

Structure of Tourism Markets

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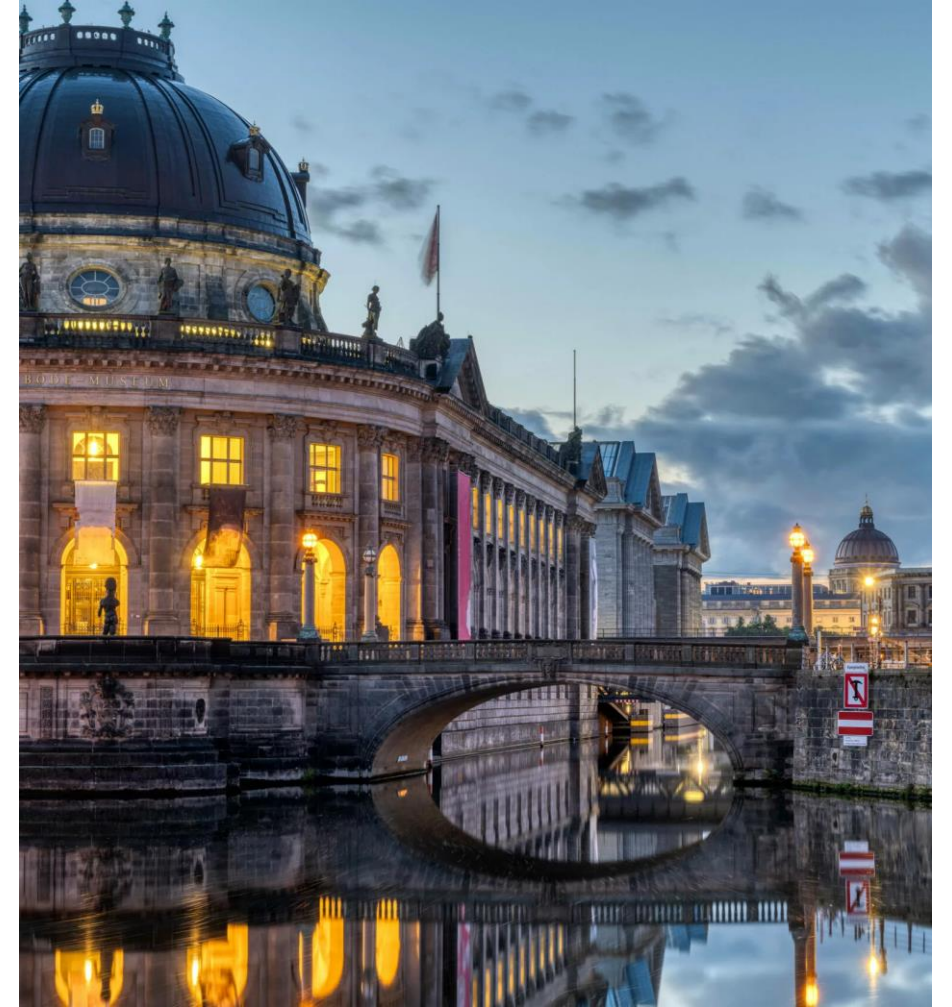


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Outline

- 1- Tourist Roles and Typologies**
- 2- Tourist Motivations**
- 3- Tourist Motivations Theories**



1- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

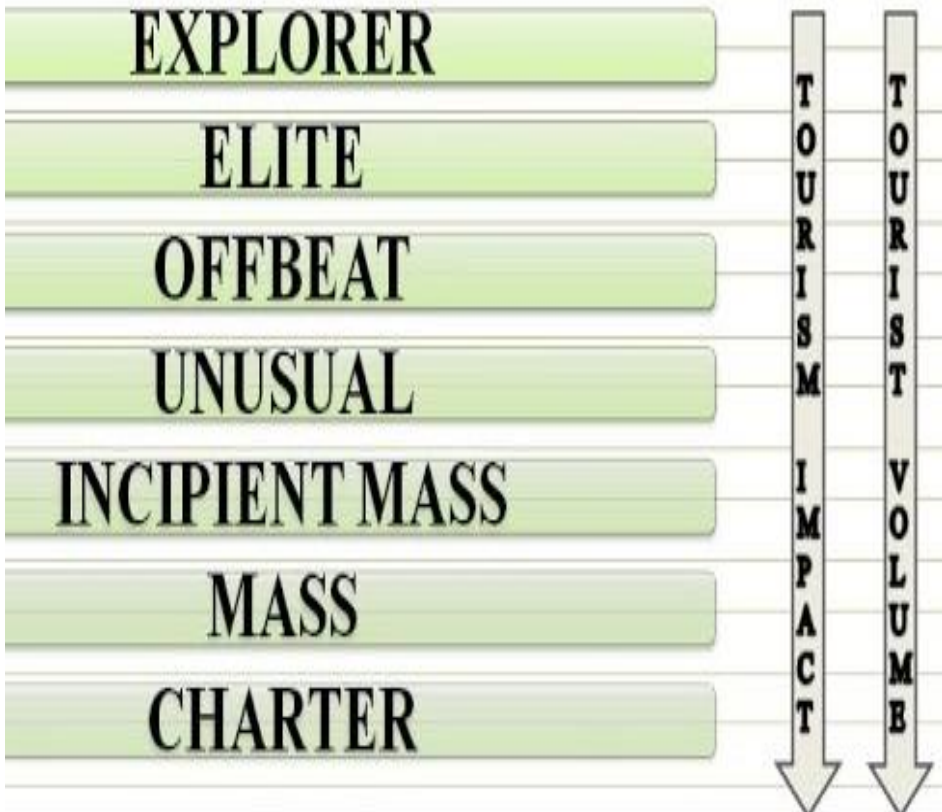
TYPOLOGY OF TOURISTS (VELEN SMITH. 1989)



