



A Classification of Tourism Offerings Based on Intrinsic Attributes

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ABSTRACT

The purpose of this study is to explore intrinsic attributes that can be used in the classification of tourism offerings for an academic understanding of their immutable natures. Mixed approach of visitor attractions classification was used as a theoretical underpinning, group discussions for data collection and content analysis for data examination. Findings of this study indicate that every offering category has a set of immutable attributes separating it from the rest and offers a structured way of profiling offerings at a destination. The results highlight the peculiar importance of experiential consumption means and values in achieving the objective.

Keywords: Experience consumption, experiential values, tourism offerings classification.

JEL Codes: D46, L80, L83, L84.

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1.0 INTRODUCTION

A visitor attraction (VA) is any “permanent resource, either natural or human-made, which is developed and managed for the primary purpose of attracting visitors” (Hu & Wall, 2005:619). This definition restricts VAs to permanent resources while there are many temporary things that attract visitors to the destinations they visit. This study expands this definition to include temporary attractions and uses the term “tourism offerings” (TOs) instead. Tourist offerings at any destination may not necessarily be the attraction that pulls visitors to a place, but they do add value to the destination and generate more revenue to the providers.

Many studies have attempted to characterize services and goods aiming to immutably distinguishing between them. In so doing, four factors have been used, namely; 1) intangibility, 2) heterogeneity, 3) inseparability, and 4) perishability. They are commonly known as IHIP. Moeller (2010) has demonstrated

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how these factors distinguish the said offerings. While those who have characterized services and goods have not been doing so with an object of classifying visitor attractions, some TOs are services and goods, and their works are equally relevant in this field. In spite of this relevance, the attributes are insufficient to distinguish among all categories of TOs. For instance, not all intangible offerings in tourism can be characterized as being heterogeneous in quality because of the customer resources transformed in the value creation process. This logic can be applied to inseparability as well as perishability and it be demonstrated that they are inadequate to characterize tourism offerings for an academic understanding of their immutable natures. In order to achieve this, more attributes need to be considered.

Researchers classifying visitor attraction have utilized a number of factors as detailed by Lew (1987). Such attributes for instance include origin, spatial scale, capacity, temporal aspects of attractions, security, attraction character and individual tourist experience. Other factors include ownership (privately, publicly, charity and voluntary/trust owned), historical, cultural, commercial, fantasy oriented, payment of access fees and whether an offering is one composite attraction or not (Leask, 2008; Pearce, 1998; Sternberg, 1997). Whereas some of these attributes are intrinsic, some like ownership, payment of access fees, capacity, security and individual tourist experience are bound to change with time, place, technology and individuals. The quest “to develop comprehensive typologies in which every possible attraction could be classified” (Lew, 1987:557) is only possible with intrinsic attributes. This also has the promise of reducing if not eliminating the arbitrariness in methodology often employed in the development of such typologies. This study proposes to develop such a typology based on inherent offering attributes, consumption means and resultant experiential values. Specifically, this study seeks to evaluate the importance of proposed attributes in the classification of tourism offerings. Additionally, it examines if every possible offering can belong to a specific category or if there exists hybrids. Lastly, this work seeks to identify attributes unique to offering categories. It was predicted that the more an attribute has options to work with, the more it is important in distinguishing among offerings. Similarly, it was held that all categories have unique attributes except for religion and culture whose offerings can fit in the rest of the categories.

The remainder of the paper is structured in this manner; section 2 is the conceptual framework, followed by the classification framework in section 3, methodology in section 4, results and discussion in section 5, and finally conclusions and recommendations in section 6.

2.0 CONCEPTUAL FRAMEWORK

2.01 APPROACHES TO VISITOR ATTRACTIONS CLASSIFICATION

Lew (1987) identifies four major approaches to visitor attractions classification, namely; ideographic, organizational, cognitive and mixed approaches. Ideographic perspectives examine the tangible material presence of an offering or the concrete uniqueness of a site. Thus they lead to the identification of characteristics unique to an attraction rather than dwell on universal features. Following this approach, natural, man-made and natural-man-made categories are identified by Lew (1987). Leask (2010) however in his literature review identifies theme parks/amusement parks, museums and galleries, natural, animal, visitor centres, religious sites, and heritage as offering categories. Leask’s classification offers many categories but leaves the question as to whether an animal is not natural. Ideographic approaches have been noted for their abstractness in their classification (Lew 1987).

