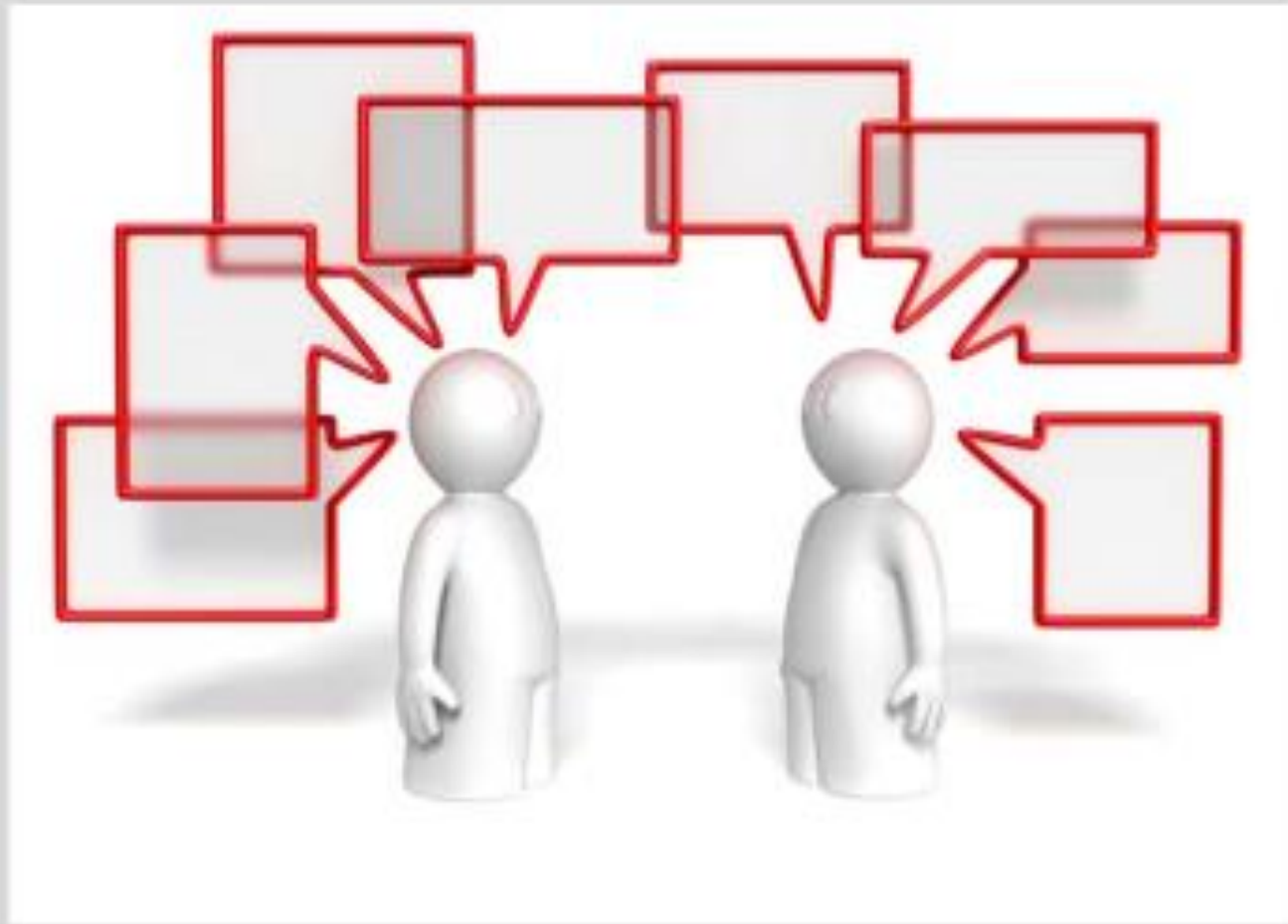


Discussion (Why do people travel?)