- Expanded Cohen's tourist typology by identifying seven tourist types.
- Classification is based on:
 - Number (volume) of tourists
 - Purpose of travel
 - Degree of adaptation to local norms and culture
 - Frequency with which each tourist type is observed
- Represents a continuum from independent travelers to mass tourists.

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)

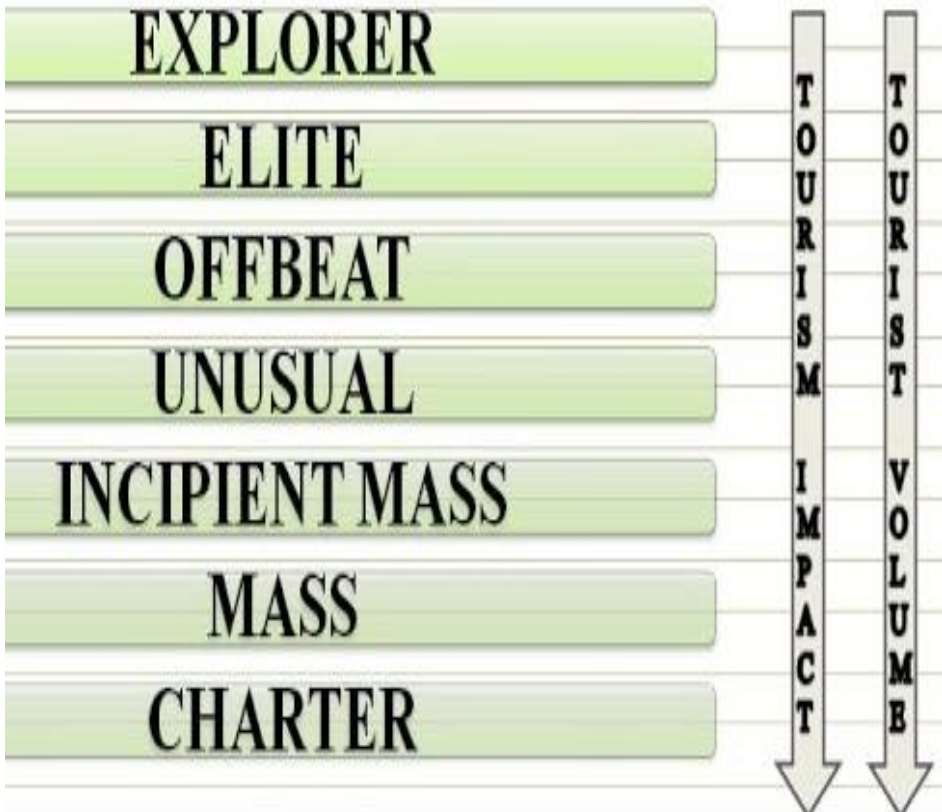


A- Explorer:

- Travel in small numbers
- Fully accept and adapt to local conditions.
- Self-sufficient and well-prepared.
- Typically engage in non-mainstream, niche tourism activities.
- Often motivated by research, adventure, or exploration rather than leisure or comfort.

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)



B- Elite:

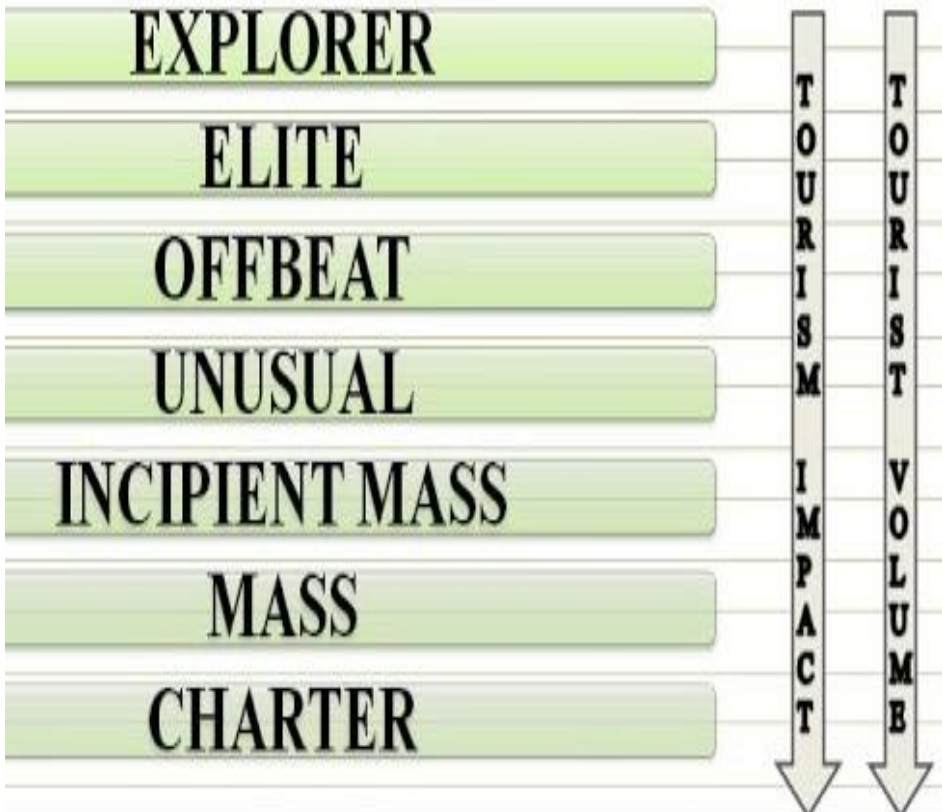
- Travel off the beaten track for pleasure.
- Have extensive travel experience – "they have done it all"
- Now seek something different or unique.
- Use tourist facilities (accommodation, transport).
- Adapt easily to local conditions.

