

Structure of Tourism Markets

European Institute of Innovation, Entrepreneurship and Technology
Lessingstraße 79, 13158 Berlin, Germany

Mahmoud Abdou| Berlin

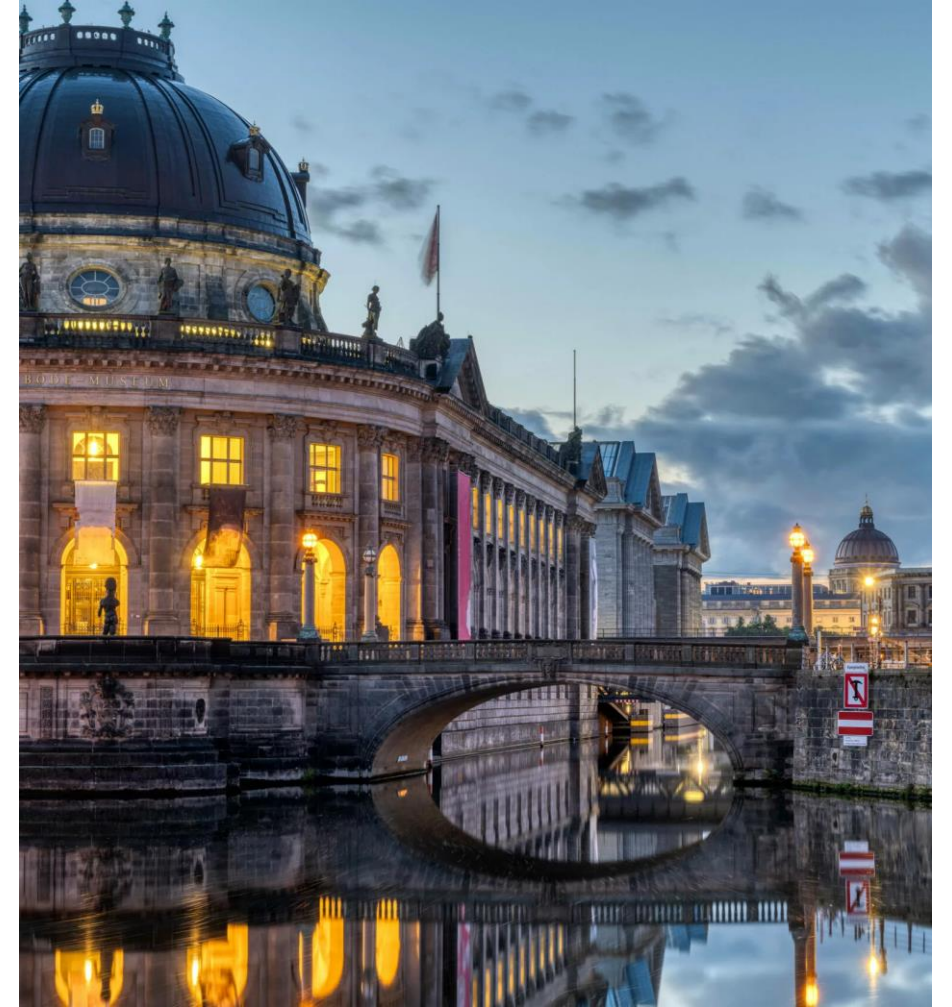


**Lessingstraße 79,
13158 Berlin, Germany
Phone: +49 30 233618555
Fax: +49 30 233618556
Email: info@eiiet.com**

Discover the world of eiIET

Outline

1. Consumer Behaviour in Tourism
2. Travel Behaviour in Tourism
3. Tourist Roles and Typologies





1- Consumer Behaviour in Tourism

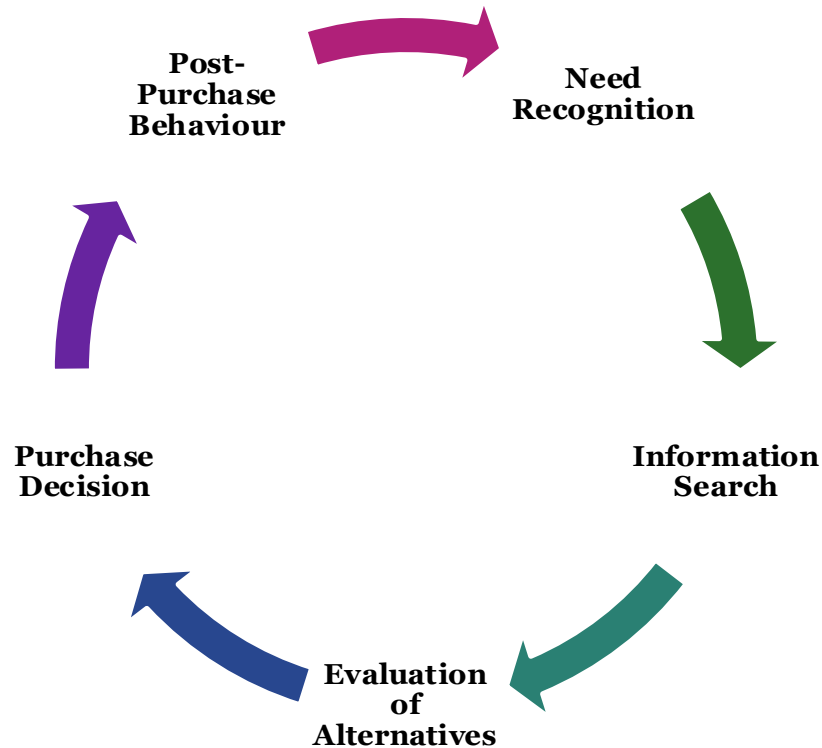
1- Consumer Behaviour in Tourism

Consumer Behaviour

- Focuses on the decision-making process before travel.
- It explains:
 - The stages tourists go through before booking a trip.
 - How personal background, experiences, and social influences affect purchasing decisions.