- **Cohen's Classification of Tourists:**

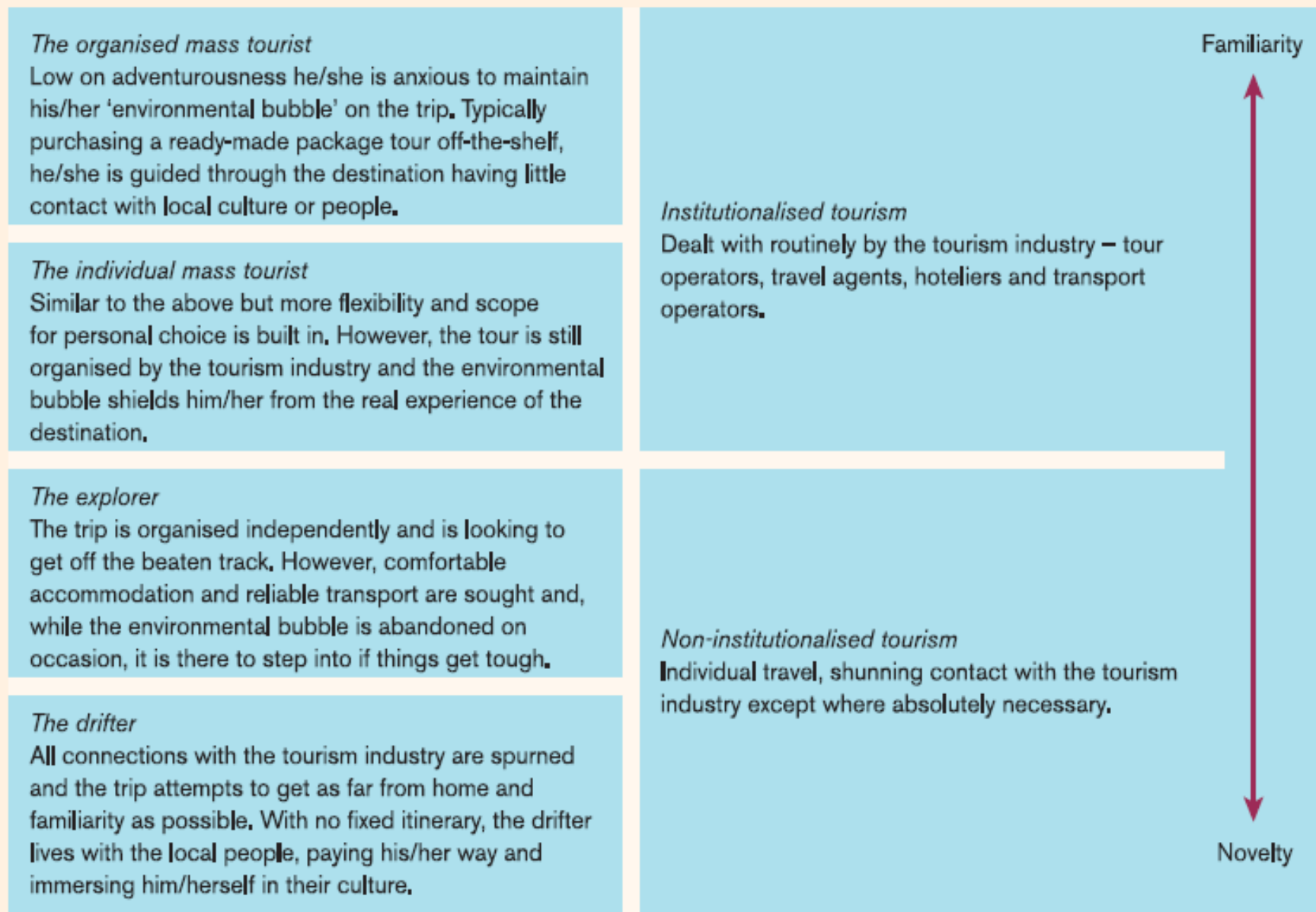
- Boniface and Cooper (1987) Adapted from Cooper 1972

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

Familiarity



Novelty



- 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 Need and Purchase can vary. There are many theorists who examine these stages.

