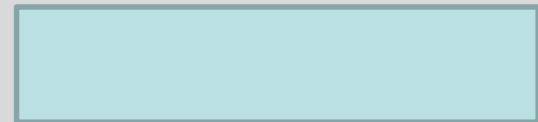
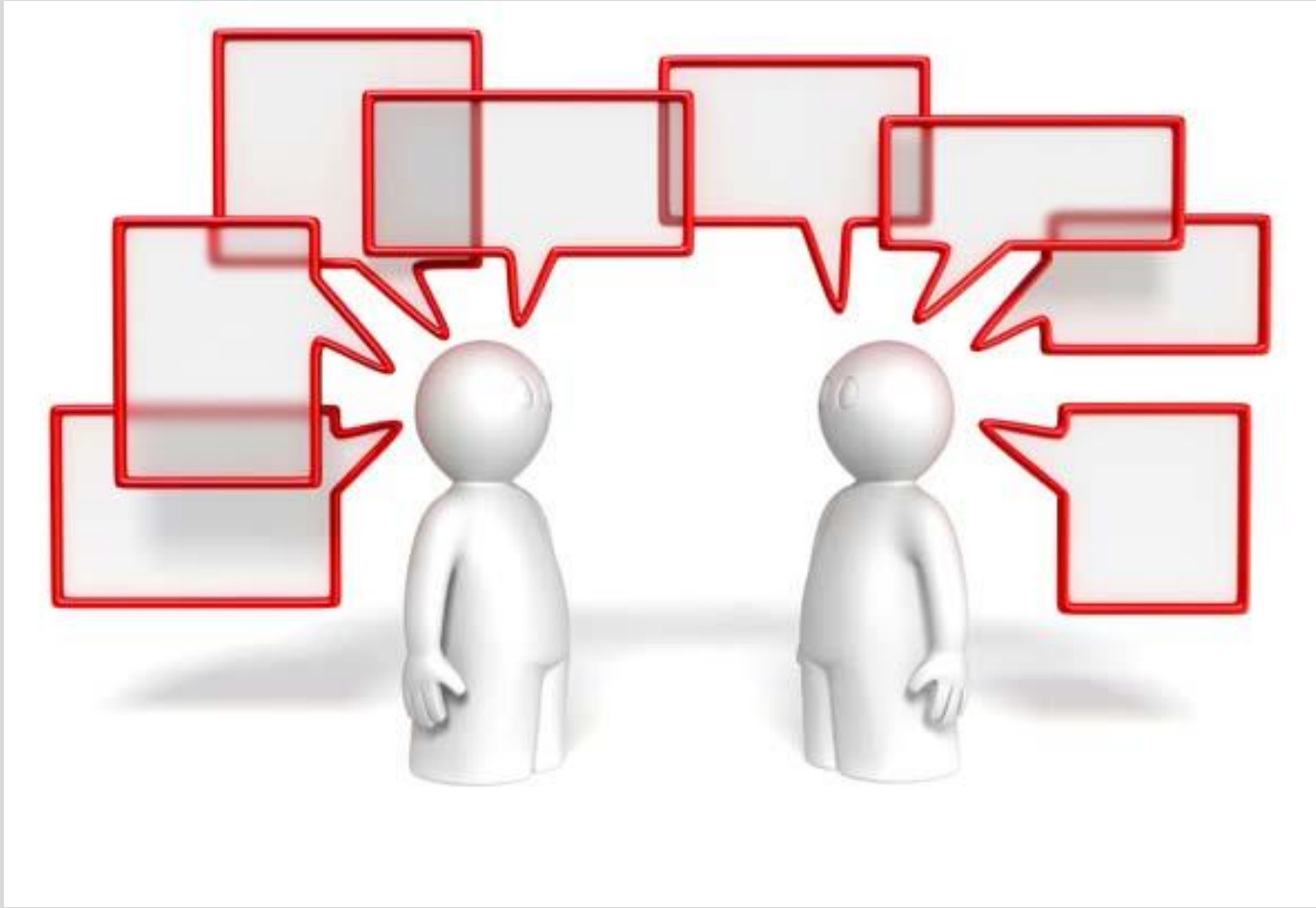


Discussion (Why do people travel?)