Organizational perspectives cluster products on their spatial scale, carrying capacity and temporal basis. Spatially, they can be small, medium or large occupying countries or continents, accessible or inaccessible, remote or urban. On the capacity basis they can be low, medium or high tourist density attractions. Temporally they can be categorized as permanent or temporal/seasonal, an event or a site, or a single or multiple visitation attractions.

Cognitive perceptions consider attraction characteristics and classify them as modern or traditional, structured or unstructured, expensive or inexpensive, authentic or inauthentic, passive or active, marker

or sight involvement, among other considerations (Lew 1987). More often than not, ideographic attributes do dominate cognitive classification approaches.

Since no single approach suffices for all research objectives, cross-perspective or mixed approaches have regularly been used (Lew 1987). They maximize on the strengths and minimize on the weaknesses of the individual approaches. This is the approach used in this study. Considering that this work's aim is to attempt a classification of offerings based on intrinsic attributes, traits that answer to this question are the only ones utilized from the three perspectives.

2.02 CLASSES OF INTRINSIC ATTRIBUTES CONSIDERED IN THIS WORK

This study uses qualities under three broad categories of intrinsic offerings attributes, means of consumption and resultant experiential values. It is held that some offering categories cannot be distinguished from others based on just one class of traits thus necessitating the three classes.

2.2.1 INTRINSIC PRODUCT OFFERING ATTRIBUTES

Ten intrinsic attributes, namely; tangibility, heterogeneity, inseparability, perishability, origin, permanency, portability, metabolism, modifiability, and convertibility are utilized in this work and are briefly described as follows:

Tangibility: Is the material nature of an offering. When a TO is palpable, it is tangible. When it is not, it is intangible. Tangibility enables perception of texture, temperature and appreciation of shape.

Heterogeneity: Denotes varying levels in quality of an offering (Brentani, 1989). Heterogeneity in quality is attributable to human and non-human resources integrated in the value creation process. In this study, heterogeneity attributable to provider resources is denoted by heterogeneity-PR, while that from customer resources by heterogeneity-CR. If from both provider and consumer resources, it is designated by heterogeneity-PR-CR. The additional influence of a deity is indicated by D. Unique quality is used where heterogeneity cannot be attributed to provider, customer or deity factors.

Inseparability: This is divided into inseparability of customer resources and of consumption (Moeller 2010). Inseparability of customer resources denotes the necessary presence of customer resources for value creation (Moeller 2010). Customer resources are defined as their items, skills, knowledge, involvement, time (Prebensen, Vittersø and Dahl, 2013) and their persons (Moeller 2010). Inseparability of consumption means simultaneous value creation and consumption. It's important because it requires the physical presence of the client at the point and time of value creation. In this study, inseparability of customer resources is denoted by inseparable-CR while that of consumption by inseparable-CON.

Perishability: This is used in reference to the productive capacity of facilities employed in value creation (Moeller 2010). The productive capacity of facilities is said to be perishable if they require customer resources to provision value. If not, then they are imperishable.

Origin: This term pertains to the genesis of an offering. Some TOs are natural while others man-made. Others are a mix of the two thus existing at the natural-man-made interphase (Perry 1975; Schmidt, 1979).

Permanency: This relates to the availability of an offering in space and time. An offering permanent in space is one that is fixed to a geographical point. One that is permanent in time is always available or that can be provisioned at any time given necessary resources. By way of illustration, a mountain is permanent both in time and space, migratory birds are permanent in time but temporary in space, regularly active volcanoes are permanent in space but temporary in time while lunar eclipses are temporary both in time and space. In this study, permanency in space and time is denoted by permanent- S&T; temporariness in space and permanency in time by temporary-S, permanent-T; permanency in space and temporariness in time by permanent-S, temporary-T; and finally temporariness in space and time by temporary- S&T.

Portability: This attribute relates to the transportability of a TO from one place to another. If transportable, then it is portable. If not, it is not portable. Portability in this work does not refer to portability of facilities but to the TO itself. This attribute confers the ability to transfer ownership rights to clients. It is closely linked with tangibility. However, not all tangible offerings are portable.