1- Consumer Behaviour in Tourism

What is Consumer Behaviour?



- The Tourism Decision-Making Process

- Five Stages of Consumer Decision Making

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post-Purchase Behaviour

2- Travel Behaviour in Tourism

What is Travel Behaviour?

- Focuses on tourists' actions during the trip.
- It explains:
 - How tourists behave at the destination.
 - What activities they participate in.
 - Different types of tourists and travel patterns.

3- Tourist Roles and Typologies



3- Tourist Roles and Typologies

1.1- Gray's Classification of Tourists

- Gray (1970) classified tourists based on the primary purpose of their trip, identifying two main types of tourists:

A- Sunlust Tourists

- Primary Motivation: Rest and relaxation

- Characteristics:

- Seek the 3 S's: Sun, Sea, and Sand
- Prefer warm climates and beach destinations.
- Value comfort, convenience, and familiar surroundings.

B- Wanderlust Tourists

- Primary Motivation: Exploration and discovery

- Characteristics:

- Seek new experiences and adventure.
- Interested in local culture, history, and traditions.
- Enjoy interacting with local communities.

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

- Cohen (1972) classified tourists according to their relationship with:
 - The tourism industry
 - The destination environment
 - The level of familiarity and strangerhood
- Tourists travel within an "environmental bubble" shaped by:
 - Home environment
 - Culture
 - Social background
 - Previous experiences
- The strength of this bubble influences how tourists interact with new places and cultures.

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

- Tourist Relationship with the Environmental Bubble

A- Strong Environmental Bubble

- Tourists prefer familiar surroundings.
- Seek comfort, security, and similarity to home.
- Depend more on tourism services and organized experiences.

- Weak Environmental Bubble

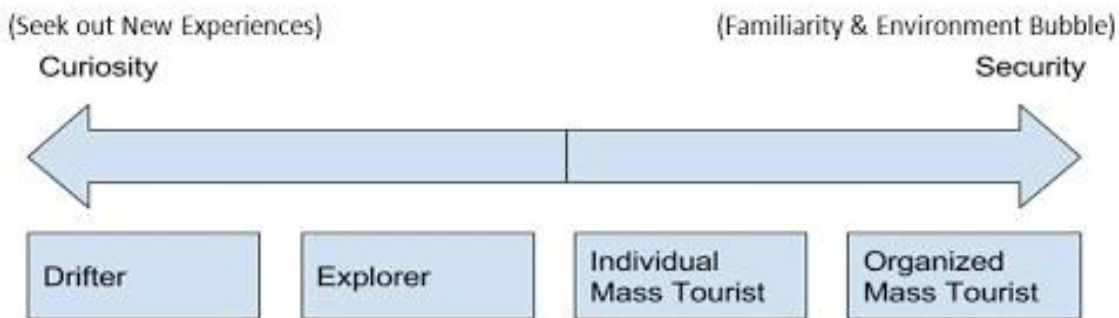
- Tourists seek authentic experiences.
- More willing to interact with local people and cultures.
- Prefer independence and exploration.

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

TYPOLGY OF TOURISTS (ERIC COHEN.1972)

Classification according to psychological characteristics



A- Organized Mass Tourist

- The organized mass tourist is the least adventurous tourist type and seeks familiarity, security, and comfort.

- Travel Behaviour

- Prefers highly organized package holidays.
- Travels according to prearranged itineraries.

- Destination Preferences

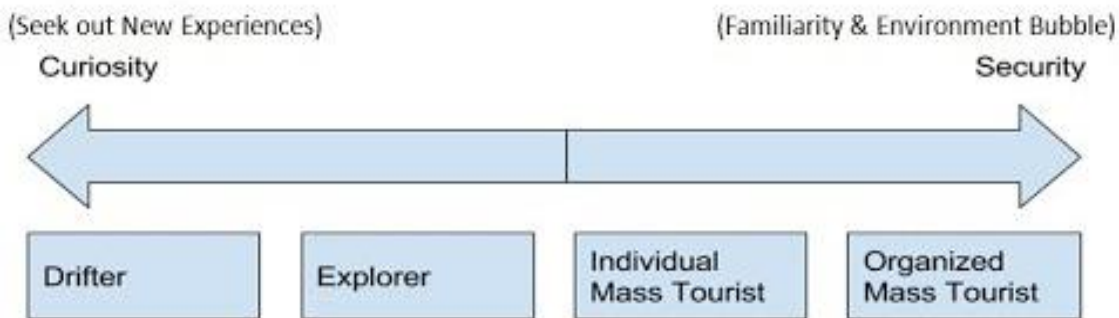
- Familiar destinations and environments.
- They often stay within their own country or visits well-developed international destinations.

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

TYPOLGY OF TOURISTS (ERIC COHEN. 1972)

Classification according to psychological characteristics



B- Individual Mass Tourist

- The individual mass tourist is similar to the organized mass tourist but seeks greater independence and personal choice.

- Travel Behaviour

- Uses established tourism infrastructure.
- Maintains greater control over the travel itinerary.