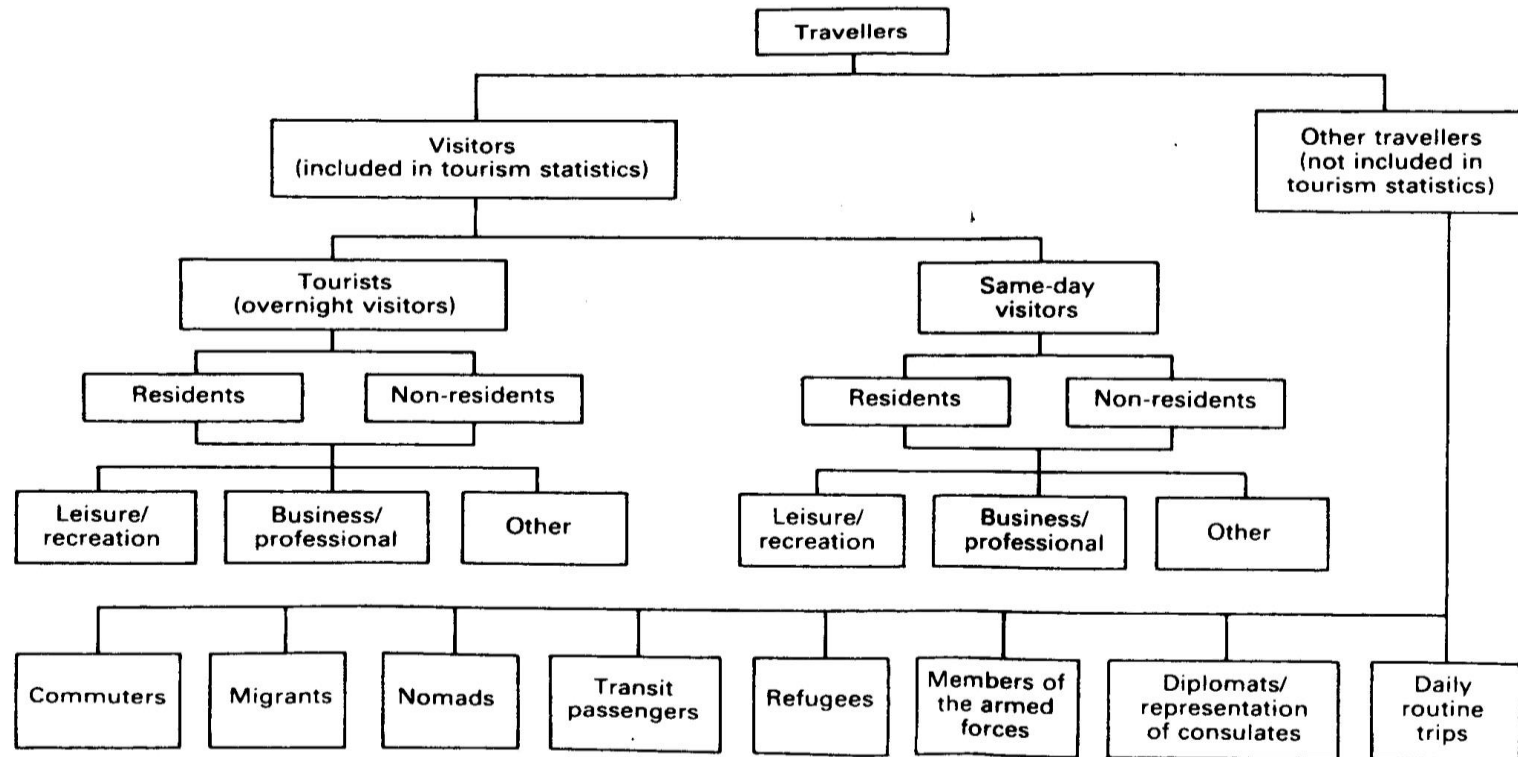