Metabolism: In biology, metabolism refers to a range of biochemical processes that occur within a living organism. In this paper however, it is used to denote states of life. It's broken down into alive, dead and inanimate to cover alternative states of life.

Modifiability: Is concerned with the amenability of an offering to change in terms of quality and duration of existence. Offerings that are variable on these aspects are considered modifiable while those that are not as not modifiable. This attribute creates opportunities for customization of TOs.

Convertibility: Convertibility as an attribute refers to the ability of an offering to retain its capacity to provide its inherent experiential value(s) when transformed into an electronic format. For instance, music can be recorded and saved in several electronic formats. When played, the music reverts to sound waves which still provide its inherent experiential values. It however loses its “live” feeling which is true for every convertible offering. Convertibility is suitable for recording rare occurrences for future consumption besides reducing production costs for often consumed offerings.

2.2.2 MEANS OF EXPERIENTIAL CONSUMPTION

The generic tourism product derived from the array of tangible and intangible tourism offerings is experience (Smith, 1994) hence the term experience consumption. Experience consumption is here defined as the means by which value is derived from a TO. Brakus, Schmitt, and Zarantonello, (2009) have identified four dimensions of experiences, namely: sensory, affective, intellectual and behavioural. These match Schmitt’s (1999) four experience modules of “sense”, “feel”, “think”, and “act”. In the same work, Schmitt introduces “relate” which concerns human to human interactions. Sense is the way of consuming experience through the five senses of sight, hearing, touch, taste and smell. “Feel” relates to emotional experiences evoked from what is consumed while “think” is how to consume mental stimuli. “Act” is the means of consuming physically engaging offerings while “relate” those that involve human to human interactions. Other offerings like souvenirs are consumed by possession and sometimes by usage (Park, 2000; Swanson, 2004). Transportation services are consumed by being in the locomotive.

2.2.3 EXPERIENCE CONSUMPTION MEANS AND ASSOCIATED EXPERIENTIAL VALUES

The various means of consumption consume different stimuli consequently resulting in different experiential values. Value is herein defined as the experiential benefit or enjoyment derived from the consumption of a stimulus. Given that stimuli are consumed by the modules of sense, feel, think, act, and relate, there should be consumption means and experiential value(s) associated with each.

Sensorial values result from the engagement of our five senses. Eyes enable sight by which aesthetic value is derived. (Bammel & Burres-Bammel, 1992; Chou, 2014). The tongue enables taste through which physiological value is derived. While physiological value is used by Chou (2014) to refer to value derived from physical activity, we however deem it appropriate for values that satisfy physiological needs. Consequently, we apply it to values that satisfy the needs of hunger, thirst, sleep and conjugal needs. Ears enable hearing by which “sonic” value is resultant; the skin enables feeling by which “feel” value is consequent and the nose enables smell by which “olfactory” ensues.

Consuming by doing gives pragmatic or physical value (Bammel & Burres-Bammel, 1992; Dube & LeBel, 2003; Gentile, Spiller, & Noci, 2007) which may result in toning up of body muscles, fatigue or pain. Consuming by being derives relaxation value (Bammel & Burres-Bammel, 1992) or functional value (Sánchez-Fernández, & Iniesta-Bonillo, 2007) in the case of transportation. Functional value can also be derived by usage of certain offerings, e.g a warm jacket. Value is derived from some offerings simply from the knowledge of the fact that one owns (possesses) them. Mental stimuli is consumed by the brain giving rise to intellectual (Dube & LeBel, 2003) cognitive (Gentile et al., 2007) or epistemic value (Sweeney, & Soutar, 2001). Epistemic value appreciates novelty, surprise, and humour. Spiritual value is derived from the consumption of spiritual offerings (Holbrook, 1999). Relating gives rise to social (Dube & LeBel, 2003) or relational value (Gentile et al., 2007).

As advanced by Schmidt (2010) that experiential value is multidimensional, the consumption of TOs more often than not give rise to several experiential value types. For instance, since the content of what is seen or heard can be different, other values can emerge from the engagement of the senses. Thus watching

documentaries may result into epistemic and emotional rather than aesthetic values (Dube & LeBel, 2003; Gentile et al., 2007).

