 2017; Tourism Research, Australia, 2018; Tripadvisor, 2018a, 2018c, 2018b, 2018d; UNESCO, 2018; VisitBritain, 2017)

Australia has world-class natural sites, some of which are UNESCO World Heritage Sites. In Hong Kong, attractions, cultural sites, and natural areas are integrated, giving travellers more options for balance. Singapore, most of the integrated attractions and landmarks are the highlights of their travel destination. Australia has the highest attraction for natural sites and personal adventures, while Singapore offers a greater variety of amusement attractions and human experiences. While the United Kingdom offers more pleasure, natural attractions, and the highest attractions for business travellers. Hong Kong has more pleasure attractions to offer to travelers.

Australia

The market chooses Australia as a premium nature travel destination where the influence of the traveler's middle-layer motives is related to the more relevant external appearance (Pearce, 2011). Australia has a good image for its nature and pleasure tourism activities. Another important finding was that pleasure-related activities such as shopping, food and wine tours, and tastings are quite well known among tourists. Visitors are offered city tours, sightseeing, and attractions, as well as some zoos, aquariums, and amusement parks, as well as business and personal quests (Tripadvisor, 2018a).

Hong Kong

As a city state destination, most of the tourist attractions in Hong Kong are entertainment activities related to culinary tourism, shopping, entertainment such as visiting a disco/bar/pub/karaoke, cinema/pop concert, massage/spa. Activities for families, such as visiting attractions and recreational areas and sightseeing, are often priorities. Products around the experience of human attractions for travellers. As for nature activities, there are several locations for hiking. Business activities are also part of Hong Kong tourism. Hong Kong is one of the most popular travel destinations in Asia, where most travellers (76%) are repeater travellers (HKTB, 2018a; Tripadvisor, 2018b).

Singapore

Singapore is famous for its leisure activities, especially shopping activities. As one of the most dynamic cities in Asia, it offers a selection of new attractions to visit, such as integrated resort areas and some outdoor activities such as Gardens by the Bay, Singapore Zoo, and Singapore Botanic Gardens (STB, 2018). Personal Quest Tourism products relate to local people, culinary centres, culture, music, and artistic performances. Products associated with human activities, such as museums, famous landmarks, and tourist attractions, become favourites. With an excellent and safe tourism infrastructure, Singapore offers more value for travellers who come with their families and parents. There are a selection of theme parks available in Singapore (STB, 2018; Tripadvisor, 2018c).

The United Kingdom

The United Kingdom is famous for its cultural heritage and natural attractions. Cultural and heritage experiences are 'Only in Britain' activities, outdoor landscape and nature experiences are primarily undertaken by travellers in some of the most popular regions, such as London, Scotland, and Yorkshire (Barclays, 2017; Tripadvisor, 2018d). The United Kingdom is also known for its business activities, such as, e.g., the regular meetings of international associations and the numerous football stadiums and convention centre that can host major sporting and entertainment events such as concerts and shows (The World Economic Forum, 2017).

In summary, the UK position is a destination with a strong history and heritage attractions. The most sought-after attractions are related to personal quests and human endeavour product taxonomy, industrial and built heritage, such as visiting museums, and interpretive attractions. Interesting

insights also include learning cultural content and socialising with local activities. The most exciting finding was that most of their motives are at the corelayer (novelty, relationship). This argument is supported by the higher percentage of visiting family and relatives (VFR) trip purpose in some market sources (Visit Britain, 2018).

4.2   Comparison of Market Sources

Four market sources relate to four destinations analysed for this study, and each is described based on its characteristics.

Australian

Travellers from Australia are experienced travellers. Australian travellers enjoy their trip more by seeking a novel experience that is related to their core motives, while extrinsic motivations lie in the middle layer of motives for their trip. With the highest proportion of VFR motifs, travellers from Australia also come to personal events where it is important that the location is connected to family history and there must be corresponding activities. Australian travellers are also very independent travellers with autonomy motives in the outer layer, with most of them not beholden to anyone. Leisure activities and human activities such as shopping, eating, and experiencing. These results are likely related to culture-related activities. They like being tied to a new culture where the authentic character and taste of food at a destination is what they are looking for. Meeting locals is one of the crucial aspects of their holiday activities (HKTB, 2018b; Visit Britain, 2017a). Australian travellers have characteristics of multi-destination travel; Singapore and Hong Kong are one of the hubs before travelling to their destination; the length of stay is relatively short (STB, 2014).