- Often motivated by a desire for:

- Authentic cultural experiences
- Personal enrichment
- Escaping mass tourism

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)



C- Off-beat:

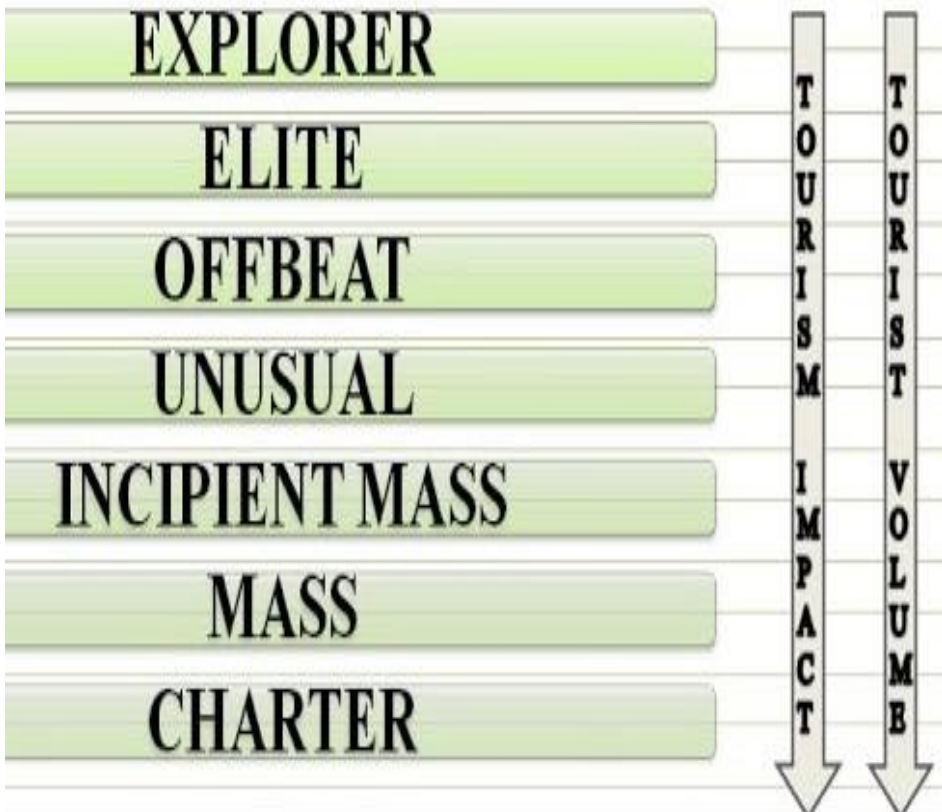
- Not as wealthy as elite tourists.
- Seek an "added extra" or unique experience within a standard tour.
- Interested in going slightly beyond mainstream tourism
- Adapt well to local conditions.
- Can cope with local environments for a few days.

- Likely motivated by:

- A desire for novelty
- A taste of authenticity without full immersion

1- Tourist Roles and Typologies

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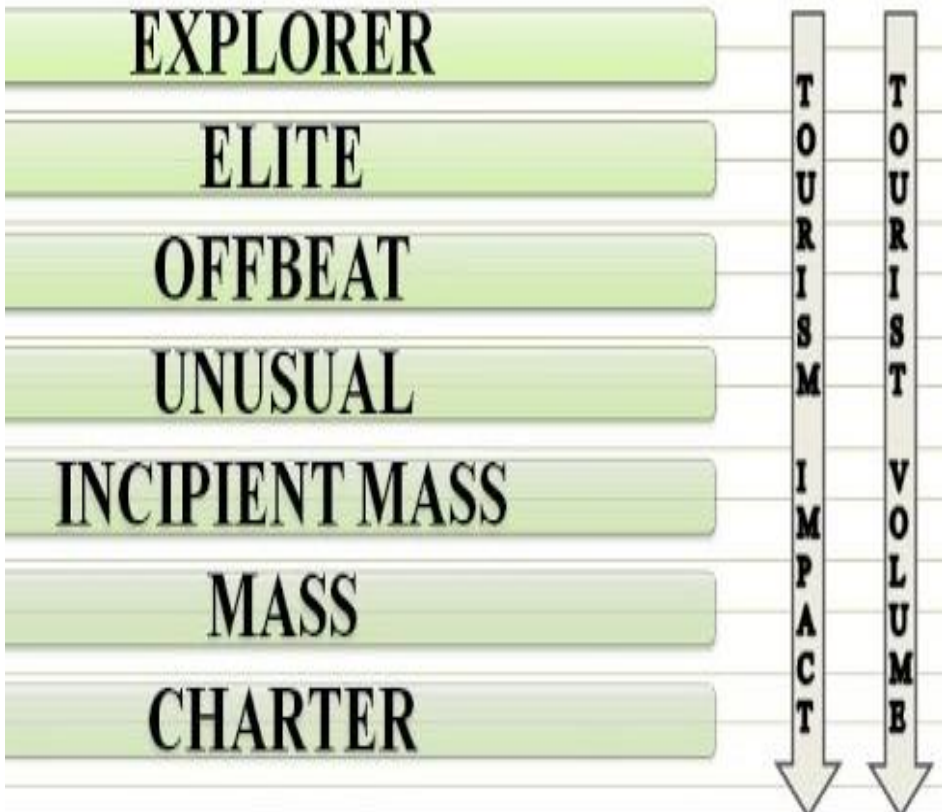


D- Unusual Tourist

- Participates in organized tours.
- Seeks to visit authentic, less-common destinations.
- Expects basic tourist facilities and services.
- Partially adapts to local culture and customs.

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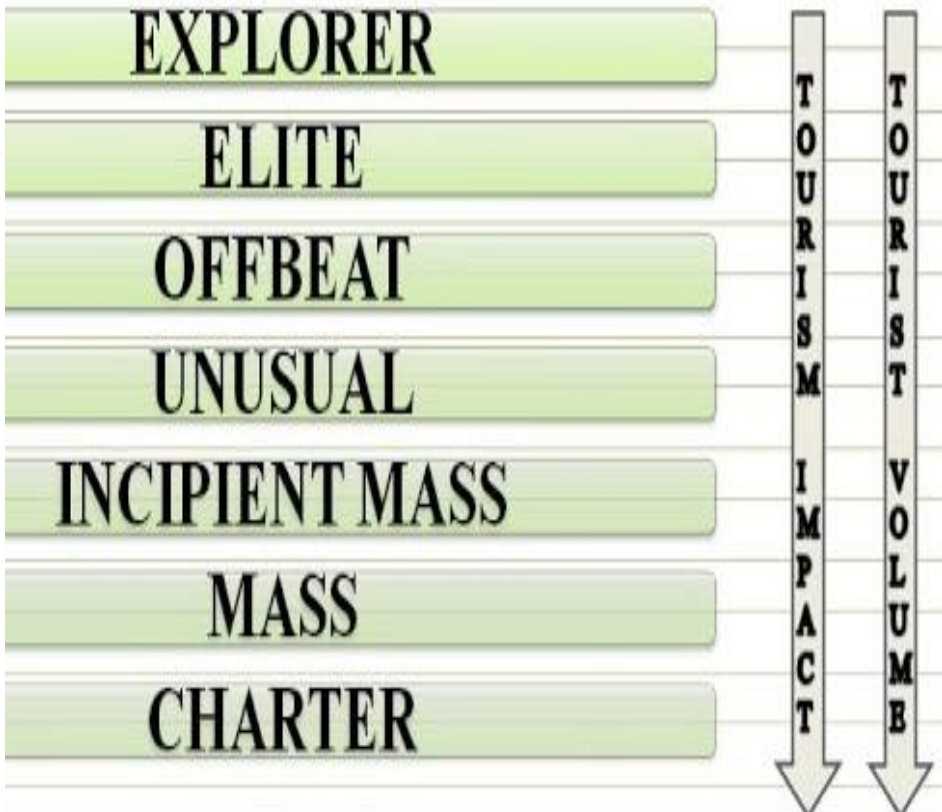


E- Incipient mass:

- Travel in a steady flow, typically as small groups or individuals
- Prefer comfort and amenities such as:
 - Central heating, air conditioning, and modern facilities.
 - Willing to tolerate the absence of amenities for a short time.
 - View discomfort as part of the travel experience
 - Seek a balance between comfort and authentic experiences.

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)