The foregoing review illustrates how different terms have been used to refer to the same experiential value. For consistency, preferred terminologies are described as follows:

1. **Physiological Value:** This is value derived by satisfying physiological drives which are sleep, hunger, thirst, and sex.
2. **Aesthetic value:** This is visual beauty of natural and artificial scenes and objects (Bammel & Burres-Bammel, 1992).
3. **Olfactory value:** This is the value one gets by consuming some sweet or unique smell.
4. **Sonic value:** This is the value derived by the consumption of sound. Other values can be derived from sonic consumption. For instance, in teaching and listening to humour, epistemic value can result. In enjoying soft sweet music, relaxation value may emerge.
5. **Feel value:** This is the value derived by touching and/or feeling temperature, texture, humidity, and wind speed.
6. **Emotional Value:** This is the value one derives by consuming offerings that evoke affective states (Brakus et al. 2009).
7. **Epistemic Value:** This refers to value derived when something actively engages the mind. It involves seeking after knowledge (Williams & Soutar, 2000) and appreciates difficulty, creativity, novelty, surprises and humour.
8. **Physical value:** This is the value derived by engaging in physical activity (Bammel & Burres-Bammel, 1992; Dube & LeBel, 2003).
9. **Social value:** This is the value resultant from relating with others (Bammel & Burres-Bammel, 1992; Chou, 2014; Dube & LeBel, 2003; Gentile et al., 2007; Jordan, 2000; Williams & Soutar, 2000).
10. **Relaxation value:** Is the value of recovering energy while in a relaxing environment (Chou, 2014).
11. **Functional value:** This is value one derives by having some work or function done (Williams & Soutar, 2000).
12. **Spiritual value:** Refers to the value one receives by consuming spiritual offerings (Holbrook, 1999)

3.0 THE TOURISM OFFERINGS CLASSIFICATION FRAMEWORK

In order to be able to classify TOs, this study developed a classification framework by characterizing common TO categories by means of the intrinsic attributes, consumption means and inherent experiential values already discussed in section 2.2. The clusters are: 1) services, 2) souvenirs, 3) phenomenon, 4) activities, 5) culture and heritage, 6) food, 7) landscapes and sceneries, 8) wildlife, 9) religion, 10) staged performances, 11) sports and 12) events. While considering the inherent means of consumption, thought was given to how blind and deaf tourists would consume the offerings. The result of the process is summarized in tables 1-3.

Table 1: Tourism offerings categorization framework depending on the nature of offerings

Attribute	Offering Category												
	Service	Activity	Performance	Sport	Event	Phenomenon	Landscape	Religion	Culture Heritage	And	Souvenir	Food	Wildlife
INTANGIBILITY	Intangible	Intangible	Intangible	Intangible	Intangible	Intangible	Tangible	Tangible/Intangible	Tangible/Intangible		Tangible	Tangible	Tangible
ORIGIN	Man-made	Man-made	Man-made	Man-made	Man-made	Natural	Natural/Man-made Natural— Man-made	Divine origin	Man-made, Natural, Man-made-Natural		Man-made	Natural/Man-made	Natural
METABOLISM	Inanimate	Inanimate	Inanimate	Inanimate	Inanimate	Inanimate	Inanimate	Inanimate	Inanimate		Dead, inanimate	Alive, dead, inanimate	Alive/dead
PORTABILITY	Not portable	Not portable	Not portable	Not portable	Not portable	Not portable	Not portable	Not portable	Not portable		Portable	Portable	Portable
PERISHABILITY	Perishable	Perishable	Perishable	Perishable	Perishable	NA	NA- natural landscapes, Imperishable – For man-made	Imperishable, Perishable	Perishable, Imperishable		Imperishable	Imperishable	NA- for natural, Imperishable -(zoos) and man made forests
MODIFIABILITY	Modifiable	Modifiable	Modifiable	Modifiable	Modifiable	Not modifiable	Modifiable	Modifiable	Modifiable, not modifiable		Modifiable	Modifiable	Modifiable
CONVERTIBILITY	Inconvertible	Inconvertible	convertible	Convertible	Convertible	Convertible	Convertible	Convertible	Convertible		Convertible	Inconvertible	Convertible
PERMANENCY	Permanent time and space					√	√	√	√				√ (For plants)
	Permanent time and temporary space	√	√	√	√				√	√	√	√	√ (For animals)
	Temporary time and space		√			√	√						
	Temporary time and permanent space					√	√		√				