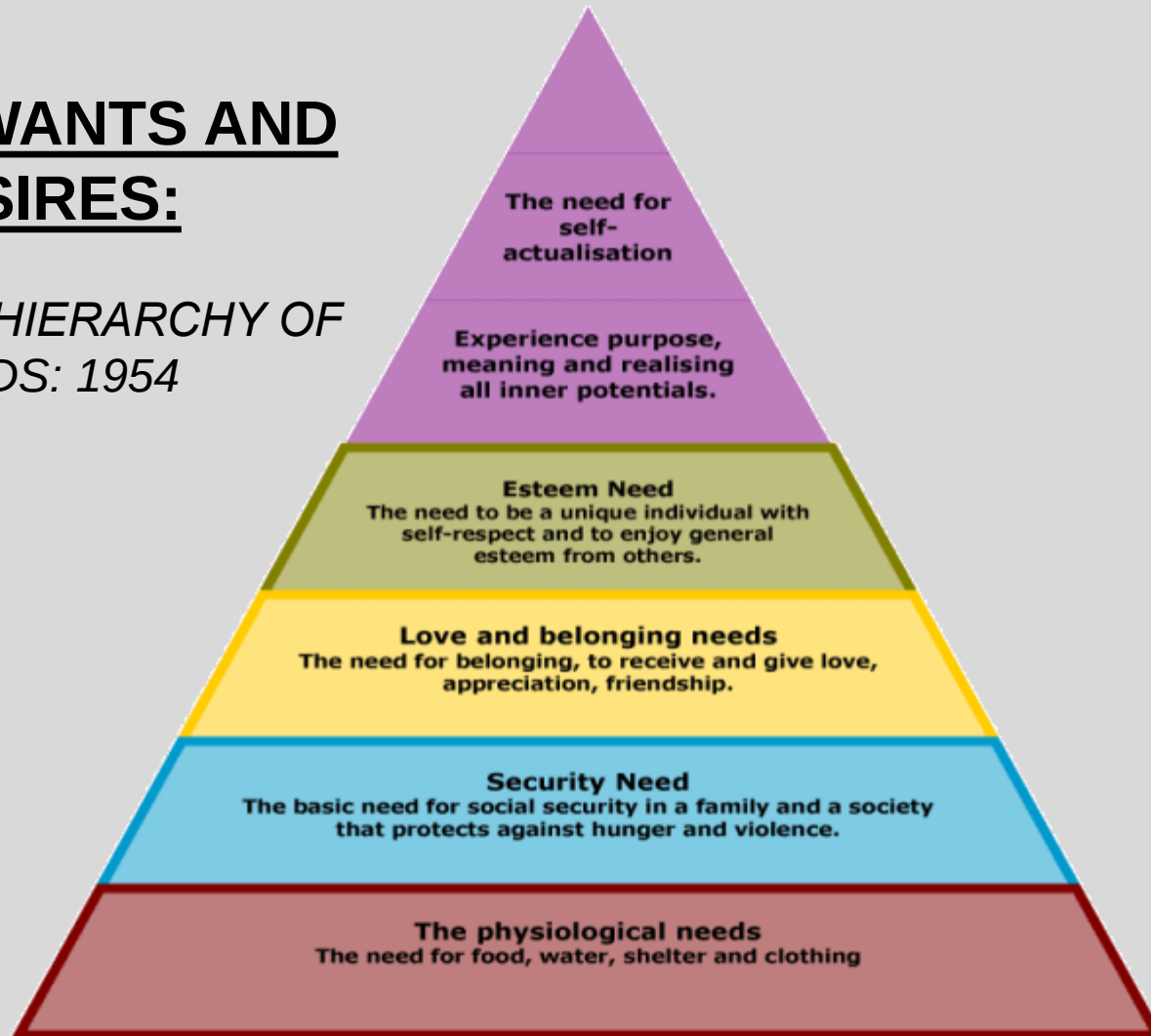