- The individual mass tourist often uses:

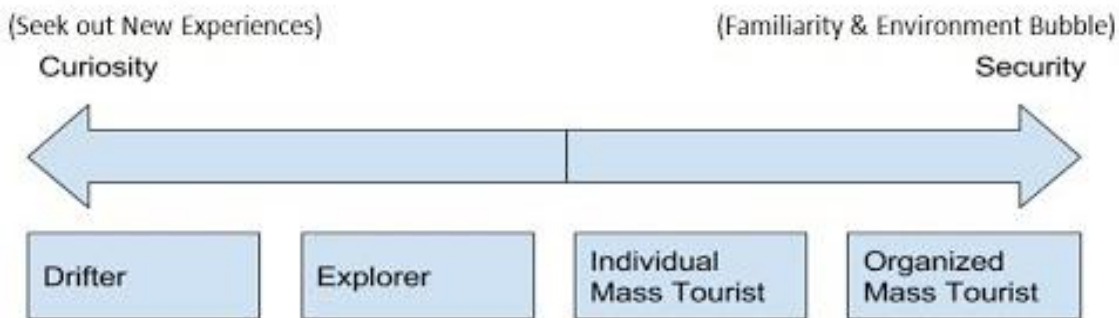
- Scheduled flights
- Travel agencies
- Tour operators

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

TYPOLGY OF TOURISTS (ERIC COHEN.1972)

Classification according to psychological characteristics



C- Explorer Tourist

- The explorer is an independent traveller who seeks authenticity while maintaining some level of comfort and security.

- Travel Behaviour

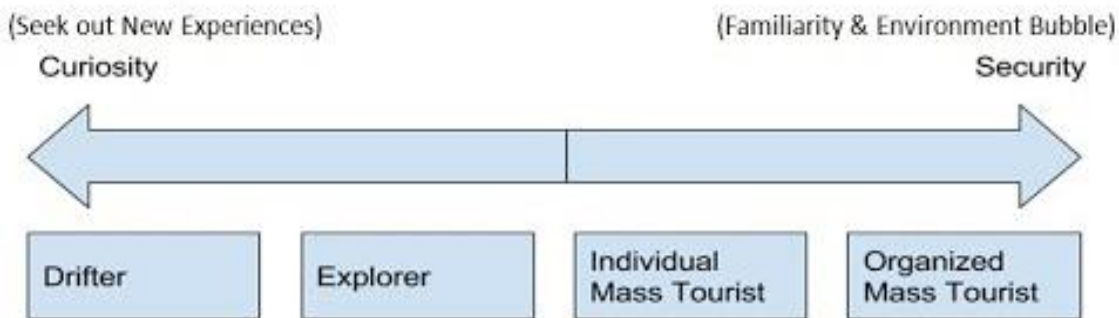
- Organizes travel arrangements independently.
- Avoid mass tourism routes and popular tourist paths.
- Seeks local experiences and interaction with residents.

3- Tourist Roles and Typologies

1.2- Cohen's Tourist Typology (1972)

TYPOLGY OF TOURISTS (ERIC COHEN.1972)

Classification according to psychological characteristics



- Drifter Tourist

- The drifter represents the most independent and adventurous tourist type.

- Travel Behaviour

- Makes no fixed travel plans or itinerary.
- Avoids organized tourism services.
- Seeks complete immersion in local life.
- Maintains close contact with local communities.

3- Tourist Roles and Typologies

1.3- Plog's Tourist Typology (2001)

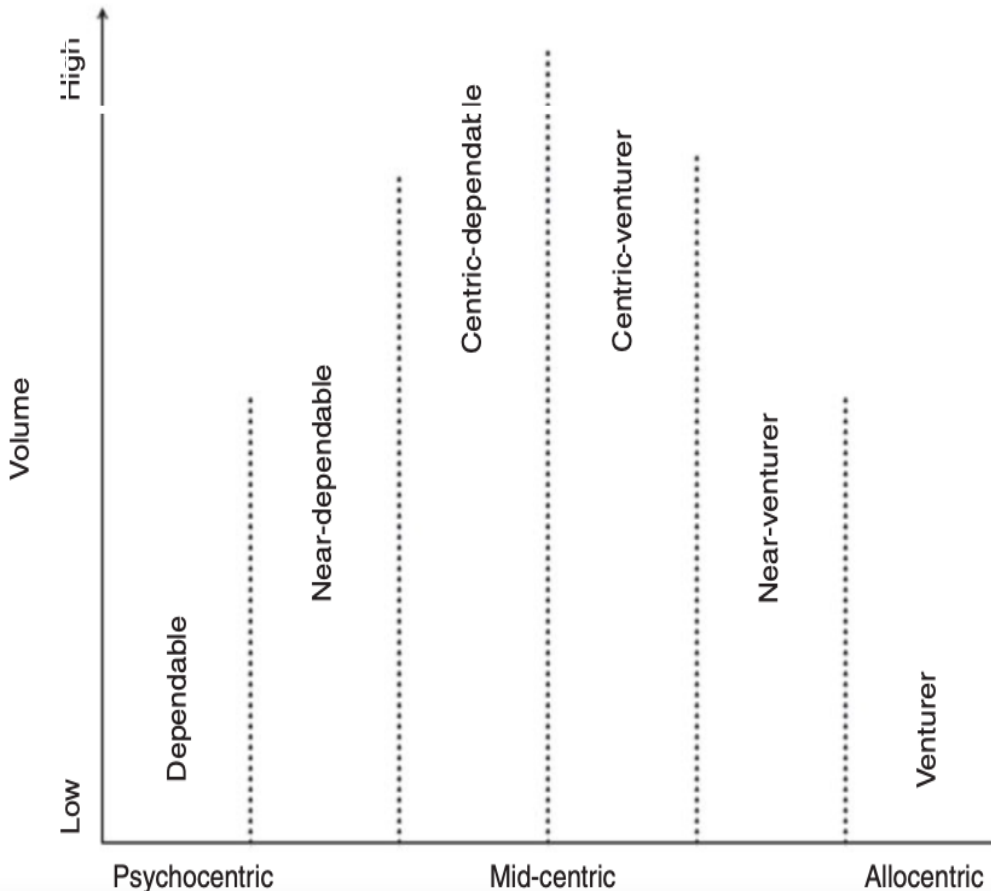
- Plog (2001) classified tourists based on their personality traits, suggesting that personality influences destination choice and travel behaviour.