INSEPERABIL ITY	Inseparable Resources and Inseparable consumption	✓	✓		✓			✓	✓			
	Inseparable Resources and Separable consumption	✓						✓	✓			
	Separable resources and Separable Consumption						✓	✓	✓	✓	✓	✓
	Separable Resources and Inseparable Consumption			✓	✓	✓	✓		✓	✓		✓
	Heterogeneous Customer resources	✓	✓			✓			✓	✓		
	Heterogeneous Provider resources	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
HETEROGENE ITY	Heterogeneous Provider and Customer resources	✓	✓			✓			✓	✓		
	Heterogeneity provider, customer and divine being resources					✓			✓	✓		
	Unique						✓	✓	✓	✓		✓

Source: Own work

Table 2: Tourism offerings categorization framework depending on the inherent means of consumption

Inherent Means of Consumption	Offering Category											
	Service	Activity	Performance	Sport	Event	Phenomenon	Landscape	Religion	Culture And Heritage	Souvenir	Food	Wildlife
Seeing			√	√	√	√	√	√	√	√		√
Hearing	√		√		√	√	√	√	√			√
Smelling								√	√			√
Eating / tasting								√	√		√	
Feeling	√					√		√	√			√
Being	√						√	√	√			
Doing		√						√	√			
Possessing								√	√	√		
Using	√							√	√	√		
Relating					√			√	√			
Thinking / meditating								√	√			

Source: Own work

Table 3: Tourism offerings categorization framework depending on the inherent experiential values

Inherent Experiential Value	Offering Category											
	Service	Activity	Performance	Sport	Event	Phenomenon	Landscape	Religion	Culture And Heritage	Souvenir	Food	Wildlife
Aesthetic						√	√	√	√	√		√
Sonic								√	√			√
Olfactory								√	√			
Physiological	√	√						√	√		√	
Feel	√					√		√	√			
Emotional			√	√				√	√	√		
Functional	√							√	√	√		
Relaxation							√	√	√			
Social					√			√	√			
Physical	√	√						√	√			
Spiritual								√	√			
Epistemic								√	√			

Source: Own work

4.0 METHODOLOGY

In order to test the classification model, a case study was conducted at Dunga beach in Kisumu County of Kenya. The beach is located at 01°10'S, 34°47'E and is about 1,130 m a.s.l. It is at the tip of *Winam gulf* of Lake Victoria, near Kisumu city. The study concentrated on the offerings of Dunga Ecotourism and Environmental Youth Group (DECTA), a community youth initiative that aims to economically empower the youths through ecotourism.

4.01 DATA COLLECTION AND ANALYSIS

Data was collected through two group discussions with DECTA members. They listed their existing and potential offerings. Before each discussion, they were taken through the framework and what each attribute meant. They were then asked to characterize their offerings according to the framework and suggest the category (ies) to which they perceived them to belong. Finally, they were asked to list the variables that were most useful in helping them distinguish among the offering categories. Notes on their deliberations were used in content analysis.

5.0 RESULTS AND DISCUSSIONS

5.01 IMPORTANCE OF CLASSIFICATION ATTRIBUTES

The classification factors that were most useful in distinguishing among the offering categories were given as experiential values, means of consumption, heterogeneity, inseparability, permanency, metabolism and origin. They posed that the many options they offered were very useful in allocating offerings into specific categories. They however remarked that they were mentally taxing to work with than were attributes with only two options to choose from. As expected, consumption means and resultant values with 11 and 12 options respectively led in this respect.

5.02 OFFERING CATEGORIES AT DECTA

Four distinct and ten hybrid offerings were identified. The distinct offerings were services, activities, wildlife and landscapes. The hybrids (not belonging to one distinct category) were a mix of; 1) service and performance, 2) service and activity, 3) activity and sport, 4) sport and event, 5) sport, event and performance, 6) performance and activity, 7) performance, culture and activity, 8) phenomenon and landscapes, 9) souvenir and culture, and finally, 10) food and culture. Even though the categorization framework was divided into three tables, the results of this study were all summarized in appendix table.