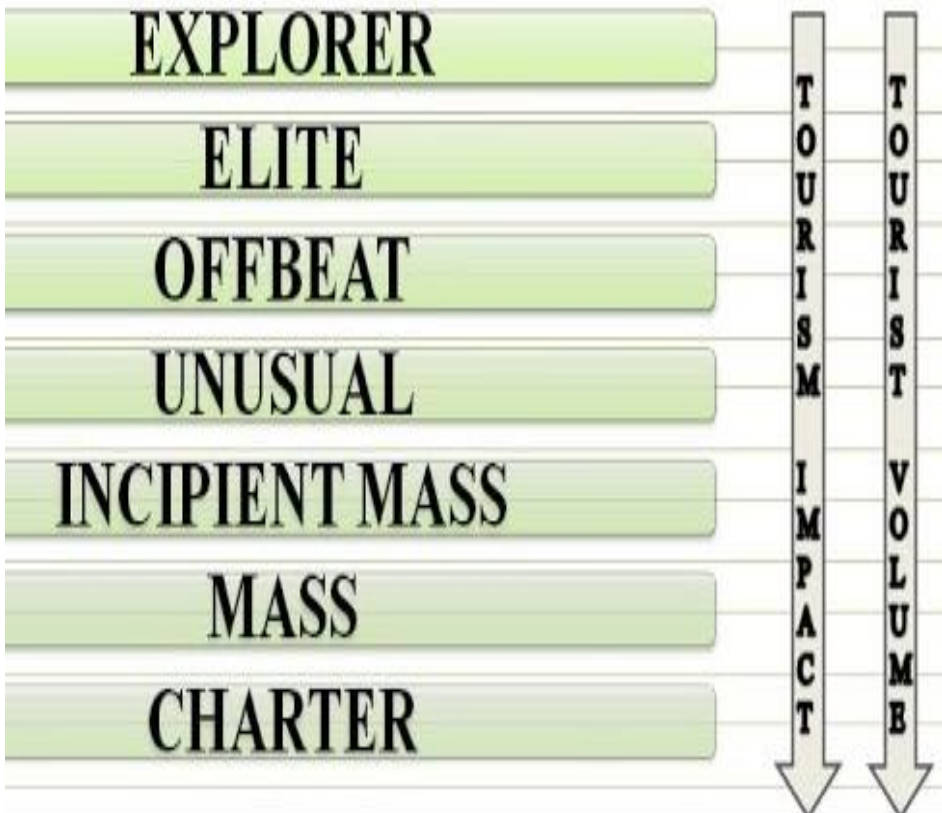


F- Mass:

- Consists of large numbers of tourists
- Often from Europe, North America, or Asia.
- Typically have middle-class values and relatively high incomes.
- Highly seasonal travel patterns (summer or holiday periods).

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)



F- Mass:

- Expect:

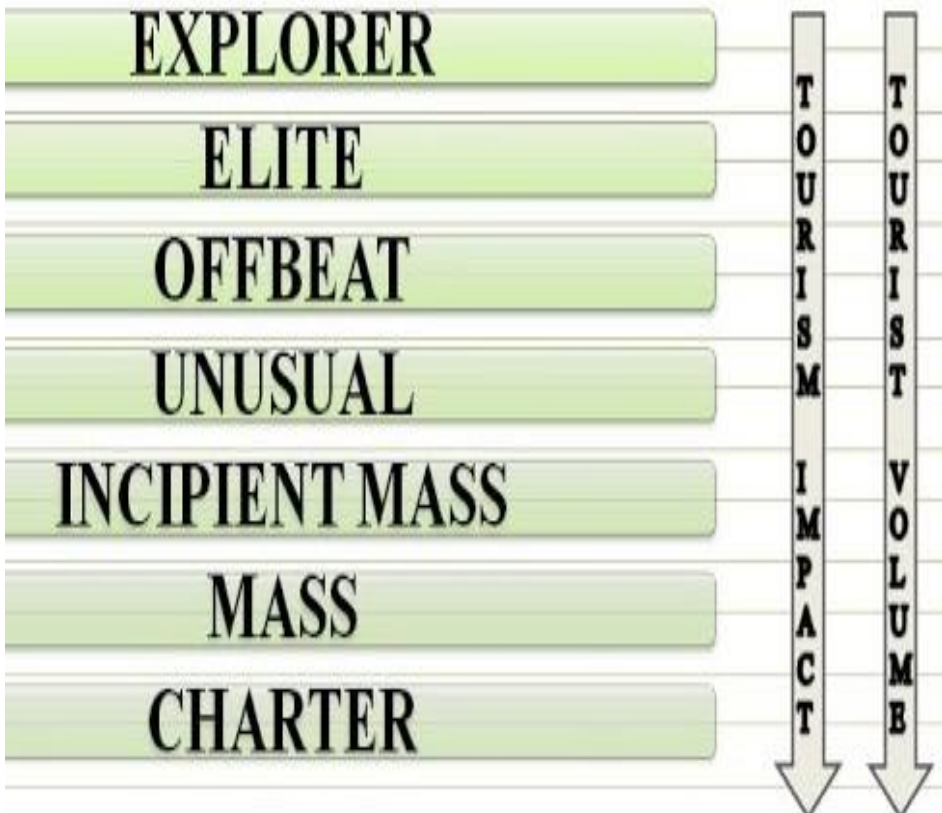
- Western-style amenities (modern hotels, familiar food)
- Multilingual guides
- Organized, structured experiences

- Motivated by:

- Comfort and convenience
- Leisure and relaxation
- Safe, predictable environments