Hong Kongers

For Hong Kongers, travelling means relieving the stress they brought home and spending time with family and companions, which is related to the core motives. They like to expand their horizons with new experiences as motivation for travelling. Related to the concept of a longer life: it is better to pursue healthy lifestyle trends with the consumption of leisure products such as healthy eating, sports, and leisure activities and pay attention to the natural environment and ecology. For this reason, Australia is chosen by Hong Kong traveller because its natural beauty, coastal and water tourism experience, and friendly local community are the main features (Tourism Australia, 2017a). Reasons for visiting are still dominated by leisure activities, with the most popular activities for Hong Kong travellers being shopping, visiting famous tourist attractions, cultural sights, and theme parks with interactive features and educational experiences (STB, 2015a; Visit Britain, 2018b).

Overall, these results suggest that Hong Kong travellers seek to escape busy city life and that stress brings with it some activities that cannot exist in Hong Kong, which relates to the Pearce's core motives. They are looking for relaxation and a change from everyday life, combined with core layer motifs and a strong enrichment component for all family members, which is a popular choice for Hong Kong travellers.

Singaporean

Singaporeans have a good idea of Australia as a destination with natural beauty and marine and coastal experiences. In addition, culinary and wine tours are an essential travel experience for them (Tourism Australia, 2017b). Hong Kong now has a good image as a pleasant place for Singapore's tourists. Shopping, theme parks, dining, and sightseeing are among the most popular activities among tourists. In addition, Singaporean travellers in Hong Kong also explore nature-based activities such as visiting

remote islands (HKTB, 2018c). The United Kingdom (UK) is the number one European destination for travellers from Singapore. Experiencing famous and historical places as well as sporting events matches are typical for Singapore travellers in the UK.

Another key finding was that Singaporeans recorded the highest average spend of £ 2,657 per visit in the other business-related travel market in 2016 (Visit Britain, 2017b, 2018a). In summary, these results show that Singapore travellers will choose a destination that offers good value for money. Singapore travellers tend to choose destinations whose core motives are relationships and novel experiences that offer fun and laughter, on the other hand, middle-layer motives in both intrinsic (self-realisation) and extrinsic (self-development) through host involvement of localations in terms of local attractions and world-class nature influence their travel expectations.

British

British traveller visits Australia for the hospitality of its people, good food and wine, and historical and cultural value. Australia is also at the top when it comes to marine and coastal experiences (Tourism Australia, 2017c). The activities relate to food and sightseeing, shopping and entertainment, and some of the natural environment activities that British travellers choose when visiting Hong Kong (HKTB, 2018d). Traveller from the UK visit Singapore because it is safe and comfortable, and the infrastructure is very supportive of tourist activities. With several activities related to culture, shopping, and heritage visits (STB, 2015b, 2018). What is interesting is that the travel pattern observed among British travellers includes a relatively short stay in Singapore and Hong Kong. In fact, 90% and 80% of British holiday travellers respectively, cited both destinations as hubs for visiting other nearby destinations.

Taking together these results provide valuable insights in categorisation of British according to the core travel motives of novelty and searching for rest and relaxation. The preference for fun and exciting outdoor activities is one of the reasons why they also choose to visit some destinations in Asia. Middle layer motives related to intrinsic aspects influence the new perspective on life. Although extrinsic aspects influence their travel behaviour, Brits feel connected to local everyday life and the activities associated with exploring the local community. The consumption of human endeavour, tourism products, leisure activities, and nature are also essential to them.

