



Structure of Tourism Markets

Assignment 3

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Assignment: Structure of Tourism Markets

Study Programme: Bachelor in Tourism and Tourism Business Management

Question 1

Explain the concept of tourist consumer behaviour.

Tourist consumer behaviour refers to the way individuals or groups make decisions about travelling, including whether to travel, where to go, when to travel, how to travel, what to purchase and how to evaluate their experience. It covers the processes that occur before, during and after a trip. Before travelling, tourists recognise a need or desire, search for information, compare alternatives and select a destination or tourism product. During the trip, their behaviour is influenced by service quality, interactions, emotions, culture, convenience and the actual experience. After the trip, satisfaction or dissatisfaction can affect repeat visits, recommendations and online reviews.

Tourist behaviour is influenced by personal factors such as age, income, lifestyle, motivation and previous travel experience, as well as psychological and social factors. Destination image, perceived risk, cultural influences, family and reference groups can also affect the final choice. Economic conditions, prices and accessibility further shape travel decisions. For tourism businesses, understanding this behaviour is important because it helps them identify target markets, design suitable products, set prices, communicate effectively and improve the customer experience. For example, a business targeting adventure tourists may emphasise active experiences and social-media content, while a family-oriented business may focus on safety, convenience and child-friendly facilities.

Overall, tourist consumer behaviour is a dynamic decision-making process rather than a single purchase decision. Understanding the complete customer journey allows tourism organisations to respond more effectively to changing needs, motivations and expectations.

References

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2. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*. Pearson.
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Question 2

Explain the difference between institutionalized and non-institutionalized tourists. Give one example of each type.

The distinction between institutionalized and non-institutionalized tourists is associated with the degree to which tourists rely on organised tourism systems and established tourism services. Institutionalized tourists generally follow standardised, organised forms of tourism. Their travel is often arranged through tour operators, travel agencies, package holidays, organised excursions or other established tourism institutions. They are more likely to use familiar destinations, pre-arranged accommodation and scheduled transport. This type of tourism can reduce uncertainty and make travel more convenient, especially for visitors who prefer predictable services and structured itineraries.

Example of an institutionalized tourist: A traveller who purchases a one-week package holiday through a tour operator, including flights, hotel accommodation, airport transfers and organised excursions, is an institutionalized tourist. Most major elements of the trip are arranged in advance through tourism organisations.

Non-institutionalized tourists have greater independence and flexibility. They tend to organise their own travel rather than depend heavily on package tours or established tourism institutions. They may choose accommodation, transport, activities and routes independently and can modify their plans during the trip. This form of tourism is often associated with exploration, personal choice and interaction with local places and communities. However, independent travel may require more personal effort and decision-making and can involve greater uncertainty.

Example of a non-institutionalized tourist: A backpacker who independently books flights and local accommodation, uses public transport, chooses activities after arriving and changes the itinerary according to personal interests is a non-institutionalized tourist.

The main difference is therefore the level of dependence on organised tourism structures. Institutionalized tourists tend to prefer established, predictable and organised arrangements, whereas non-institutionalized tourists generally seek greater independence, flexibility and personal control over their travel experience.

References

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