Figure 1.3: Classification of travellers.

Source: World Tourism Organization and the Travel and Tourism Research Organization.

NEEDS WANTS AND DESIRES:

*MASLOW'S HIERARCHY OF
NEEDS: 1954*

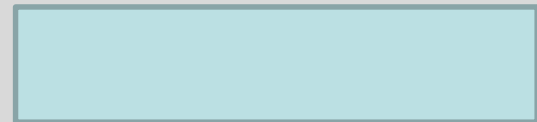


It is argued that due to its simplicity, 'Maslow's Hierarchy of Needs' is the best known theory of motivation. Many theories based on tourism demand have been built upon Maslow's ideology.

Maslow's ideology is centred
on “Push” and “Pull” Factors

Needs disturb the balance
Drives restore the balance.

Concept of Homeostasis.

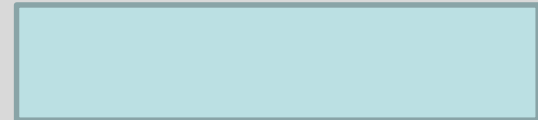


QUESTIONS.

- Would Tourism best be considered a NEED (essential) OR WANT (desire)?



- CAN IT BE BOTH????
- *In relation to Maslow's Hierarchy discuss how the tourism and leisure industry can address all stages. List 3 tourism products / services that may appeal to an individual at each level.*

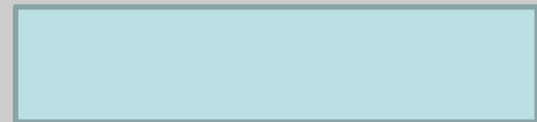


EVOLVING NEEDS AND WANTS.

- Needs and Wants - - - - Often people confuse what are needs and wants.
- A Diverse Tourism Market has led to much of society being : MATERIALISTIC / STATUS CONSCIOUS / MARKET LED / CONSUMER ORIENTATED

- Our NEEDS / WANTS can be influenced by many factors - - Individually shaped and Industry Manipulated!

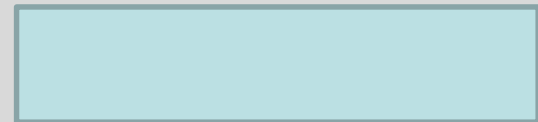
Consider what factors
influenced you / your family to
book your last holiday ??