The emergence of hybrid categories from the classification highlights two things. First, the ease with which certain TOs can be transformed into other categories. It was argued during the discussions that: 1) Camping can be a service if tents are provided or an activity if clients provide and pitch their own, 2) Ecological education can be a performance if consumers ask no questions. However, if they do, then it becomes a service, 3) Swimming if organized as a game for tourists to watch, then it is a sport. However, if enjoyed as leisure, then it is an activity. 4) Eating competition is inherently a sport but it can take on the features of a performance if the competitors are the providers themselves. Alternatively, it can be an event if organised on a grand scale. 5) Paper making and bead making are performances if visitors are not involved while an activity if they are. A traditional dance may simply be an entertainment or a show case of culture. These perceived variants of the offerings offer opportunities for offering innovation at DECTA. However, as currently offered, camping is a potential offering, ecological education and swimming are activities, paper making a performance while eating competition is an event organised on an irregular basis.

Second, the existence of true hybrid offerings. For instance *Maasai Shukas* (Maasai traditional blankets), some of the ceramics and crafts were considered as cultural souvenirs. Furthermore, traditional

vegetables and fish traditionally prepared were also considered as cultural foods. [Ulaga and Reinartz, \(2011\)](#) posit hybrid offerings that result from the combination of services and goods. This work corroborates theirs and shows how tangible offerings (souvenirs and food) combined with intangible aspects of culture to form hybrid offerings. It is here also advanced that hybrid offerings do not necessarily have to be between tangibles and intangibles. They can also exist between two intangible offering categories. For instance traditional treatments of diseases are not only services but also a demonstration of cultural knowledge. Essentially, since cultural significance is attached to many tangible and intangible offerings in many cultures, it can be regarded as the great hybridizer of offerings.

5.03 ATTRIBUTES UNIQUE TO OFFERING CATEGORIES

From the categorization framework proposed in this work, intrinsic attributes, consumption means and inherent experiential values have been identified and summarized in table 5. It can be observed that performance and sports have been combined together because they share attributes. Sports is competitive, which factor was not considered. Religion and culture and heritage have likewise been combined. This is because religion involves norms, rituals, and festivals which are part of culture ([Poria, Butler, and Airey, 2003](#); United Nations World Tourism Organization ([UNWTO, 2012](#))). In the same table, results from this study's distinct categories have been compared with the framework and found to uphold it.

There are however two notable things. First, that means of consumption can be single sensorial or multisensory. Thus seeing, hearing, smelling and touching are single sensorial. However, doing, being, using, relating and eating are multisensory. Consequently, where these are listed as the means of consumption an offering, it may not be necessary to enumerate the individual means of single sensorial consumption. DECTA members nevertheless listed these most probably because they were not aware of the fact. Relating was additionally identified as consumption means for activities arguing that it is inevitable in social activities like a community walk.

Results further indicate that each product category has a set of intrinsic experiential values as summarized in table 5. Other works have classified emotional value as subjective because it varies from person to person ([Chen, Shang, & Lin, 2008](#)). We likewise argue that epistemic value is subjective because the gain of knowledge and enjoyment of novelty and surprises vary from person to person. Thus, the column for inherent experiential values has been divided into two separating inherent values from the subjective ones. The inherent values confirm the classification framework on the four distinct categories

Table 4: Summary of attributes unique to offering categories

	Offering category	Intrinsic attribute	Inherent consumption means	Resultant experiential value	
				Inherent	Subjective
1.	Service	None	Using or Hearing or Being or Feeling	Functional or Physical or Physiological	Functional, Emotional
	Case study	Confirmed as above Always temporary in space, can be permanent or temporary in time	Using, Hearing, Being, Seeing	Physical, Physiological	Epistemic, Emotional
2.	Activity	Confirmed as above	Doing Doing, Seeing, Hearing, Smelling, Touching, Relating	Physical and/or Physiological	Epistemic, Emotional
	Case study	Confirmed as above	Doing Doing, Seeing, Hearing, Smelling, Touching, Relating	Physical, Social and/or Aesthetic and/or Sonic and/or Emotional	Epistemic, Emotional
3.	Wildlife	Alive or dead	Seeing and/or Hearing and/or Smelling	Sonic and/or Emotional	Epistemic
	Case study	Alive	Seeing, Hearing, Meditating	Aesthetic, Sonic	Epistemic