- Key Factors:

- Level of adventure desired
- Preference for familiarity or novelty
- Nature of the travel experience

3- Tourist Roles and Typologies

1.3- Plog's Tourist Typology (2001)



A- Venturers (Allocentric Tourists)

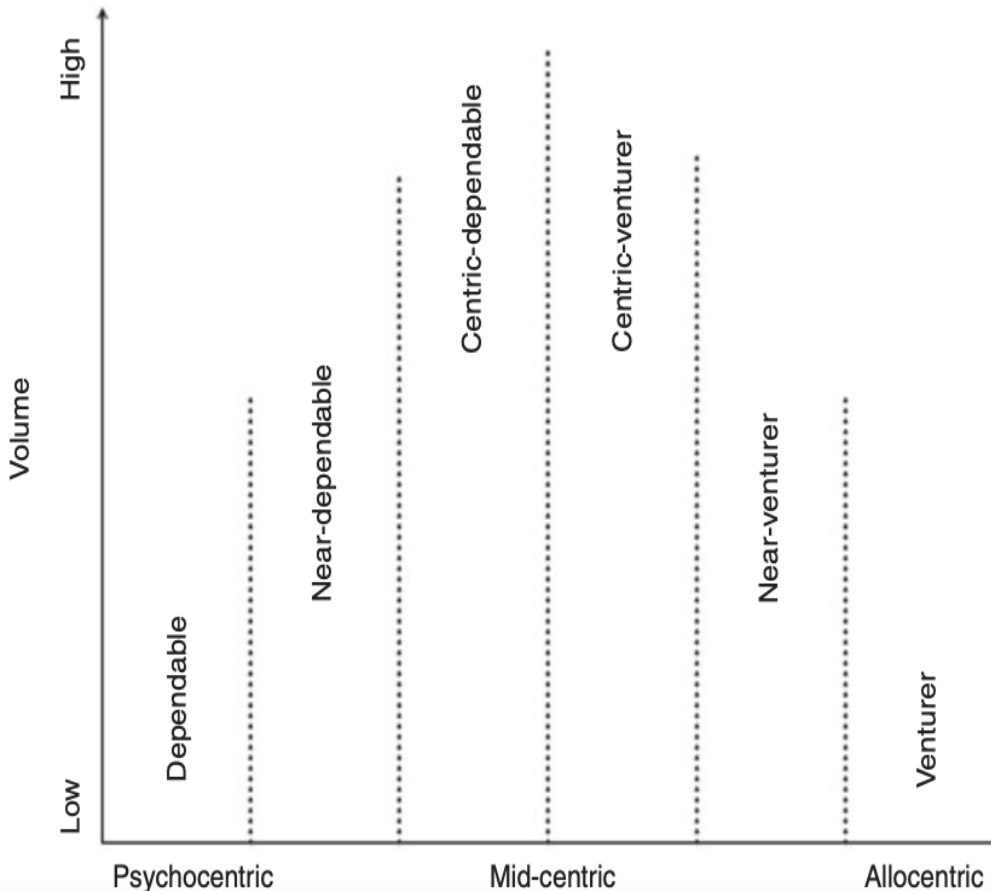
- Venturers are adventurous travellers who seek novelty, exploration, and authentic experiences.

Characteristics:

- Confident and adventurous
- Curious and open to new experiences
- Willing to take risks
- Independent decision-makers
- Frequent travellers, often taking longer trips

3- Tourist Roles and Typologies

1.3- Plog's Tourist Typology (2001)



B- Dependables (Psychocentric Tourists)

Dependables prefer comfort, familiarity, safety, and predictable travel experiences.

- Characteristics:

- Cautious and risk-averse
- Prefer familiar environments
- Conservative and home-loving
- Travel less frequently and take shorter trips
- Often rely on well-known brands and destinations

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

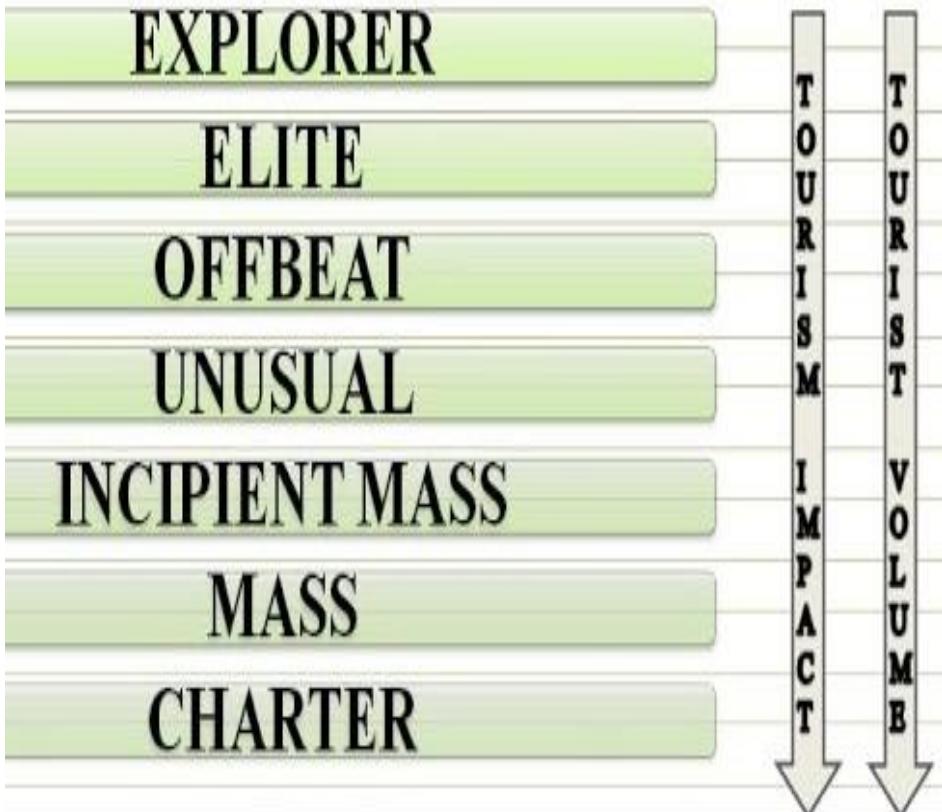
TYPOLOGY OF TOURISTS (VELEN SMITH. 1989)