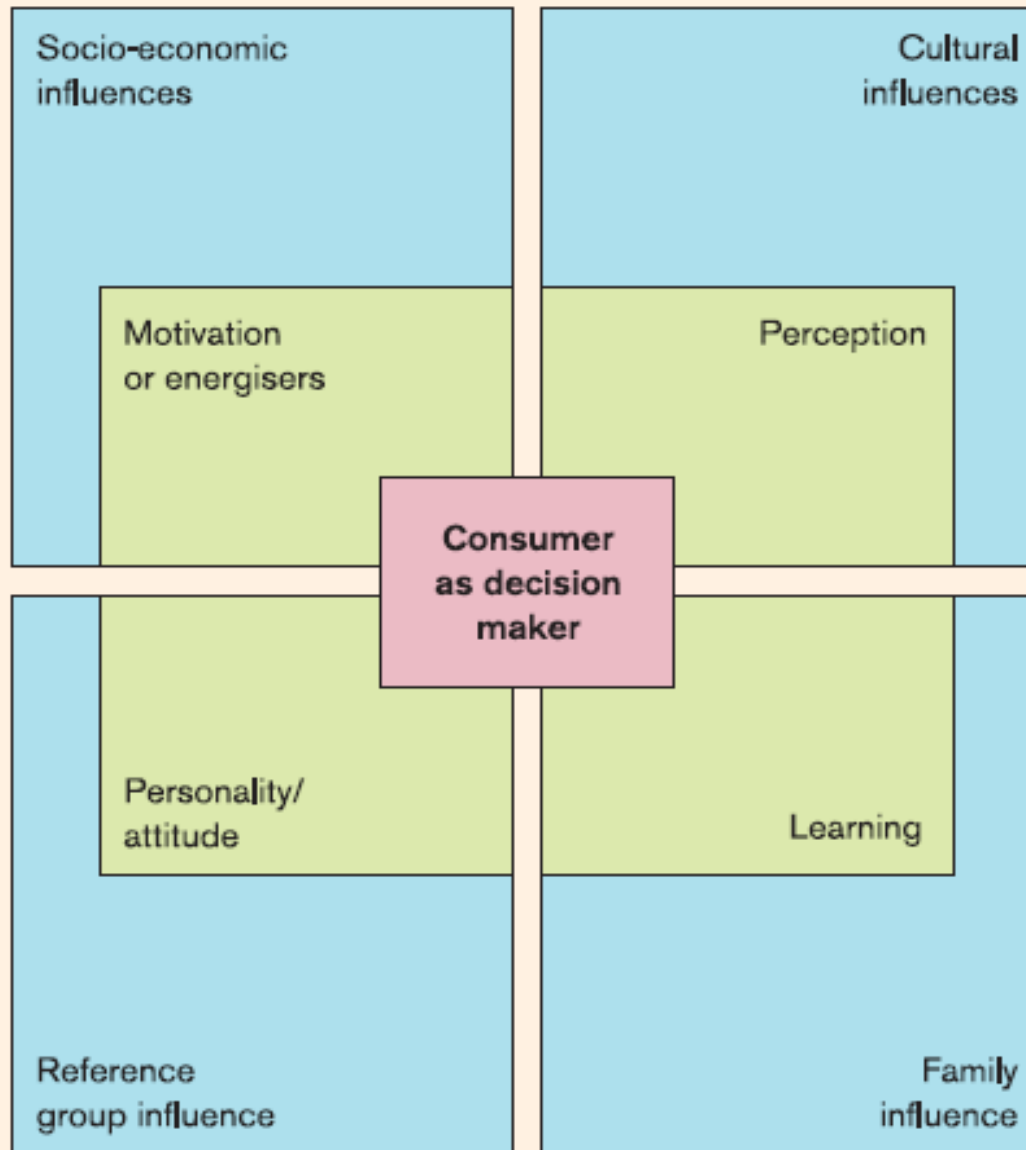
Factors Shaping Individual Tourism Needs / Wants:

- Pressures from Society
- Fashion and Trends
- Lifestyle and Status (Prestige)
- Demographics
- Personal Improvement / Development
- Personality Traits
-

Q) Consider whether any of these influenced your holiday booking decisions?



It is important to note that the adjacent points can act as both Barriers and Motivators for travel.



Source: Gilbert (1991) in Swarbrooke and Horner 1999.

