

## Assignment 3

### 1 explain the concept of tourist consumer behaviour .

Tourist consumer behaviour refers to the way individuals or groups make decisions about purchasing, using, and evaluating tourism products and services. It includes the complete process through which tourists identify their travel needs, search for information, compare alternatives, make travel decisions, experience a destination, and evaluate their satisfaction after the trip. Tourism consumer behaviour is different from ordinary consumer behaviour because tourism involves an intangible experience that is often purchased before it is actually experienced. For example, when tourists book a hotel, flight, tour package, or attraction, they cannot fully evaluate the service beforehand. Their decisions are therefore influenced by expectations, previous experiences, reviews, recommendations, destination image, price, and perceived quality.

Several factors influence tourist consumer behaviour. **Personal factors**, such as age, income, occupation, lifestyle, personality, and family situation, affect tourists' travel choices. **Psychological factors**, including motivation, perception, attitudes, learning, and emotions, also play an important role. For example, a tourist motivated by relaxation may choose a beach resort, while an adventure-oriented tourist may prefer hiking or mountain destinations. **Social and cultural factors** are also significant because family, friends, social groups, culture, and traditions can influence destination and activity choices. In addition, economic conditions and the price of transportation, accommodation, food, and attractions can determine whether a tourist chooses to travel and which destination they select.

The growth of digital technology has further changed tourist consumer behaviour. Tourists increasingly use search engines, social media, online travel agencies, travel blogs, and customer reviews to collect information and compare tourism products. Online reviews and ratings can strongly influence purchase decisions because tourists often rely on the experiences of other travellers when judging the quality and reliability of tourism services. After the trip, tourists evaluate their experience by comparing what they expected with what they actually received. A positive experience can result in satisfaction, repeat visits, positive reviews, and recommendations to others. Therefore, understanding tourist consumer behaviour helps tourism businesses identify customer needs, design suitable products, develop effective marketing strategies, provide personalised experiences, and build long-term customer relationships (Kotler, Bowen, & Baloglu, 2022; Solomon, 2020).

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## 2. explain the difference between institutionalized and non institutionalized tourists. Give one example of each type.

institutionalized and non-institutionalized tourists represent two different patterns of tourist behaviour, particularly in terms of how much travellers rely on organized tourism systems. **Institutionalized tourists** are travellers who depend heavily on established tourism organizations and formal arrangements. They usually prefer **package tours, organized transportation, pre-booked accommodation, guided sightseeing, and fixed itineraries**. Their trip is often planned and controlled by travel agencies, tour operators, hotels, and other tourism intermediaries. Institutionalized tourists generally value convenience, security, predictability, and reduced uncertainty. For example, a family purchasing a **seven-day package holiday to Dubai through a travel agency**, including flights, hotel accommodation, airport transfers, guided tours, and meals, can be considered an institutionalized tourist. Such tourists have less need to make independent decisions during the trip because many elements of their holiday have already been arranged.

In contrast, **non-institutionalized tourists** are more independent and prefer to organize their own travel experiences. They generally avoid highly structured package tours and make their own decisions regarding destinations, transportation, accommodation, activities, and daily schedules. These tourists may use online booking platforms, travel blogs, maps, and social media to design personalized trips. They often seek flexibility, authentic experiences, local interaction, and freedom to change their plans. For example, a **backpacker travelling independently through India**, choosing hostels, local buses or trains, and deciding each destination according to personal interests, would be considered a non-institutionalized tourist. The traveller may have only a general plan rather than a fixed itinerary.

The major difference between the two types is therefore the **degree of institutional involvement and independence**. Institutionalized tourists are strongly connected with the formal tourism system and prefer organized, predictable experiences, whereas non-institutionalized tourists have greater control over their travel arrangements and

seek flexibility and individual experiences. Cohen (1972) explains that tourist experiences can vary according to the relationship between travellers and the tourism environment, while Cooper et al. (2008) emphasize the importance of organized tourism systems and independent travel patterns in understanding tourist behaviour. Both types are important for the tourism industry because they create demand for different products and services, ranging from package holidays and guided tours to independent accommodation, local transport, and personalized experiences.

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