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Question 1: Tourist Consumer Behaviour

It is a unique form of tourism characterized by the interaction between the consumer and service provider, which are respectively very emotional and very financial, and are also very intangible and very experiential. Consumer behaviour in tourism is, thus, the study of how consumers search for, select, purchase, experience, and evaluate products and services in tourism.

The consumer decision making model for travel has the following steps:

Need recognition is when they feel a need to travel as a result of an external source (such as travel ads, peer recommendations or internal source such as stress, need for status or to experience adventure).

Information Search: Consumers will typically gather information about travel options via various means such as travel blogs, customer reviews on websites and/or social media platforms, and travel agencies.

Evaluation of alternatives: At this point in time, the traveler is making a list of other alternatives to the destination they've chosen and/or destination packages that they might want to consider adding to their trip.

Purchase Decision: If the Traveler has chosen one or more of these alternative(s), they will purchase. They will make reservations, for instance, flight(s), lodging, etc.

Post-purchase evaluation – Consumer's thought after the trip about their travel experience. It's during this reflection that they decide if they want to go back in the future, and give a comment and/or review to other people who are planning a trip to a similar location.

As stated above lifestyle, age, attitudes/perceptions/behaviour patterns, and family/social class have a large influence on each stage of this process.

Identify differences between institutionalized and non institutionalized tourists. Compare institutionalized and non institutionalized tourists.

Erik Cohen created two categories to understand types of tourists who prefer familiarity or novelty, and also those who rely on commercial tourism and those who do not.

According to Cohen, there are four types of tourists:

- Institutionalized Tourists:

These travellers are travellers that focus on safety, comfort, and predictability. They use well known tourist infrastructure, pre-scheduled packages and organized excursions, thereby reducing the risks and chances for genuine encounters with the locals. Such as "organized mass tourists", who buy packaged holidays through tour operators, or "individual mass tourists" who use tour operators but in individual capacity. An example is someone who uses a cruise ship package that includes meals, lodging and bus trips to ports of call, but no other activities.

- Non Institutionalized Tourists:

These travellers want to immerse themselves in new/unusual experiences and engage with local culture. To accomplish this, they typically have their own gimmicks for getting around, steer clear of major tourist sites, are prone to accidental behavior, are flexible with change, etc., examples are "explorers" (Backpackers) and "drifters. Example: A backpacker visiting an uninhabited mountain town using public transport (e.g. bus), and homestays, and without a tour company planned trip.

References:

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3. Solomon, M.R. (2019). Consumer behavior: Buying, having and being (Vol. 13).