Figure 2.1

Consumer decision-making framework

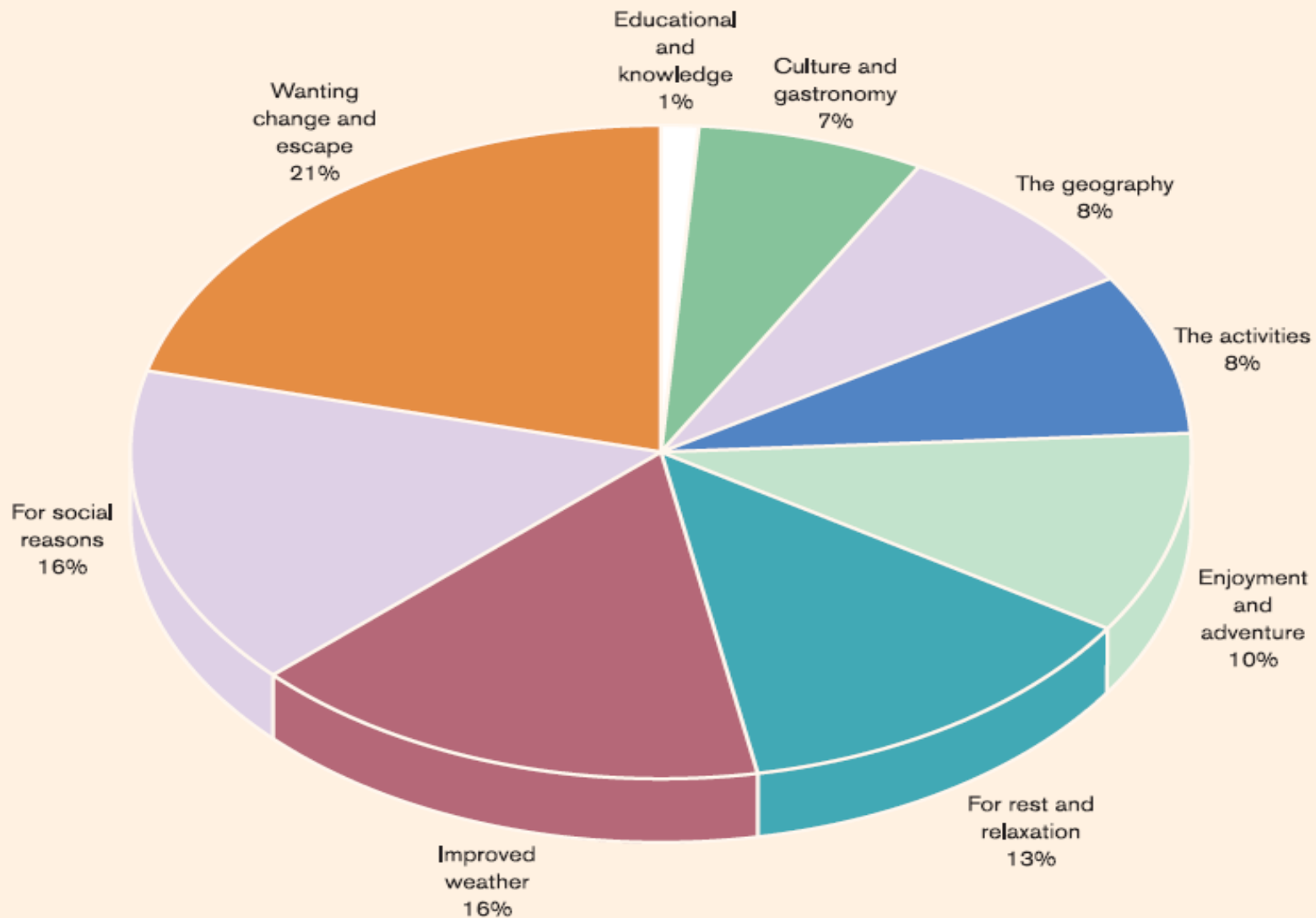


Figure 2.3

The range of motivators for overseas travel from the UK

Source: Gilbert, 1992

Consider:
Were you expecting this 'break down' in the percentages?
Do you think these have changed recently?