- 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.

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

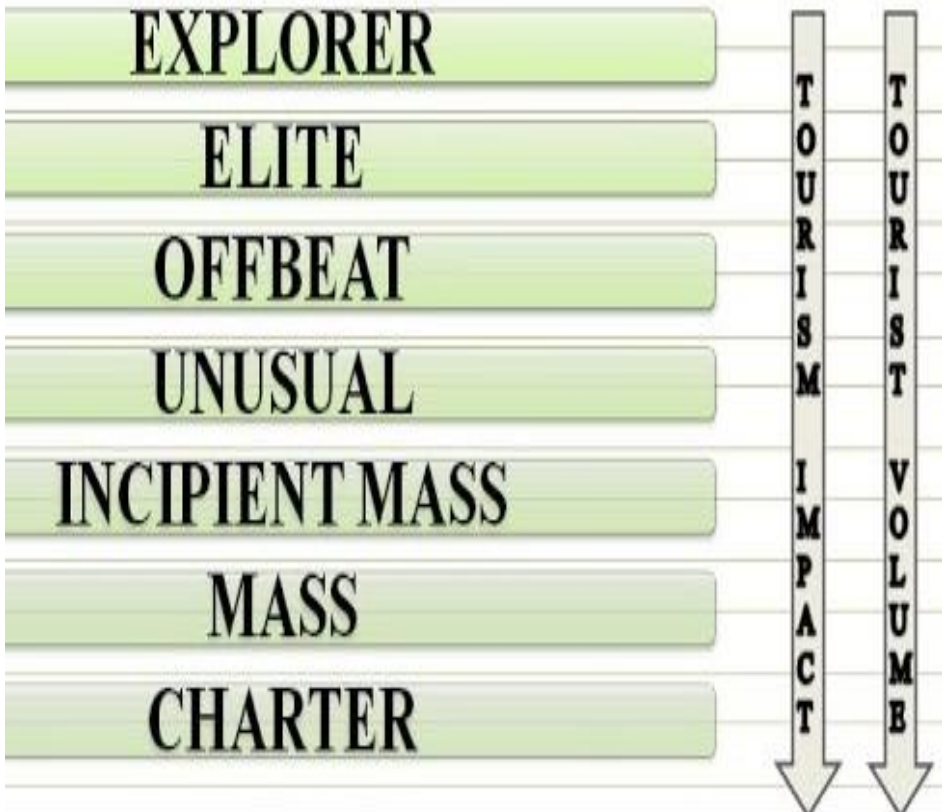


A- Explorer:

- 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.

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)



B- Elite:

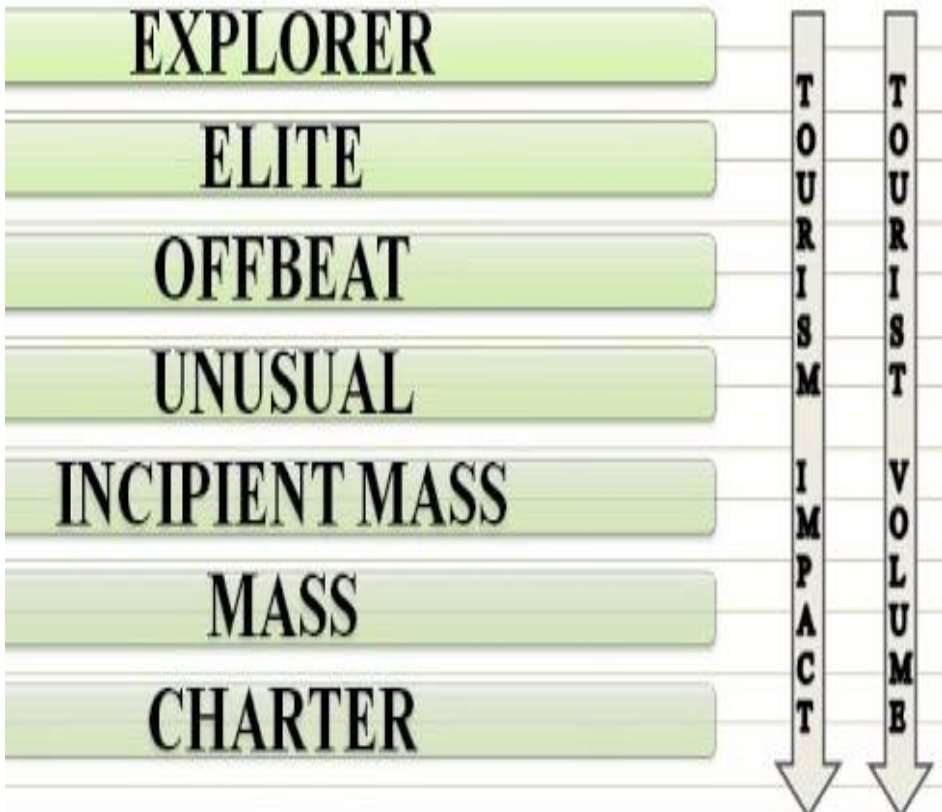
- Travel off the beaten track for pleasure.
- Have extensive travel experience – "they have done it all"
- Now seek something different or unique.
- Use tourist facilities (accommodation, transport).
- Adapt easily to local conditions.

