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Executive Summary

The research focuses on the developmental aspect of small and medium attractions in the peripheral areas of a destination. The comparison between the developmental process of small and medium attractions (SMA) of the two destinations Goa, and Portugal, depicts certain similarities and differences. The contribution of this research is in the area of attraction development and it is observed that the similarities in the developmental process of SMA across the two destinations can be modeled. The research is organized into seven chapters. Chapter one deals with the introduction. Chapter two deals with the definition and classification of attractions along with the literature survey of attraction development process and theory. Chapter three deals with the methodology used for this research while chapter four contains the case studies of attractions that were studied. The within-case analysis of the attraction case studies forms the content of the fifth chapter while the sixth chapter comprises of the cross-case analysis. Conclusions and implications from the analysis form the seventh chapter along with the limitations of this research and pointers for further research.
To study these attractions the case method of research was adopted for two reasons. Firstly, it was an exploratory research that would generate primary knowledge in terms of development of small and medium attractions at a destination. Secondly, the development of attractions through small and medium enterprises could be mapped better by a case study approach as it would then capture many of the nuances of development that could not be captured by any other method. Four attractions were identified for case studies, two each from Goa and Portugal. This gave an added emphasis on the differences and similarities that could exist between these two destinations in terms of attraction development through small and medium enterprises. The role of an intervening agency in Portugal was also mapped thus enabling a better understanding of the development of attractions in peripheral areas.

These case studies were analyzed and following are the summarized Conclusions:

1. Small and Medium Attractions in the peripheral do not grow beyond the "enshrinement stage" unless they become large attractions.

2. "Mechanical Reproduction " stage is with the owner/manager of the SMA and not in the public domain thus leading to lesser promotion/publicity.
3. Strong "Markers" are needed for the success of SMAs in the peripheral areas.

4. Intervening organizations such as TURIHAB, a heritage house owners' cooperative, are effective in organizing the efforts of the SMAs to develop a better product-market fit that is profitable for the members.

5. Role of such intervening organizations in the destination helps the product development process at the destination.