4.	Landscape	Always permanent in space, can be temporary or permanent in time	Seeing and/or Being	Aesthetic and/or Relaxation	
	Case study	Confirmed as above	Seeing, Being, Hearing,	Aesthetic	Epistemic, Emotional
5.	Performance, Sport	None	Seeing and/or Hearing	Emotional and/or Epistemic	
6.	Event	Always temporary in time, can be permanent or temporary in space	Relating and/or Seeing and/or Hearing	Social and/or Epistemic	Emotional and/or
7.	Phenomenon	Can either be permanent or temporary in time and space	Seeing and/or Hearing and/or Feeling	Aesthetic and/or Emotional and/or Epistemic	Feel value and/or
8.	Religion, Culture and heritage	Heterogeneity DV	Think	Epistemic	
9.	Souvenir	Dead or Inanimate	Possessing and Seeing and/or Usage	Emotional and Aesthetic and/or Functional and/or Epistemic	
10.	Food	Alive or dead or inanimate	Eating	Physiological and Olfactory and Sonic, and/or Epistemic	

Source: Own work.

Note: Numbered rows are for the unique attributes from the classification model. The top part of the table compares the framework and the case study.

6.0 CONCLUSION AND POLICY RECOMMENDATION

The results of this study lead to the following conclusions and recommendations. First, that inherent means of consumption and experiential values are more useful for a timeless classification of TOs than are intrinsic attributes because of the many options they offer. Those with few possibilities do not lead to a finer classification. Future research may concentrate in exploring more intrinsic factors and subjecting those explored in this study to empirical tests for generalizability. Second, that culture is a great hybridizer of TOs because its attributes can fit all the offering categories. Consequently, it can be taken advantage of in developing hybrid offerings.

Third, that each TO category characterized in this work has a set of unique attributes. Characterizing a destination's offerings then may be the first step towards profiling its offerings. Identified gaps may subsequently be filled by developing new offerings matching the opportunities. Diversification within a category may be realized by developing offerings that match the several options that are provided for by the various attribute combinations. Last, that for the academic understanding of the natures of TOs, it is imperative to use intrinsic attributes in their classification. This will enable researchers and academicians to speak in one language concerning them.

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Appendix:

Appendix Table: Results of categorization of DECTA's tourism offerings

Product Name	Tangibility	Source of Origin	Metabolism	Portability	Modifiability	Convertibility	Permanency	Perishability	Inseparability	Heterogeneity	Means Consumption	of	Inherent Value	Product Category
Ecological education	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary-S, permanent-T	Perishable	Inseparable- CON	Heterogeneous-PR	Seeing, doing, hearing,		Epistemic, emotional, physical, functional, Functional, emotional, physiological	Service, performance
Home stays	Intangible	Man made	- Inanimate	Not portable	Modifiable	Inconvertible	Temporary-S, permanent-T	Perishable	Inseparable- CON	Heterogeneous-CR	Using, being		Functional physiological	Service
Camping potential	Intangible	Man made	- Inanimate	Not portable	Modifiable	Inconvertible	Temporary-S, permanent-T	Perishable	Inseparable- CR Inseparable- CON	Heterogeneous-CR	Using, being		Functional physiological	Service , Activity
Plant identification	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary – S, permanent-T	NA Perishable	Inseparable- CON	Heterogeneous-PR	Seeing, hearing,		Epistemic, emotional, physical, functional,	Service
Sport fishing	Intangible	Man made	- Inanimate	Not portable	Modifiable	Inconvertible	Temporary – S, permanent-T	Perishable	Inseparable- CR Inseparable- CON	Heterogeneous-CR	Seeing, hearing, smelling, touching, doing		Emotional, physical, functional epistemic	Activity
Community walk	Intangible	Man-made	Inanimate	Not portable	Modifiable	Inconvertible	Temporary – S, permanent-T	NA	Inseparable- CR Inseparable- CON	Heterogeneous-PR-CR	Seeing, hearing, smelling, doing, relating		Physical, emotional social,	Activity
Kayaking	Intangible	Man made	- Inanimate	Not portable	Modifiable	Inconvertible	Temporary-S, permanent-T Temporary – S&T	Perishable	Inseparable- CR Inseparable- CON	Heterogeneous-PR-CR	Seeing, hearing, touching, doing		Physical, emotional, epistemic social,	Activity