1- Tourist Roles and Typologies

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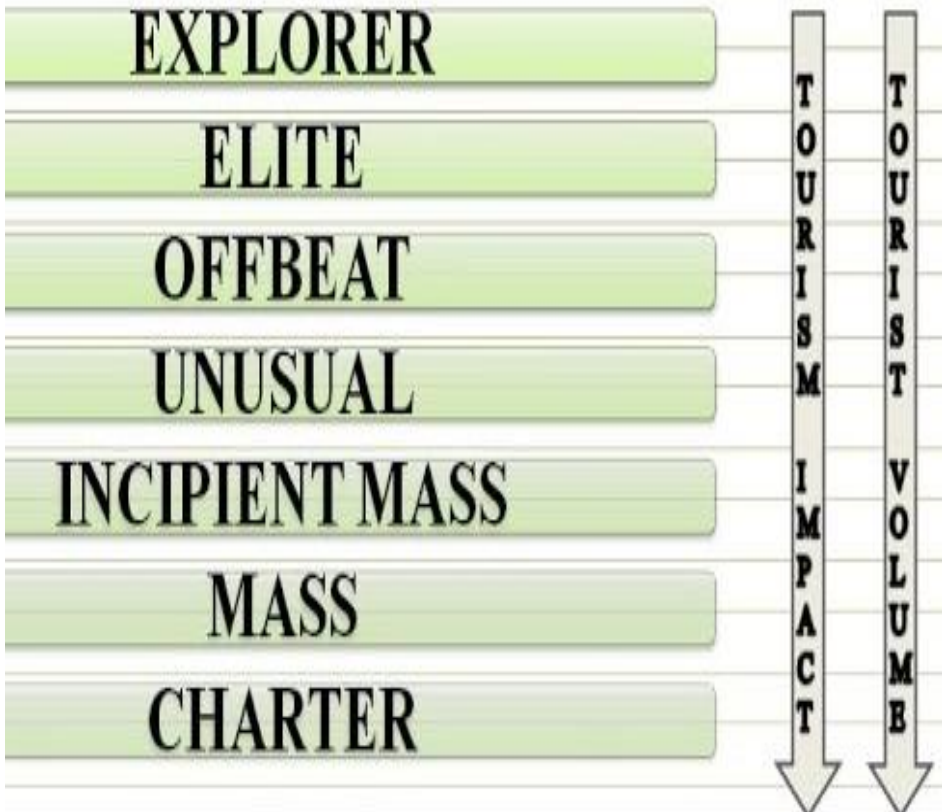


G- Charter:

- Represents full-blown, mass-market tourism
- Involves high volumes of tourists
- Totally dependent on the travel trade (package tours, tour operators)

1- Tourist Roles and Typologies

1.1- Smith's Tourist Typology (1998)



G- Charter:

- Tourists have:

- Standardised tastes and expectations
- Little to no interest in the uniqueness of the destination
- The country of destination is largely irrelevant to the tourist experience

- Focus is on:

- Low cost
- Convenience
- All-inclusive, familiar offerings

2- Tourist Motivations

- From Tourist Typologies to Motivation



- Tourist typologies describe and observe tourist behaviour.

- However, they do not fully explain:

- Why people choose to travel
- Why they choose particular destinations
- Why they engage in certain activities

2- Tourist Motivations

- What is Tourist Motivation?



- Motivation is a state of need or condition that causes a person to take action.
- In tourism, motivation encourages people to:
 - Take a holiday
 - Choose a destination
 - Participate in particular activities
- The holiday is expected to provide satisfaction by fulfilling a need or desire.

2- Tourist Motivations

- Understanding Tourist Motivation



- The study of tourist motivation seeks to answer:

- Why do people want to travel?
- Why do they choose certain destinations?
- Why do they participate in certain activities?

2- Tourist Motivations

- Sources of Tourist Motivation

Motivation can result from:

➤ **Psychological needs**

❖ Needs that may not always be consciously recognized.

➤ **Purpose of the trip**

❖ The reason for travelling.

➤ **Choice of trip**

❖ The type of holiday or destination selected.



2- Tourist Motivations

- Tourist Motivation Factors

- Internal factors

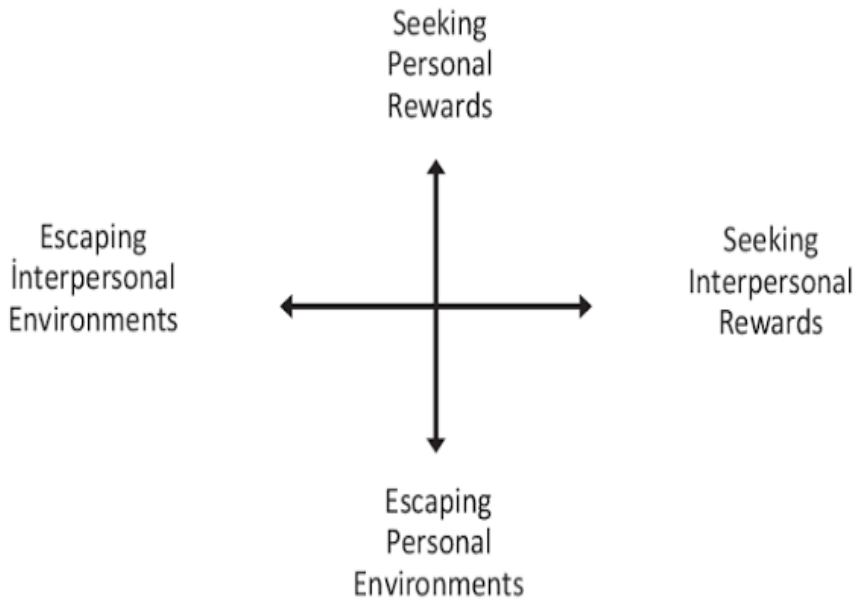
- Needs
- Wants and desires
- Personality
- Emotions
- Previous experiences