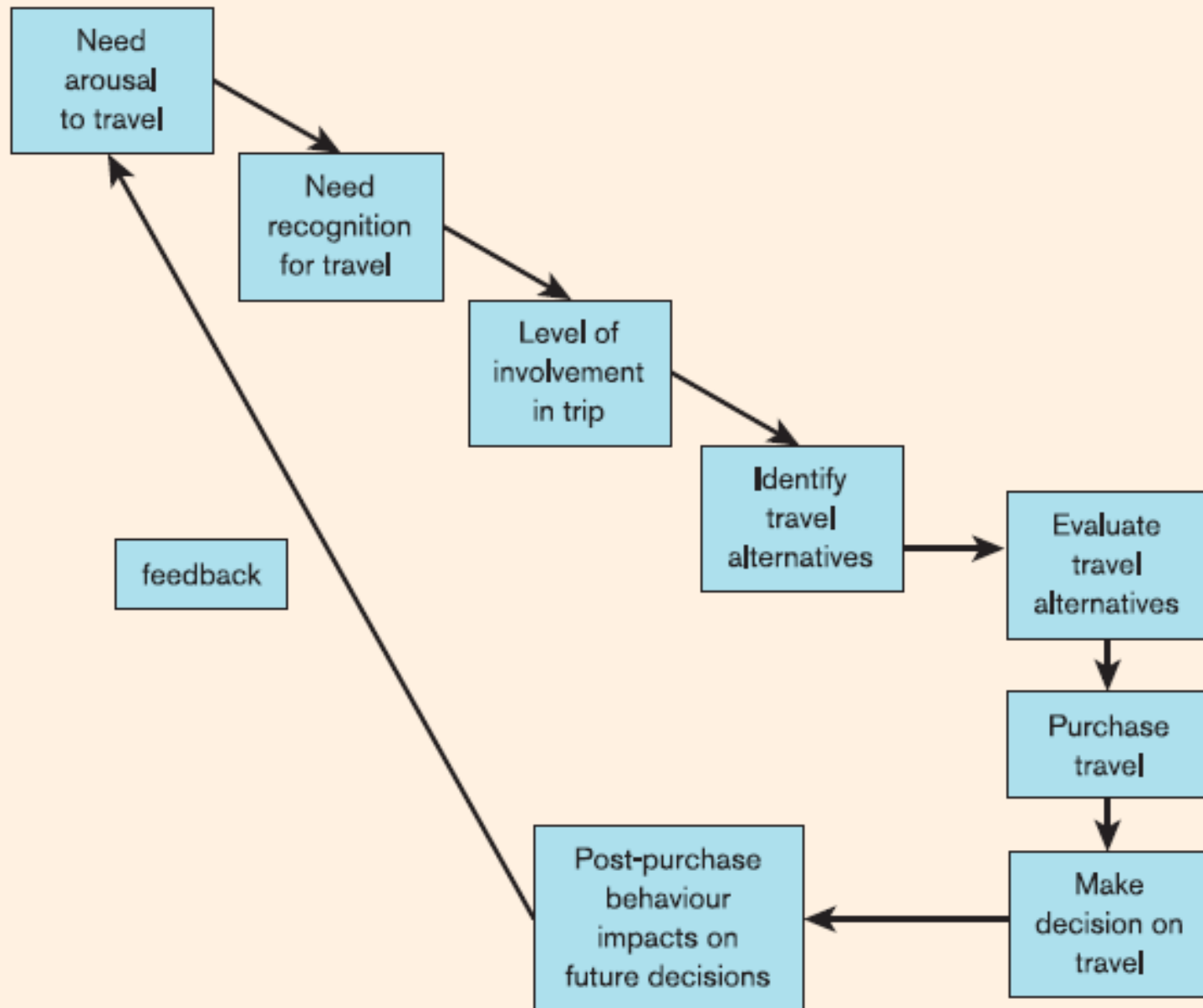


Figure 9.5 Model of consumer behaviour

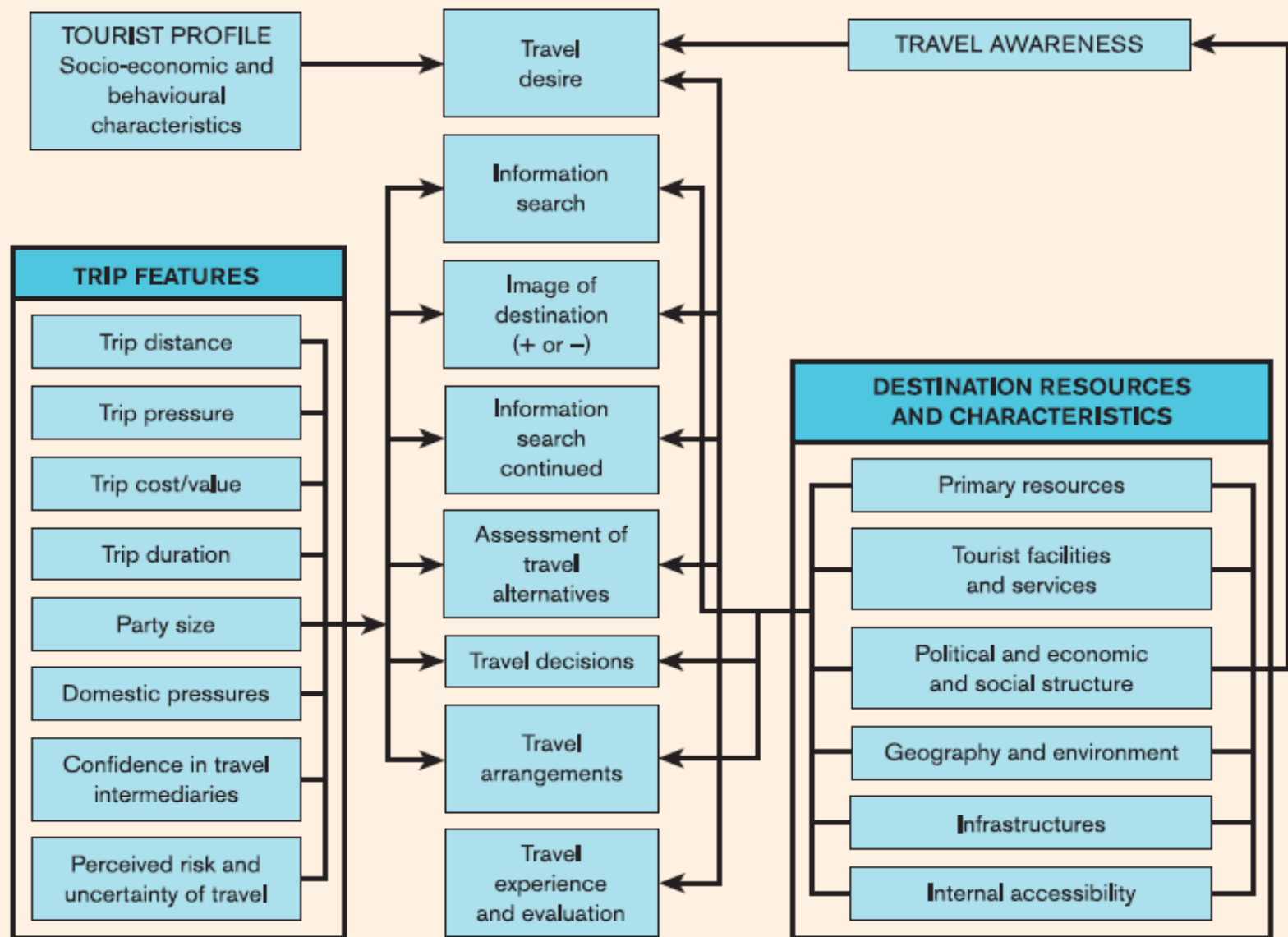


Figure 2.9

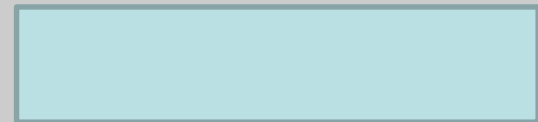
The Mathieson and Wall model

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 ???

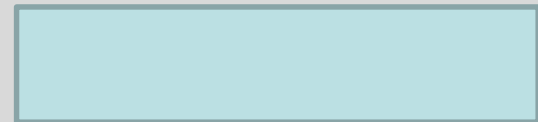
Justify your answer.....



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.

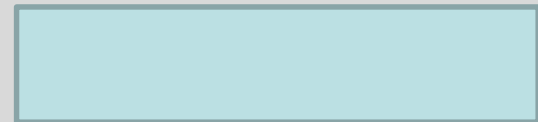


Criticised as being:

- 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.....)