Swimming	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary – S, permanent-T	Perishable	Inseparable-CR Inseparable-CON Separable-CR	Heterogeneous-CR	Doing		Physical, emotional, epistemic	Activity, sport
Sailing	Intangible	Man made	- Inanimate	Not portable	Modifiable	Inconvertible	Temporary S&T	Perishable	Inseparable-CON	Heterogeneous-PR	Seeing, doing	hearing,	Physical, emotional,	Activity
Boat racing	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary S&T Permanent-S&T	Perishable	Separable-CR Inseparable-CON	Heterogeneous-PR-CR	Seeing, Hearing,		Physical, emotional,	Sport , event
Eating competition	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary-S, permanent-T	Perishable	Inseparable-CR Inseparable-CON	Heterogeneous-CR	Seeing, smelling, eating,	hearing, being, meditating	Physiological, social	Sport, event, performance
Paper making	Intangible	Man made	- Inanimate	Portable	Modifiable	Convertible Inconvertible	Temporary – S, permanent-T Temporary – S&T	Perishable	Inseparable-CR Separable-CR Inseparable-CON	Heterogeneous-PR Heterogeneous-PR-CR	Seeing, doing	touching,	Epistemic, functional, physical	Performance, activity
Bead making	Intangible	Man made	- Inanimate	Portable	Modifiable	Convertible Inconvertible	Temporary –S, permanent-T Temporary –S&T	Perishable	Inseparable-CR Separable-CR Inseparable-CON	Heterogeneous-PR Heterogeneous-PR-CR	Seeing, Doing	touching,	Epistemic, functional, physical	Performance, Culture, activity
Traditional dances	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary –S, permanent-T Temporary –S&T	Perishable	Separable-CR Inseparable-CR Inseparable-con	Heterogeneous-PR Heterogeneous-PR-CR	Seeing, doing,	hearing, meditating	Physical, Emotional, social	Culture, Performance, Activity
Sunset watching	Intangible	Natural	Inanimate	Not portable	Not modifiable	Convertible	Temporary-S&T	NA Perishable	Separable-CR Inseparable-CON	Unique	Seeing, meditating		Emotional, aesthetic	Phenomenon, Scenery

Ceramics, crafts, sculptures	Tangible	Man made	- Inanimate	Portable	Modifiable	Convertible Inconvertible	Temporary -S, permanent-T	Imperishable	Separable-CR Separable-CON	Heterogeneous-PR	Seeing, Touching, Possessing	Functional, aesthetic,	Souvenir, Culture
Drawings and Postcards	Tangible	Man made	- Inanimate	Portable	Modifiable	Convertible Inconvertible	Temporary -S, permanent-T	Imperishable	Separable-CR Separable-CON	Heterogeneous-PR	Seeing, Touching, Possessing, meditating	Emotional, functional, epistemic,	Souvenir, Culture
<i>Maasai shukas</i>	Tangible	Man made	- Inanimate	Portable	Modifiable	Convertible Inconvertible	Temporary -S, permanent-T	Imperishable	Separable-CR Separable-CON	Homogeneous-PR	Seeing, touching, possessing, using	Functional, emotional,	Souvenir, Culture
Drinks	Tangible	Man made	- Inanimate	Portable	Modifiable	Inconvertible	Temporary -S, permanent-T	Imperishable	Separable-CR Separable-CON	Heterogeneous-PR Homogeneous-PR	Seeing, Smelling, Touching, Possessing, eating	Physiological, emotional, social,	Food, Culture
Food (Local vegetables, fish, and meat)	Tangible	Natural	Dead	Portable	Modifiable	Inconvertible	Temporary -S, permanent-T	Imperishable	Separable-CR Separable-CON	Heterogeneous-PR	Seeing, smelling, touching, possessing, eating	Physiological, emotional, social,	Food, Culture
Hippo watching	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary -S, permanent-T	Perishable	Separable-CR Inseparable-CON	Unique	Seeing, hearing,	Aesthetic, epistemic, sonic,	Wildlife
Bird watching	Intangible	Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Temporary -S&T	Perishable	Separable-CR Inseparable-CON	Unique	Seeing, Hearing,	Aesthetic, emotional, Sonic	Wildlife
Sightseeing	Intangible	Natural- Man made	- Inanimate	Not portable	Modifiable	Convertible Inconvertible	Permanent- S&T	Perishable	Separable-CR Separable-CON	Unique	Seeing, hearing, being	Aesthetic, emotional, epistemic	Landscape/Scenery

Source: Authors own