- External factors

- Family and friends
- Culture and social norms
- Economic conditions
- Destination characteristics
- Accessibility and safety

3- Tourist Motivations Theories

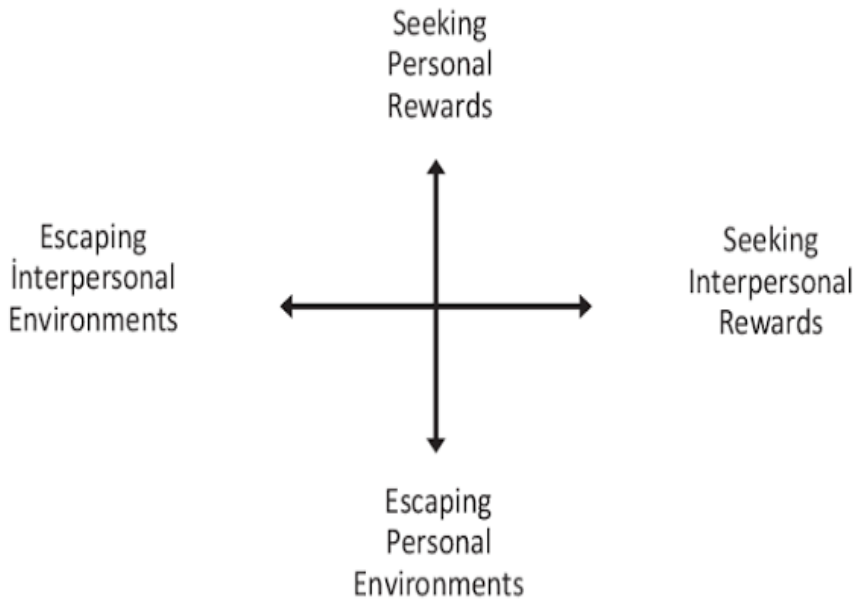
1- Iso-Ahola's Escape-Seeking Model



- Iso-Ahola argues that tourism motivation has two basic motives:
- ❖ Escape and Seeking
- ❖ Escape: Tourists want to get away from their normal/routine environment.
- ❖ Seeking: Tourists want to obtain intrinsic rewards from the travel experience.
- ❖ These two motives can operate simultaneously.

3- Tourist Motivations Theories

1- Iso-Ahola's Escape-Seeking Model



- Iso-Ahola also argues that motivation has two dimensions:

➤ **Personal (psychological):**

❖ It is related to the individual's own experiences and feelings.

➤ **Interpersonal (social):**

❖ It is related to relationships and interaction with other people.

- He proposed 4 components: personal seeking, personal escape, interpersonal seeking, and interpersonal escape

3- Tourist Motivations Theories

1- Iso-Ahola's Escape- Seeking Model

Escape-

Personal

Interpersonal

Escape

Personal escape:

Escaping personal problems, stress, or routine

Interpersonal escape:

Getting away from everyday social relationships or social pressures

Seeking

Personal seeking:

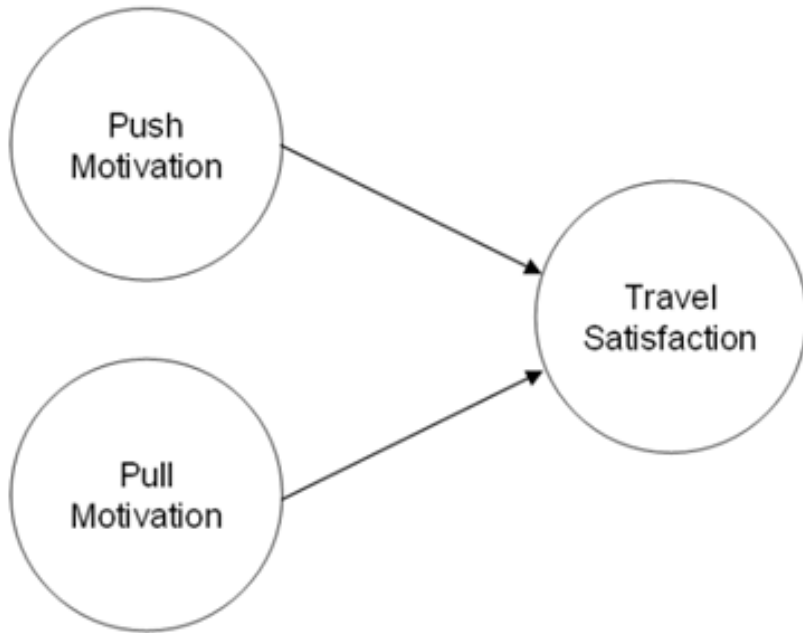
Seeking personal growth, achievement, relaxation, or new experiences

Interpersonal seeking:

Seeking social interaction, friendship, or stronger relationships

3- Tourist Motivations Theories

2- Push and Pull Factors



A- Push Factors

- Push factors are internal or person-specific motivations
- They are the reasons within the individual that create the desire to travel.

