• Cohen's Classification of Tourists:

- Boniface and Cooper (1987) Adapted from Cooper 1972

Familiarity

- **The Organised Mass Tourist**
- **The Individual Mass Tourist**
- **The Explorer**
- **The Drifter**

Novelty

The organised mass tourist
Low on adventurousness he/she is anxious to maintain his/her 'environmental bubble' on the trip. Typically purchasing a ready-made package tour off-the-shelf, he/she is guided through the destination having little contact with local culture or people.

The individual mass tourist
Similar to the above but more flexibility and scope for personal choice is built in. However, the tour is still organised by the tourism industry and the environmental bubble shields him/her from the real experience of the destination.

The explorer
The trip is organised independently and is looking to get off the beaten track. However, comfortable accommodation and reliable transport are sought and, while the environmental bubble is abandoned on occasion, it is there to step into if things get tough.

The drifter
All connections with the tourism industry are spurned and the trip attempts to get as far from home and familiarity as possible. With no fixed itinerary, the drifter lives with the local people, paying his/her way and immersing him/herself in their culture.

Familiarity

Institutionalised tourism
Dealt with routinely by the tourism industry – tour operators, travel agents, hoteliers and transport operators.

Non-institutionalised tourism
Individual travel, shunning contact with the tourism industry except where absolutely necessary.

Novelty

Figure 2.4 Cohen's classification of tourists

- Whatever your personality type which influences the type of holiday indulged in, the consumer processes / stages to select the holiday is largely static.

- NEED – (Arousal)

- Purchase (Action)

- NB: Involvement stages in-between <u>Need</u> and <u>Purchase</u> can vary. There are many theorists who examine these stages.