5.   Conclusion

The aim of this study is to assess the importance of attractions in a selected destination that can attract tourists. The exploratory qualitative phase covered the areas of travel career pattern (TCP) theory (Pearce, 2011) and tourism product taxonomy (McKercher, 2016) to analyse data from each source market. Based on previous research, attractions play a significant role in attracting tourists to destinations. According to Xu (2010), diverse products and activities provide many opportunities for tourists. Leiper (1990) also states that attraction is an integral part of the attraction system. There is a hierarchy that ensures that an attraction plays a significant role in shaping the image of a destination (Mill & Morrison, 2002). According to this study, the characteristics of each destination are very different. Some major destinations with different attractions, such as Australia and the United Kingdom, offer travellers the opportunity to choose between general and more specific tourism products. Therefore, it offers tourists a greater variety of attractions to suit their needs. Meanwhile, destinations in city-states such as Singapore and Hong Kong rely on more general products and key attractions, so travellers tend to spend a fairly short time in the destination before moving on to another destination.

Perhaps the most exciting finding is the market's motivation, which generally considers the needs for rest and relaxation and is the primary motivation for all travellers in this study. For the Australian, Singaporean, and UK markets, novelty experiences are also crucial. While for Hong Kong travellers, more than three other important family relationship motivations. However, for British travellers, middle-layer motives of self-actualisation and a new perspective on life are one of the factors influencing their choice of travel destinations. As a whole, middle-layer reasons and outside factors of destinations are very important for all market sources where self-development through integrating the host location (locals, nature, and culture) is important for TCP models (Pearce, 2011). It is known that several factors play a role in whether a tourist consumes the products to satisfy his needs. The current study found that the results of the four existing destinations demonstrate their attractiveness and excellence in products of pleasure, human endeavour, personal quests, nature, and business (McKercher, 2016).

The current study found that each destination offers a variety of attractions to meet traveller needs. On the supply side, destinations such as Australia and the United Kingdom are chosen primarily based on entertainment and natural attractions, most popular product families such as food and wine, adventuous activities, natural areas, wildlife appreciation, and learning. Singapore and Hong Kong offer almost identically more gourmet products. Hong Kong and Singapore enjoy their reputation as shopping paradises for tourists from all over the world. Additionally, both destinations offer a dynamic activity for business travellers that is more related to the taxonomy of business products. These results are consistent with previous observational studies in which the role of specific attractions as goal awareness (markers) and motivation (nucleus) is essential (Leiper, 1990; McKercher & Koh, 2017).

The results reported here suggest that an overview of how attractions in each destination play an essential role in attracting tourists with different needs and characteristics is provided using the Pearce Travel Career Pattern (TCP) framework. Based on the data analysis of the existing market sources, there is a connection between the motives of each level and the activities and selection of attractions visited in each destination. Moreover, the results of the current study complement previous research, in which there are four different destinations, and four identical market sources for each destination.

From the study carried out in addition to studying the type of attractions, here is some information related to the image of the destination, which plays a role in raising tourists' awareness before departure. Several destinations, such as Hong Kong and Singapore, are good at packaging information about their distance, as evidenced by the branding of their country strategies and the level of marketing effectiveness in attracting tourists (Kim & Lee, 2002; Richards, 2002). Another cause for concern are two other countries: Australia and the United Kingdom, which have greater popularity and quantity of attractions. So if you look at the number of information searches on their country's brand tags, nature, culture, and entertainment are still very high. This is of course related to the opinions of several researchers before tourist experiences are related to tourist interaction with many objects, such as the natural environment and the built environment (Crouch, 2013).

This study can help us understand tourists' motivations when choosing travel destinations. What are the main questions of this study about which attractions attract tourists? The answers are that achieving an unforgettable experience depends on the ability of destinations to offer travellers various attractions and satisfy travel desires according to their needs and desires (Leiper, 1990). From this study, we can also conclude that each destination has its own uniqueness and different role for different market sources. The generalisability of these results is subject to certain limitations. For example, four destinations and four market sources limit these results. As a recommendation, further research in the following areas to explore more destinations and explore more market sources, or in another case, with the primary data collection for the travellers visiting the destination.

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