Examples:

- Need to escape from routine
- Desire for adventure
- Need for social interaction
- Need for relaxation
- Desire for novelty
- Desire for personal achievement

3- Tourist Motivations Theories

2- Push and Pull Factors

B- Pull Factors

- Pull factors refer to the external or destination-specific attributes
- They are the characteristics of a destination or tourism product that attract the tourist.

- Examples:

- Beaches and natural scenery
- Cultural and heritage attractions
- Climate
- Hotels and accommodation
- Events and festivals
- Price and tourism services

3- Tourist Motivations Theories

3- Maslow's Hierarchy of Needs and Its Application to Tourism



- Maslow (1943) developed one of the most influential theories of human motivation.
- He identified five levels of human needs.
- The theory proposes that:
 - Lower-level needs generally become important before higher-level needs.
 - Once lower needs are reasonably satisfied, higher needs become more relevant.
- In tourism, these needs can help explain why people choose particular types of holidays and activities.

3- Tourist Motivations Theories

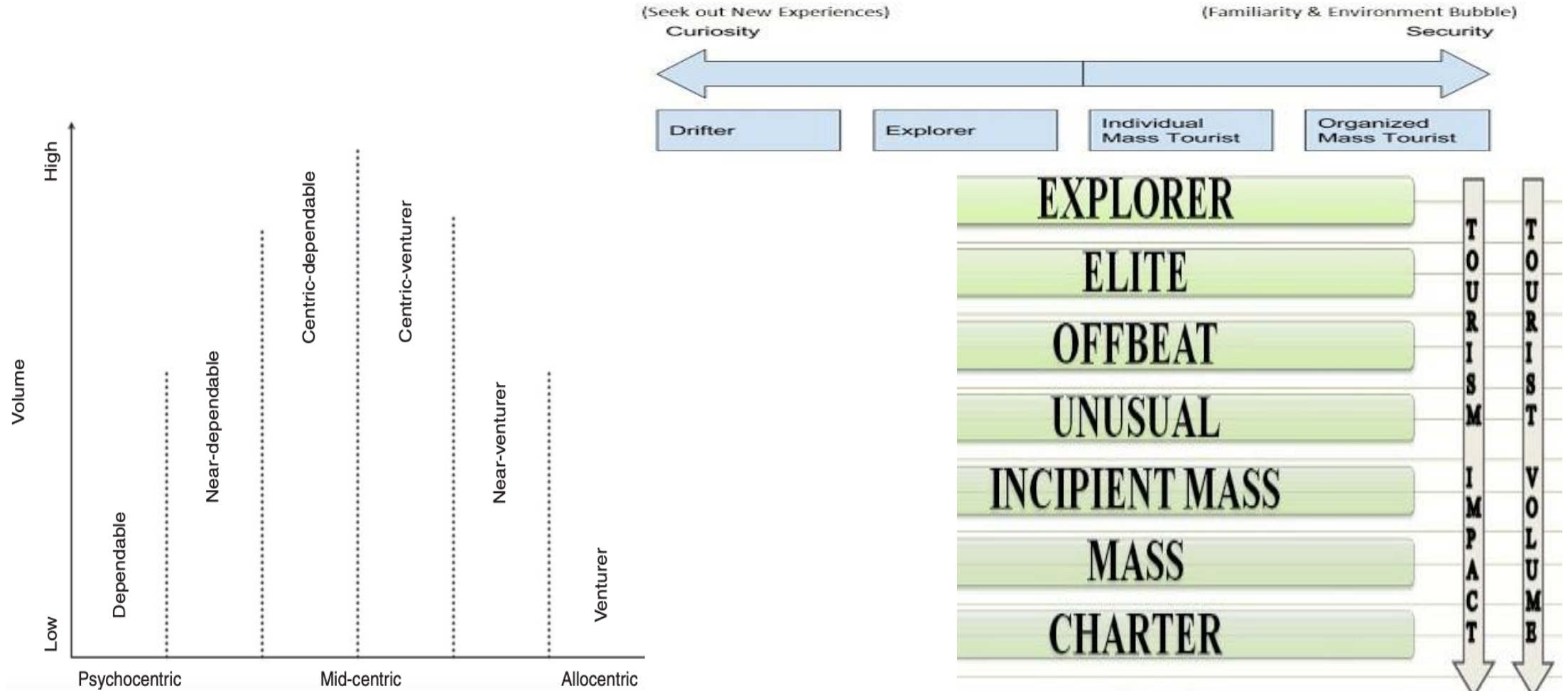
3- Maslow's Hierarchy of Needs and Its Application to Tourism

Maslow's Need	Meaning	Tourism Application
Physiological needs	Hunger, thirst, sleep, physical comfort	Rest, relaxation, food, beach holidays, wellness
Safety needs	Security, stability, protection	Safe destinations, secure accommodation, health and safety
Social needs	Affection, belonging, relationships	Family holidays, visiting friends and relatives, making new friends
Esteem needs	Self-esteem, respect, prestige, status	Prestigious destinations, achievements, recognition
Self-actulaization	Personal growth, creativity, fulfilment	Learning, cultural experiences, developing skills, personal discovery

3- Tourist Motivations Theories

TYPOLGY OF TOURISTS (ERIC COHEN.1972)

Classification according to psychological characteristics



Thank you



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