- Often motivated by a desire for:

- Authentic cultural experiences
- Personal enrichment
- Escaping mass tourism

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)



C- Off-beat:

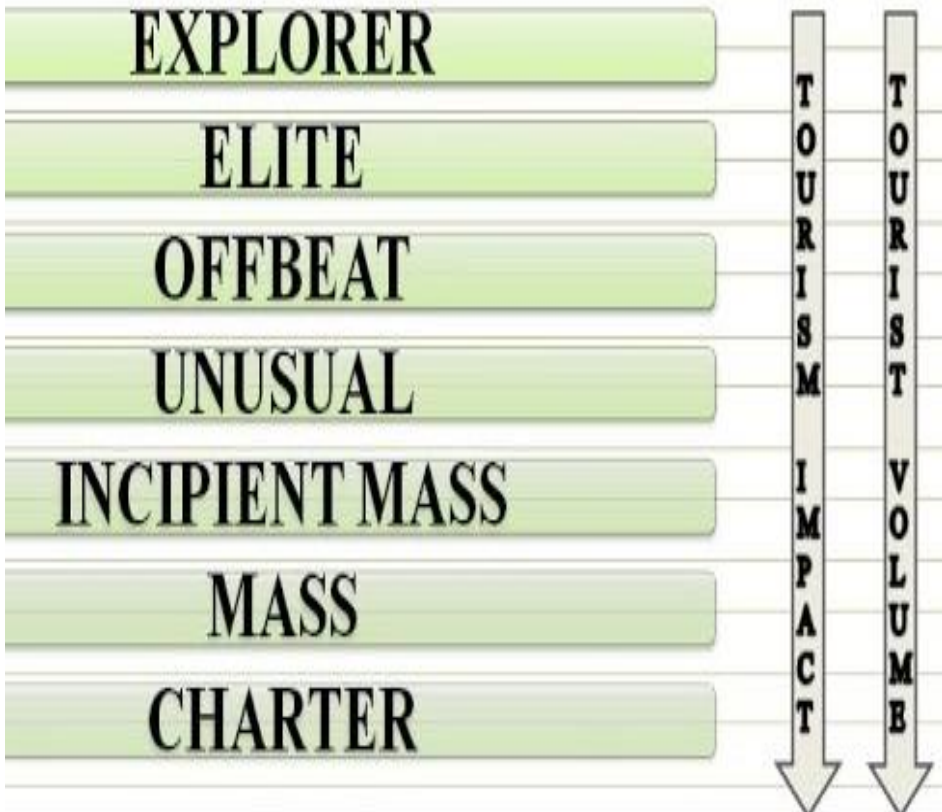
- Not as wealthy as elite tourists.
- Seek an "added extra" or unique experience within a standard tour.
- Interested in going slightly beyond mainstream tourism
- Adapt well to local conditions.
- Can cope with local environments for a few days.

- Likely motivated by:

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

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

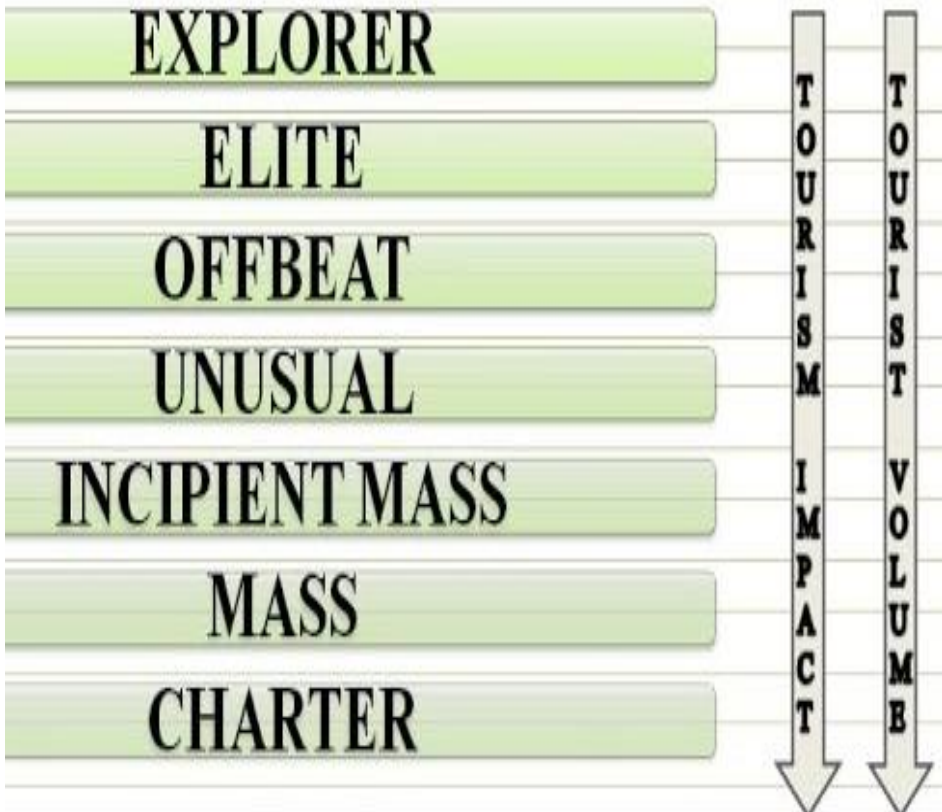


D- Unusual Tourist

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

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

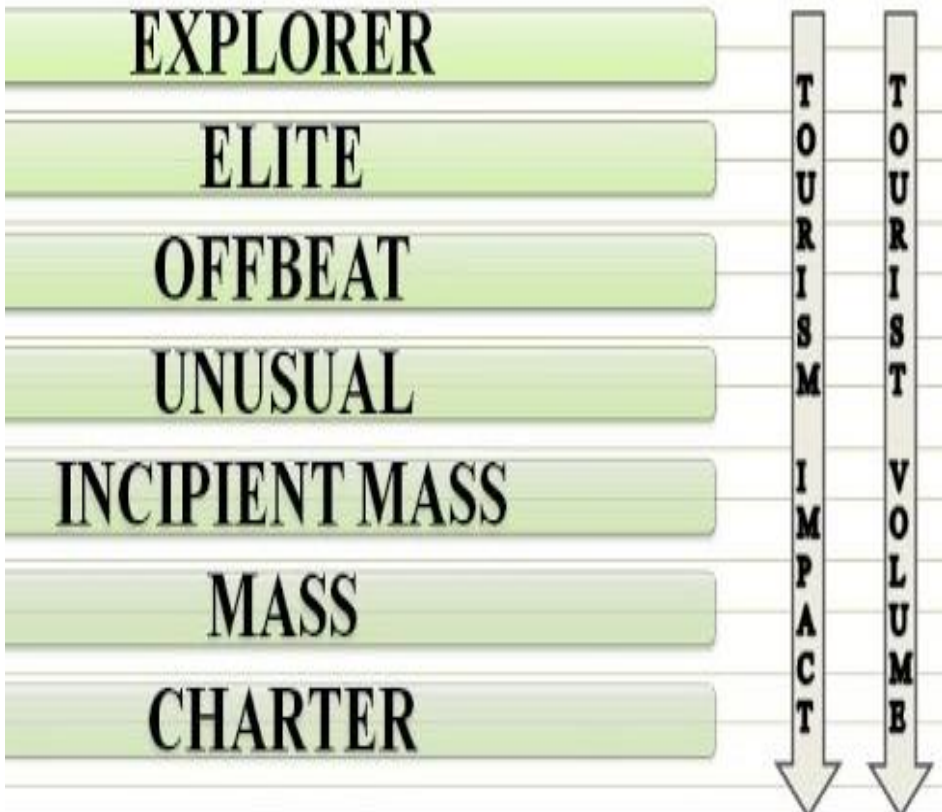


E- Incipient mass:

- 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.

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

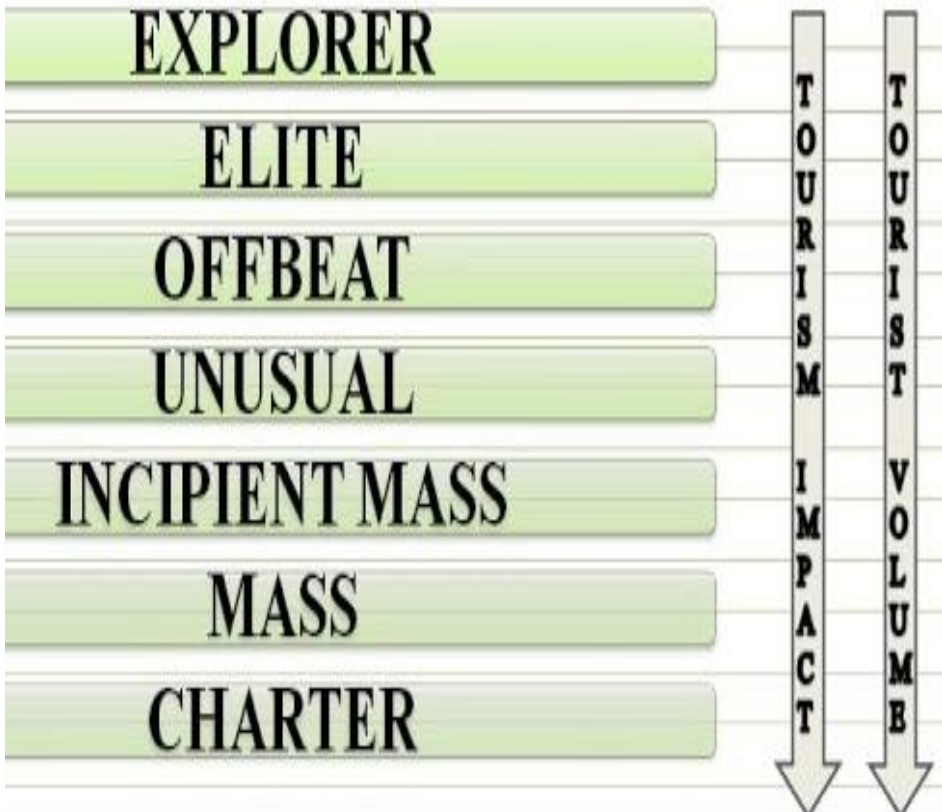


F- Mass:

- 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).

