

European Institute of Innovation, Entrepreneurship, and Technology

Title: Tourist Typology and Behavioral Analysis

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Tourist Typology and Behavioral Analysis: Sarah and Adam

The following analysis examines the tourist profiles of Sarah (Tourist A) and Adam (Tourist B) using alternative academic models and behavioral frameworks within tourism studies.

1. Classification of Tourist Types

- **Sarah (Tourist A):** Classified as a **Sightseer / Institutionalized Tourist** (also recognizable as a **Sun and Sea Tourist**).
- **Adam (Tourist B):** Classified as a **Drifter / Cultural Tourist** (also recognizable as an **Alternative / Off-Grid Tourist**).

2. Supporting Behavioral Characteristics

Sarah (Tourist A)

- **Outsourced Planning:** She places total reliance on commercial intermediaries (a travel agency) to mitigate planning effort and uncertainty.
- **Resort-Centric Residence:** She remains within the protective environment of a major international hotel chain, prioritizing recognized quality standards over authentic local living.
- **Regimented Activity:** She participates exclusively in structured, pre-planned group excursions, remaining in controlled tourist zones designed for foreign visitors.

Adam (Tourist B)

- **Self-Directed Logistics:** He rejects standard commercial channels, personally managing all travel arrangements, transit, and accommodation booking.
- **Destination Selection:** He purposely targets peripheral or non-traditional travel locations to avoid commercialized tourist hubs.
- **Active Cultural Engagement:** He actively seeks meaningful cross-cultural interactions, seeking out unfamiliar customs, food, and activities.

3. Applicable Tourist Typologies

Valene Smith's Typology of Tourists (1977)

- **Sarah → Charter Tourist:** She travels in large numbers on standardized itineraries, expecting westernized amenities, native-language service, and familiar food choices within a secure tourist enclave.
- **Adam → Explorer / Off-Beat Tourist:** He travels individually or in tiny groups, easily adapts to local conditions, accepts basic local lodging, and seeks out authentic cultural experiences off the main tourist track.

Richard Sharpley's Tourist Typology (2002)

- **Sarah → Passive Tourist:** She views the destination primarily as a backdrop for rest and relaxation, showing low interest in deep cultural engagement or authentic local immersion.
- **Adam → Active / Interactive Tourist:** He treats travel as a vehicle for personal growth, engaging directly with the physical and socio-cultural environment of the host community.

4. Travel Motivations

Sarah

- **Stress Alleviation (Escape):** Mental and physical rejuvenation away from a demanding workplace environment.
- **Security and Predictability:** The peace of mind that comes with standardized service, familiar hotel amenities, and low operational risk.
- **Effortless Convenience:** Enjoying a hassle-free vacation where time spent organizing or navigating local logistics is completely eliminated.

Adam

- **Cultural Discovery and Authenticity:** A strong desire to experience genuine local lifestyles, heritage, and traditions without tourist commercialization.
- **Self-Actualization and Challenge:** Seeking personal enrichment by stepping outside his comfort zone and navigating unfamiliar settings.
- **Sociability:** A desire to form genuine, non-transactional human connections with members of the host community.

5. Factors Influencing Travel (Internal, External, Push, and Pull)

Sarah (Tourist A)

- **Internal Factors:**
  - Low ambiguity tolerance and a strong need for physical comfort.
  - Desire to minimize decision-making fatigue during vacation time.
  - Perception of international resort brands as trustworthy and safe.
- **External Factors:**
  - Corporate annual leave constraints (strictly limited to two weeks).
  - Targeted promotional campaigns for inclusive Spanish package tours.
  - Widespread availability of organized group excursions at the destination.
- **Push Factors (Internal Motivators to Leave Home):**
  - Occupational stress and routine burnout from a busy office environment.
  - Physical fatigue requiring rest in a warm, comfortable setting.
- **Pull Factors (External Attractions of the Destination):**
  - Spain's established reputation for reliable weather, safety, and modern tourism infrastructure.
  - The luxury and convenience offered by international resort facilities.

Adam (Tourist B)

- **Internal Factors:**
  - High intrinsic motivation for learning, self-reliance, and discovery.
  - High tolerance for uncertainty, changing plans, and basic accommodations.
  - Value placed on personal freedom and flexible itineraries over structured schedules.
- **External Factors:**
  - Access to direct digital booking platforms, independent travel guides, and community travel forums.
  - The affordability and accessibility of regional transport in less-visited destinations.
- **Push Factors (Internal Motivators to Leave Home):**
  - Monotony of daily life driving a need for novel stimulations and personal challenges.
  - Curiosity about how other cultures live and operate daily.
- **Pull Factors (External Attractions of the Destination):**
  - Preservation of authentic cultural traditions and uncrowded natural landscapes.
  - Opportunities to participate in genuine local customs, local cuisine, and unique activities.