

## **Assignment 4 – Tourist Typologies and Travel Motivation**

### **Tourist A – Sarah**

Sarah can be classified as an Organized mass Tourist. She books a package holiday through a travel agency, stays in a well-known international hotel, spends most of her time at the resort, and takes part in organized excursions. She prefers destinations that are safe, familiar, and easy to access. These behaviours show that she likes comfort, security, convenience, and organized travel with less uncertainty.

Sarah can also be classified as a Psychocentric tourist according to Plog's Tourist personality model. Psychocentric tourists generally prefer familiar, safe, and well-developed destination and organized travel arrangements.

Her motivation to travel may include relaxation, escaping from work, reducing stress, enjoying comfortable accommodation, and having a short break from her busy office life.

- Internal factors: Need for relaxation, rest, enjoyment, and escape from daily routine.
- External factors: limited annual leave, travel agency services, available package holidays, and organized excursions.
- Push factors: stress from work , desire for a break, relaxation, and escape from routine.
- Pull factors : spain's beaches, resort facilities, safety , familiar environment, international hotel, and organized activities.

## **2. Tourist B – Adam**

Adam can be classified as an Explorer according to Cohen's Tourist Typology. He travels independently, avoids package tours, chooses less familiar destinations, and organizes his own accommodation and activities. He also enjoys meeting local people, learning about local culture, and experiencing activities outside his normal routine. These characteristics show that Adam prefers independence, discovery, cultural interaction, and new experiences.

According to plog's Tourist personality model, Adam can also be described as more Allocentric, because he is interested in unfamiliar destinations, local experiences, and adventure.

Adam's motivation may include curiosity, adventure, personal development, cultural learning, independence, and the desire to experience something different from his everyday life.

- Internal factors: curiosity, desire for adventure, independence, learning, and personal growth.
- External factors: Local culture, unfamiliar destinations, local people, and unique activities.
- Push factors: Desire to escape routine, seek adventure, and experience personal discovery.
- Pull factors: Authentic local culture , unfamiliar destinations, opportunities to meet local people, and unusual activities.

## **Conclusion**

Sarah and Adam demonstrate two different patterns of tourist behaviour. Sarah prefers security, comfort, familiarity, and organized travel, while Adam prefers independence, exploration, cultural interaction, and new experiences. Their different travel choices can therefore be explained through both Cohen's and Plog's tourist Typologies, as well as through internal, external, push, and pull motivational factors.