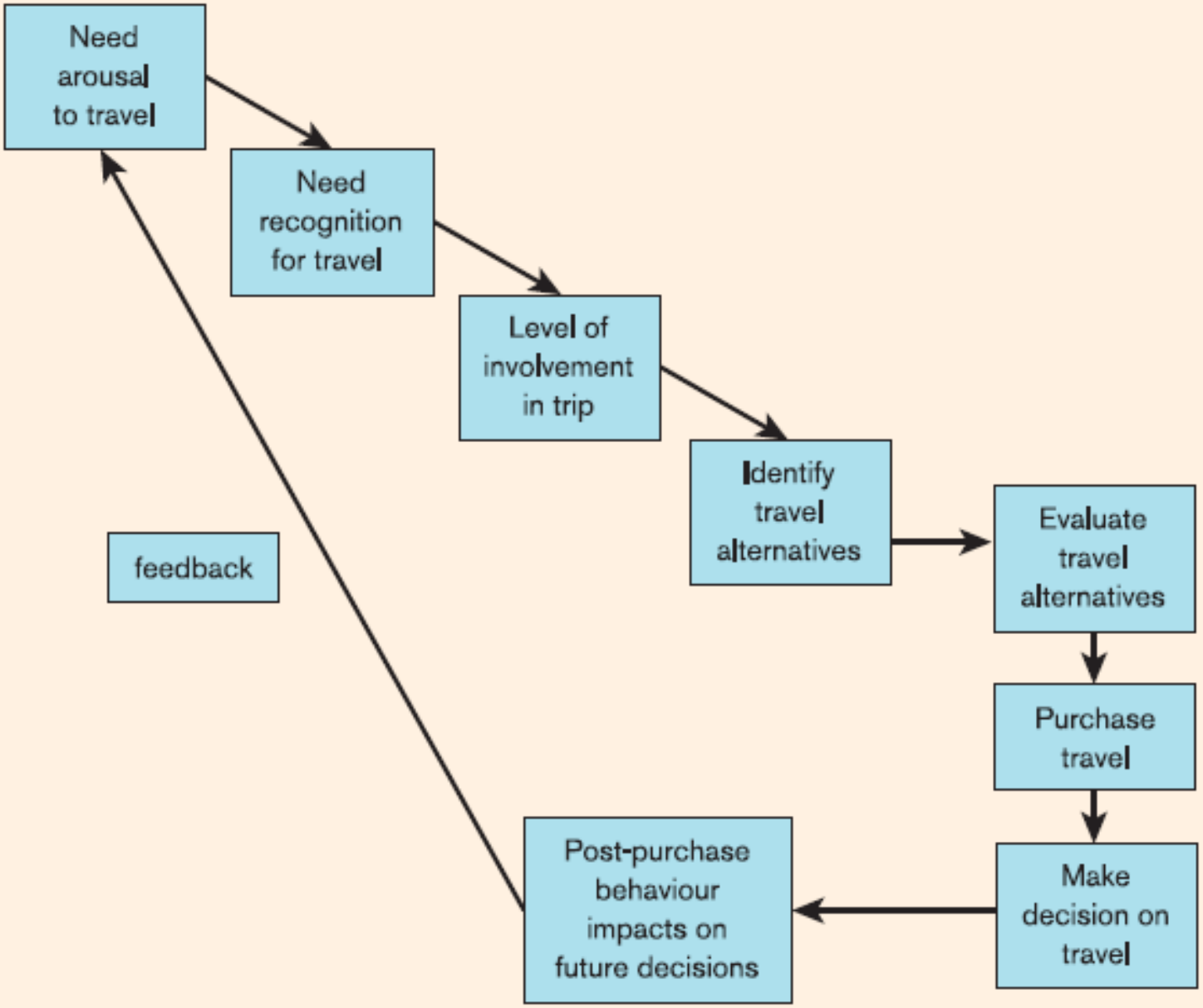


Figure 8.5 Model of consumer behaviour

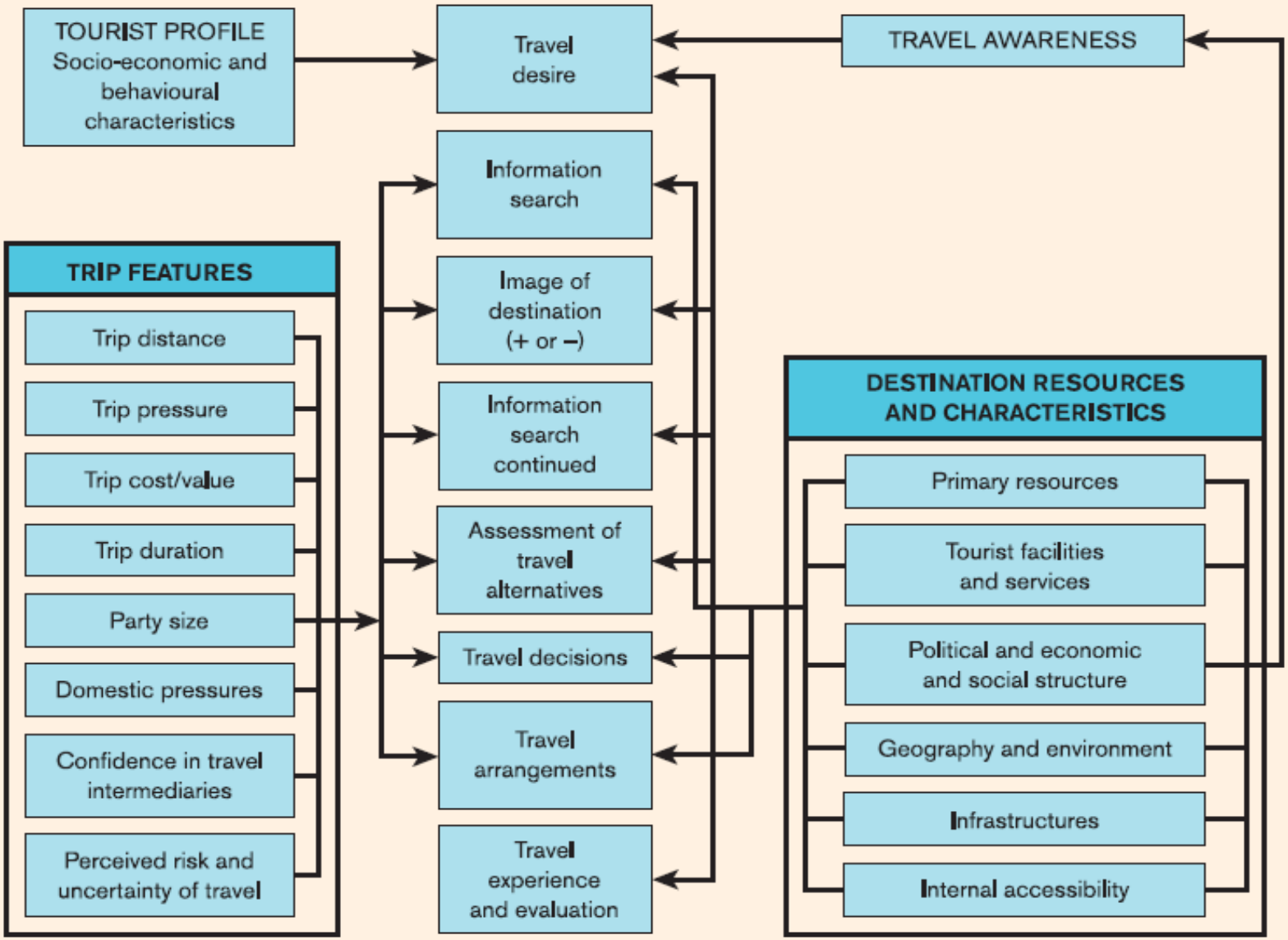


Figure 2.9 The Mathieson and Wall model

Source: from *Tourism: Economic, Physical and Social Impacts*, Longman, London, with permission of Pearson Education Limited (Mathieson, A. and Wall, G., 1982)

MODELS OF CONSUMER TOURISM BEHAVIOUR - DISCUSS!

