

Structure of Tourism Markets

Assignment 3

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Tourist consumer Behaviour and Tourist Typologies

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Programme:

1. Explain the concept of tourist consumer Behaviour.

Tourist consumer behaviour refers to the way individuals or groups recognise a need for travel ,search for information, evaluate alternative ,choose a destination and tourism products, make a purchase, experience the trip and evaluate it afterwards. It is a specialised form of consumer behaviour because the product being purchased is largely experiential and is consumed away from the tourist's normal place of residence . Tourist decision can there for be influenced by

both practical considerations and emotional expectations.

Several factors shape tourist consumer behaviour. Personal factors include age, income, occupation ,lifestyle, previous travel experience and stage of life.

Psychological factors include motivation ,learning ,attitude and personality. For example, For example, a traveller motivated by adventure may look for activities such as hiking or water sports. Social cultural influences are also important because family friends, social groups and cultural values can affect destination choice.

The decision- making process normally involves several stages. First, The Tourist identifies a travel need or desire.

Second , information is collected from sources such as tourism websites, social media, reviews ,travel agencies and recommendations .Third, alternative are compared on criteria such as price, accessibility ,attractions, safety accommodation and reputation. The tourist then select s and purchases a product or package. During and experience matches expectations. Positive experiences may lead to repeat visits and recommendations, while dissatisfaction can result in negative reviews and avoidance of the destination.

Modern Digital technology has changed this behaviour significantly. Tourists can compare prices , read user reviews, watch videos and book transport or

accommodation almost immediately. Social media can also create destination images and influence travel aspiration . Consequently , tourism organisations need to understand not only who their customers are but also why they travel, how they search for information and what creates satisfaction. Understanding tourist consumer behaviour helps destinations and tourism businesses design appropriate products communicate effectively and improve the visitor experience (Kotler et al., 2017; Solomon , 2018).

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

The distinction between institutionalized and non - institutionalized tourist is associated with Erik Cohen's typology of tourist roles. Institutionalized tourists are more strongly connected to the formal tourism system. They commonly rely on organised services such as package tours, travel agencies, scheduled itineraries, standardised

accommodation and familiar tourism infrastructure. Their travel is generally easier to predict and is often designed to reduce uncertainty. Institutionalized tourism can include organised group tours in which transport, hotels guides and sightseeing activities are arranged in advance.

Example of an institutionalized tourist: a traveller who purchases a seven- day package holiday from a tour operator, including returns flights, airport transfers, a hotel, guided excursion a fixed sightseeing programme. The traveller follows an organised itinerary and uses established tourism services throughout the trip

Non- institutionalized tourist this have greater independence from the formal tourism system. They tend to organise their own transport, accommodation and activities and main prefer flexible or less conventional travel arrangements. they may seek experience away from heavily developed tourist areas and can place greater emphasis on interaction with local people ,exploration and personal choice. This does not mean that they avoid all commercial services; rather , they have more control over how those services are selected and combined.

Example of a non – institutionalized tourist : A backpacker who independently chooses a destination, books inexpensive accommodation

online, uses local public transport, changes the itinerary during the trip and decides which attraction to visit after speaking with local resident. The traveller is not tied to a fixed package or organised group schedule.

The difference is there for mainly a matter of the degree of institutional control and independence in the travel experience. Cohen's framework also shows that do rest is should not be treated as a single homogeneous market . Individuals can move between different travel styles depending on their destination purpose, budget, experience and stage of life. The description is useful for tourism workers because institutionalized to rest is made is phone to convenience

reliability and packaged services, while non-institutionalized tourists may place greater value on flexibility, individual choice and less structured experience (Cohen, 1972).

References

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