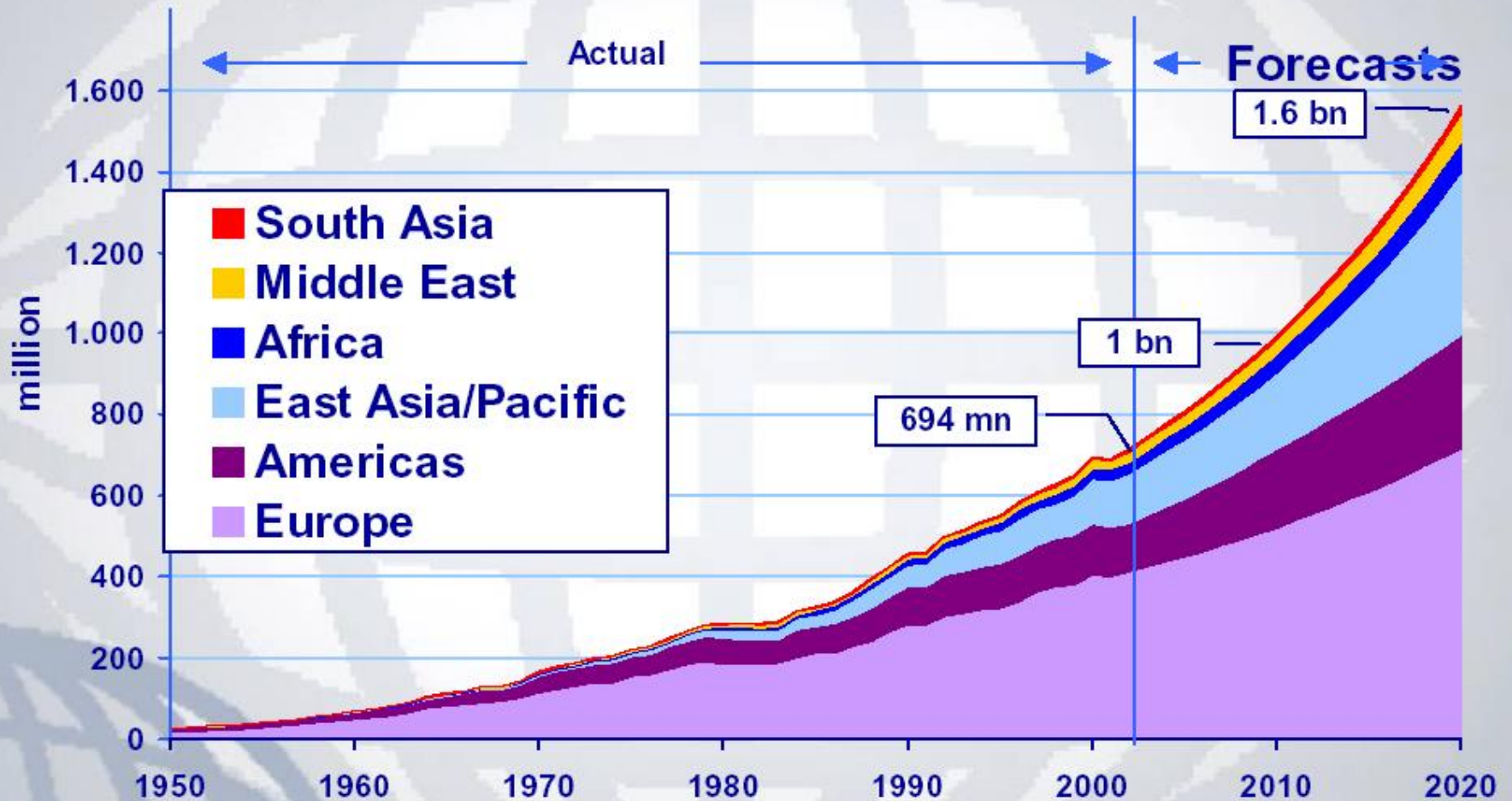
Positives of Consumer Models.

- 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*



Inbound tourism by subregion

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