- What are your thoughts on these models?

- Is the more detailed model better to demonstrate tourist behaviour ???

  Justify your answer……..

CAVEAT OF MODELS:

- There are many theories associated with tourism behaviour and choice, however most authors fail to provide a scientific basis for such theories.

[Cooper et al (2005)]

Such models offer only a limited insight into the mind of the consumer.

Criticised as being:

- Too theoretical and isolated (*ideal world!)*
- Outdated - (no new recent models have been introduced).
- Fails to consider individual behaviour / demographics / personality traits.
- Fails to consider market instabilities / fluctuations (eg: Recession / Terrorism / Emerging Mkts.....)

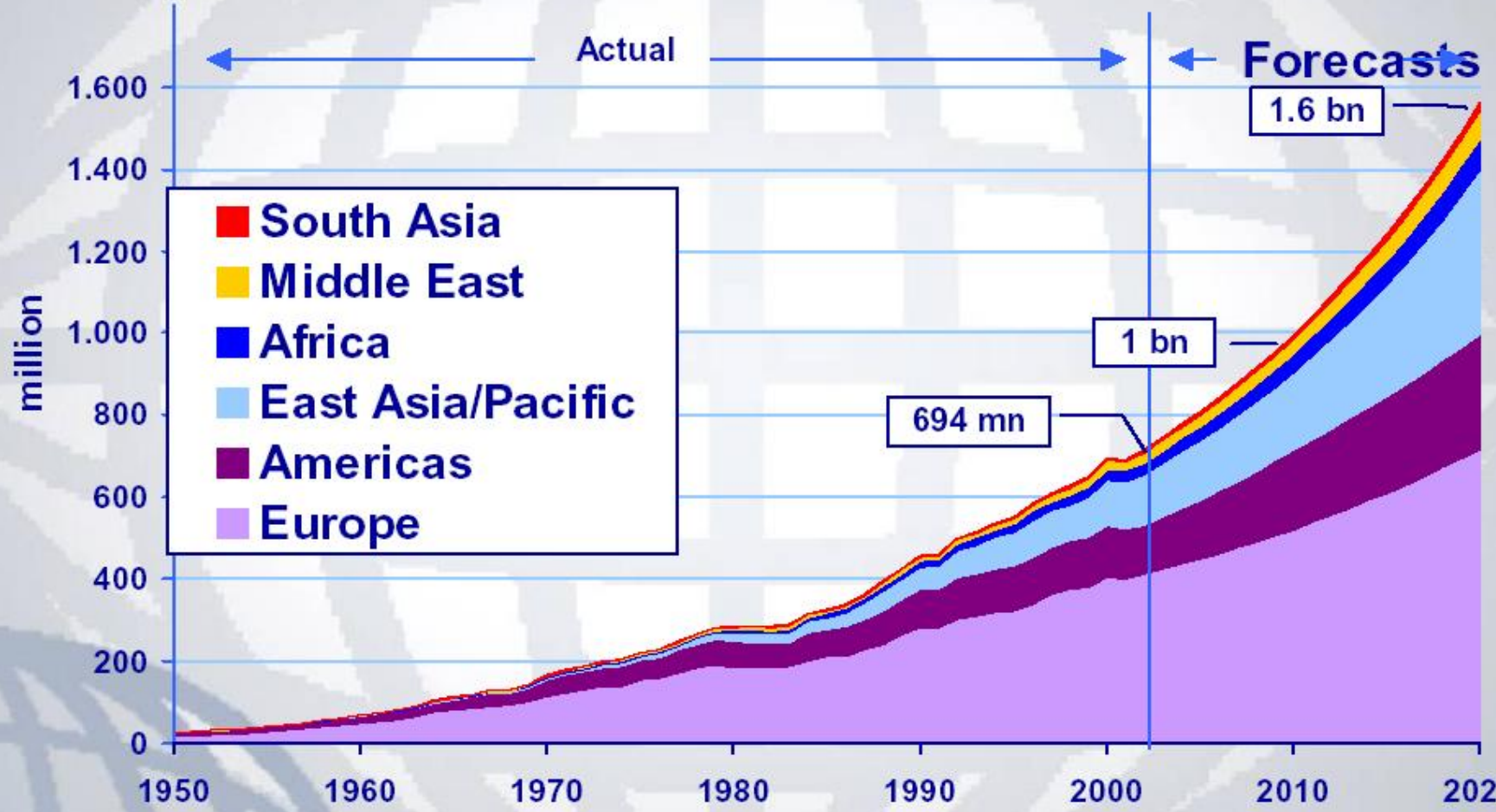
Positives of Consumer Models.