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)



F- Mass:

- Expect:

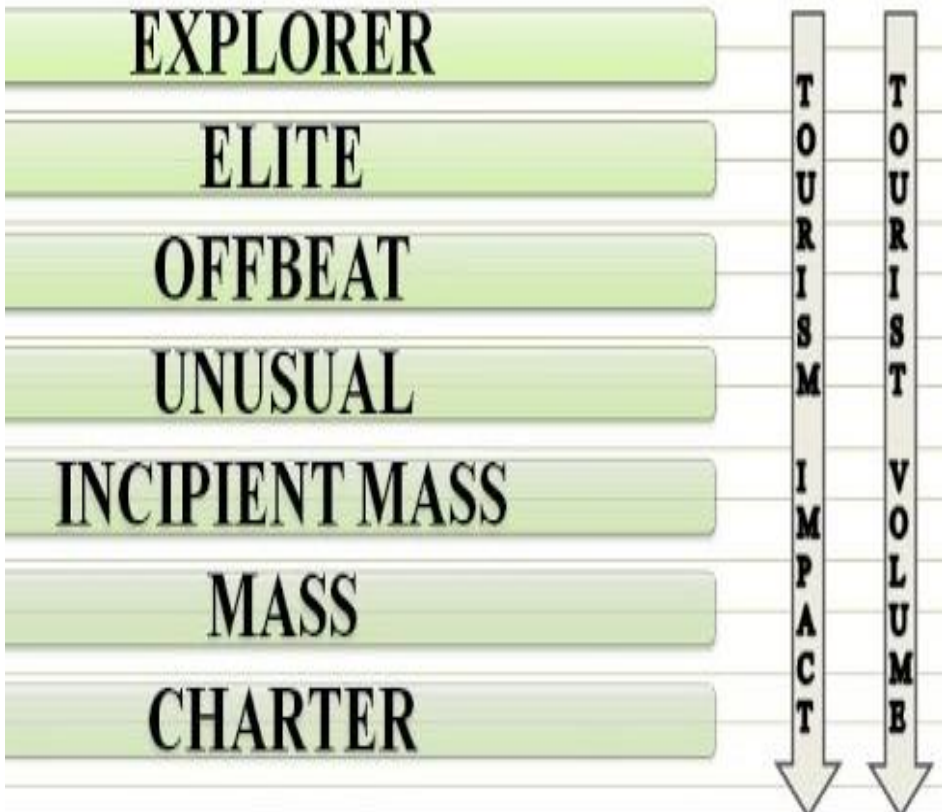
- Western-style amenities (e.g., modern hotels, familiar food)
- Multilingual guides
- Organized, structured experiences

- Motivated by:

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

3- Tourist Roles and Typologies

1.4- Smith's Tourist Typology (1998)

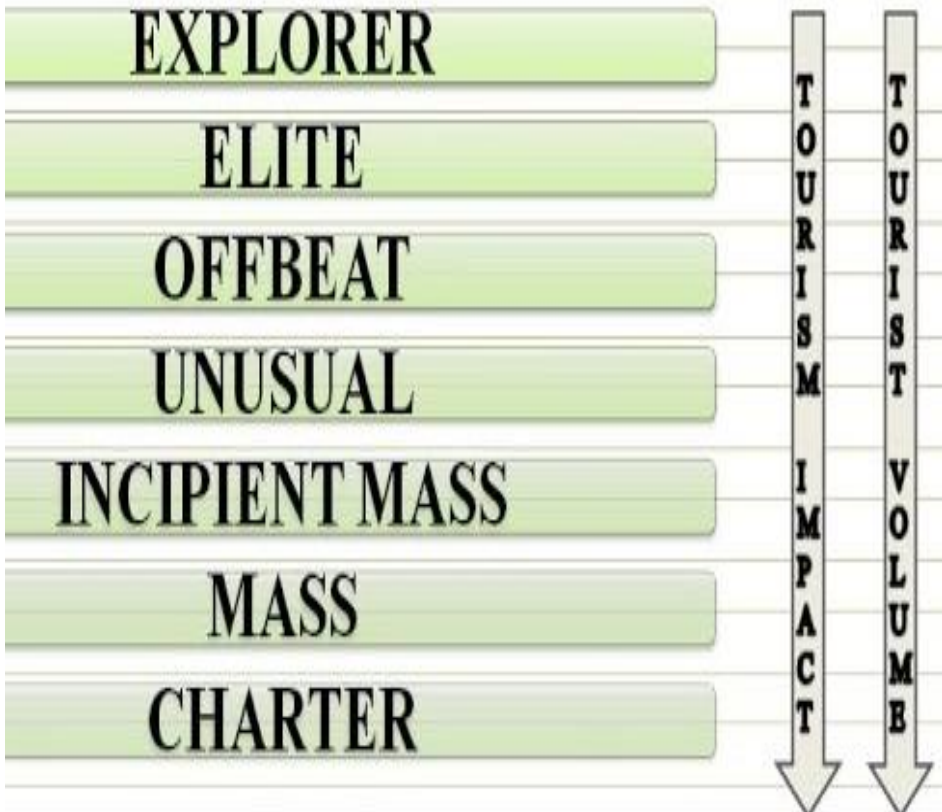


G- Charter:

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

3- Tourist Roles and Typologies

1.4- 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

Thank you



**European Institute of Innovation,
Entrepreneurship and Technology**

Lessingstraße 79,

13158 Berlin, Germany

Phone: +49 176 55524449

Discover the world of eiIET