- Models act as a guide to modern thinking as to how tourism demand works and functions.

- Assist in understanding how the many variables of the tourism industry interact and relate.

International Tourist Arrivals, 1950-2020

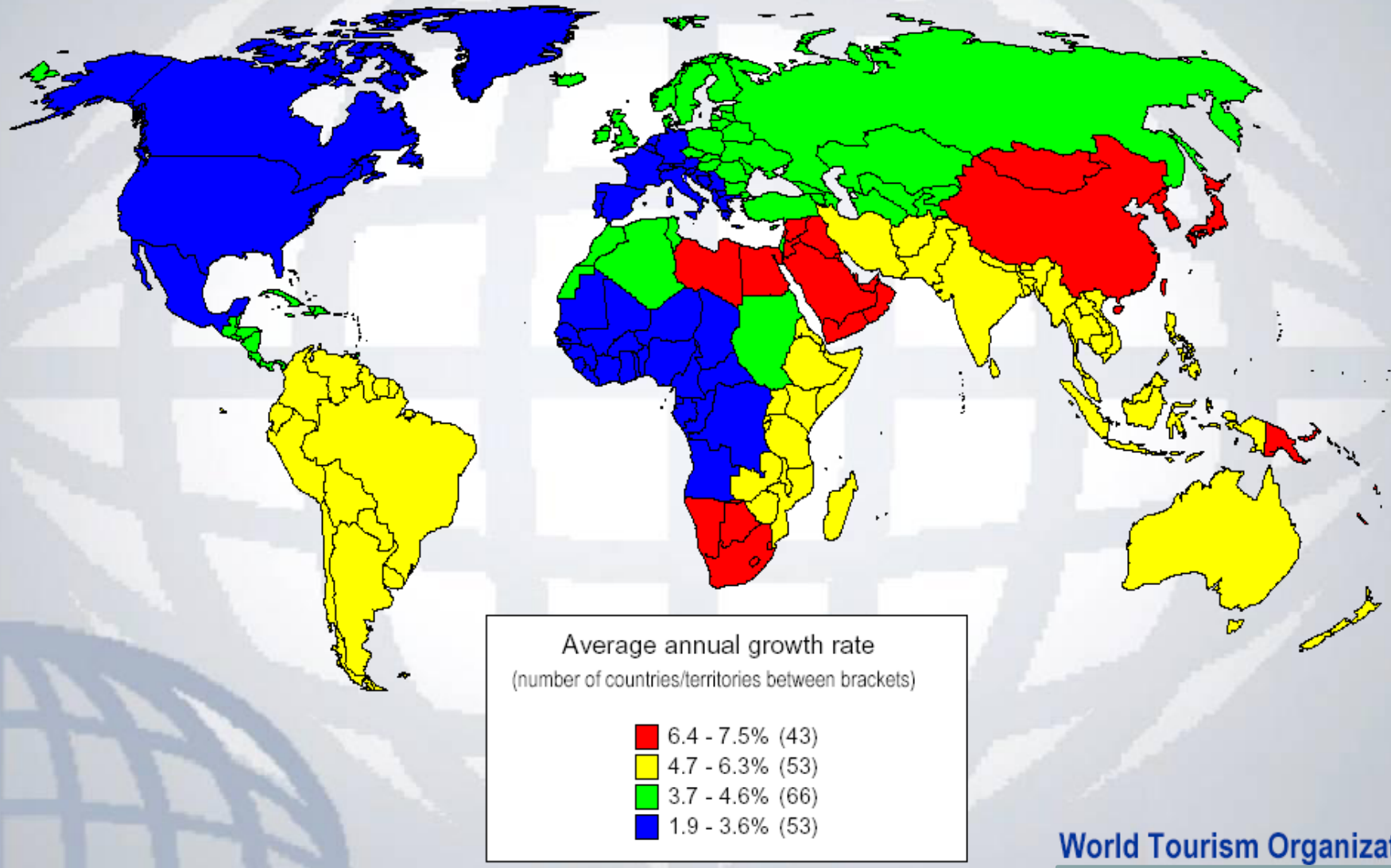
Current situation and forecasts WTO *Tourism 2020 Vision*



World Tourism Organization

Inbound tourism by subregion

International Tourist Arrivals -Average Annual Growth Rate, 1995-2020



World Tourism Organization