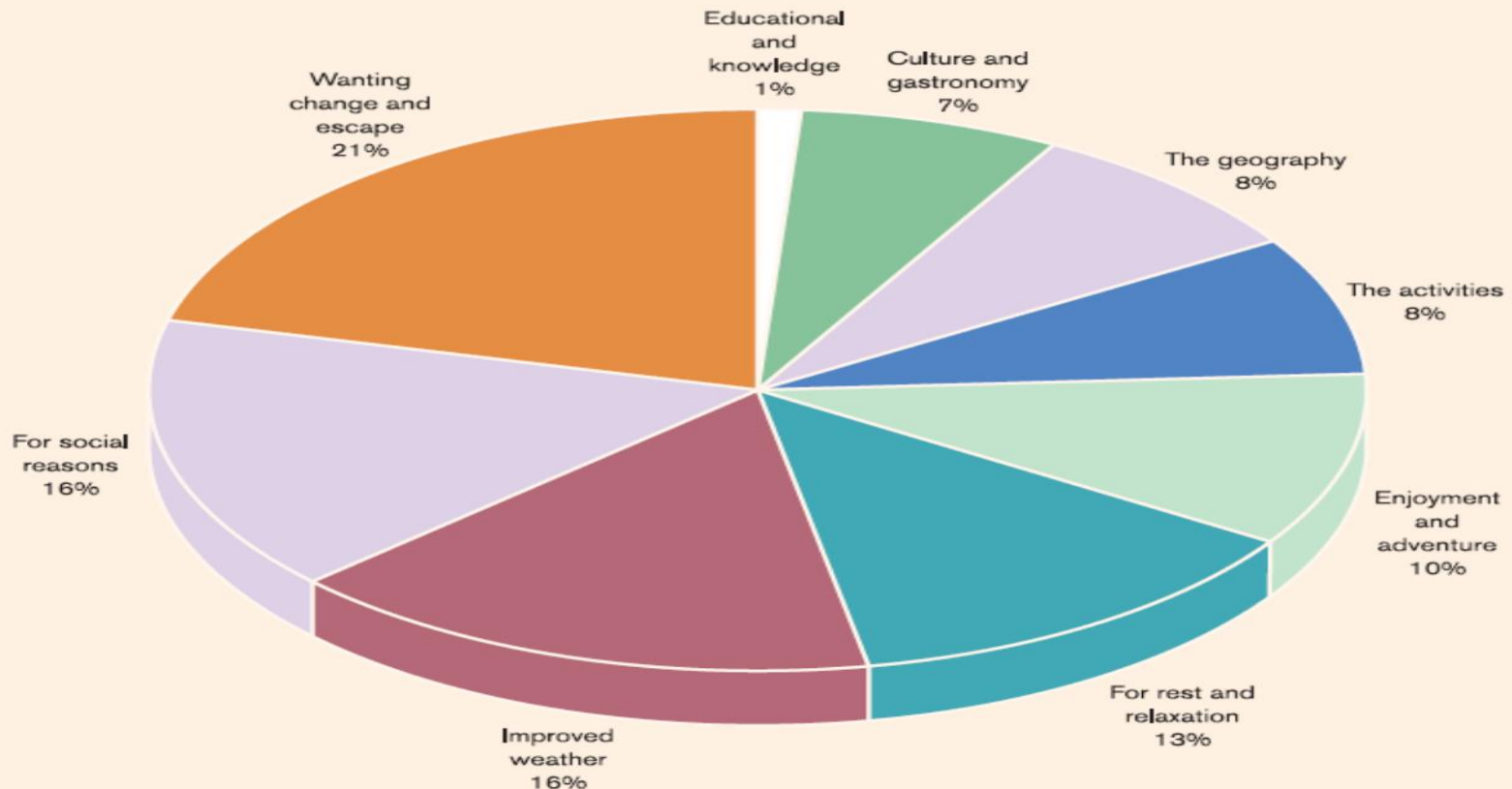


Figure 2.3

The range of motivators for overseas travel from the UK
Source: Gilbert, 1992

Stanley Plog (1974)

Psychographic Theory (Personality Based)

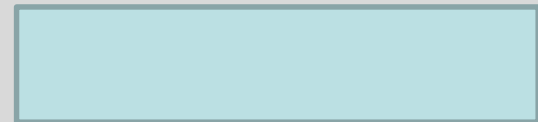
- Theory classified individuals into a series of 'TYPES' which he claimed strongly influenced holiday choice.

2 EXTREMES:

- Psychocentric Type - Very Anxious / Wary disposition - - - - conservative holiday types ,choice of 'SAFE' destinations.
(Repeaters)
- Allocentric Type - Very Outgoing / Motivated attitude - - adventurous holiday types, choice of 'UNIQUE' destinations.
(Wanderers)

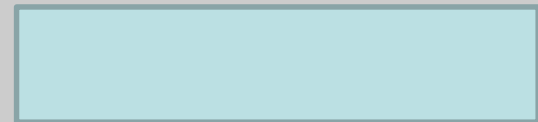


NB: Consider also Midcentrics – Most of the population would fall within this category (Middle Range) - - - - lower S.C tend to be more psychocentric whereas higher S.C tend to be more allocentric.



Consider / Debate - - -WHY?

- Why do you think that Allocentrics tend to be from higher social class backgrounds and Psychocentrics tend to be from lower social classes?



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

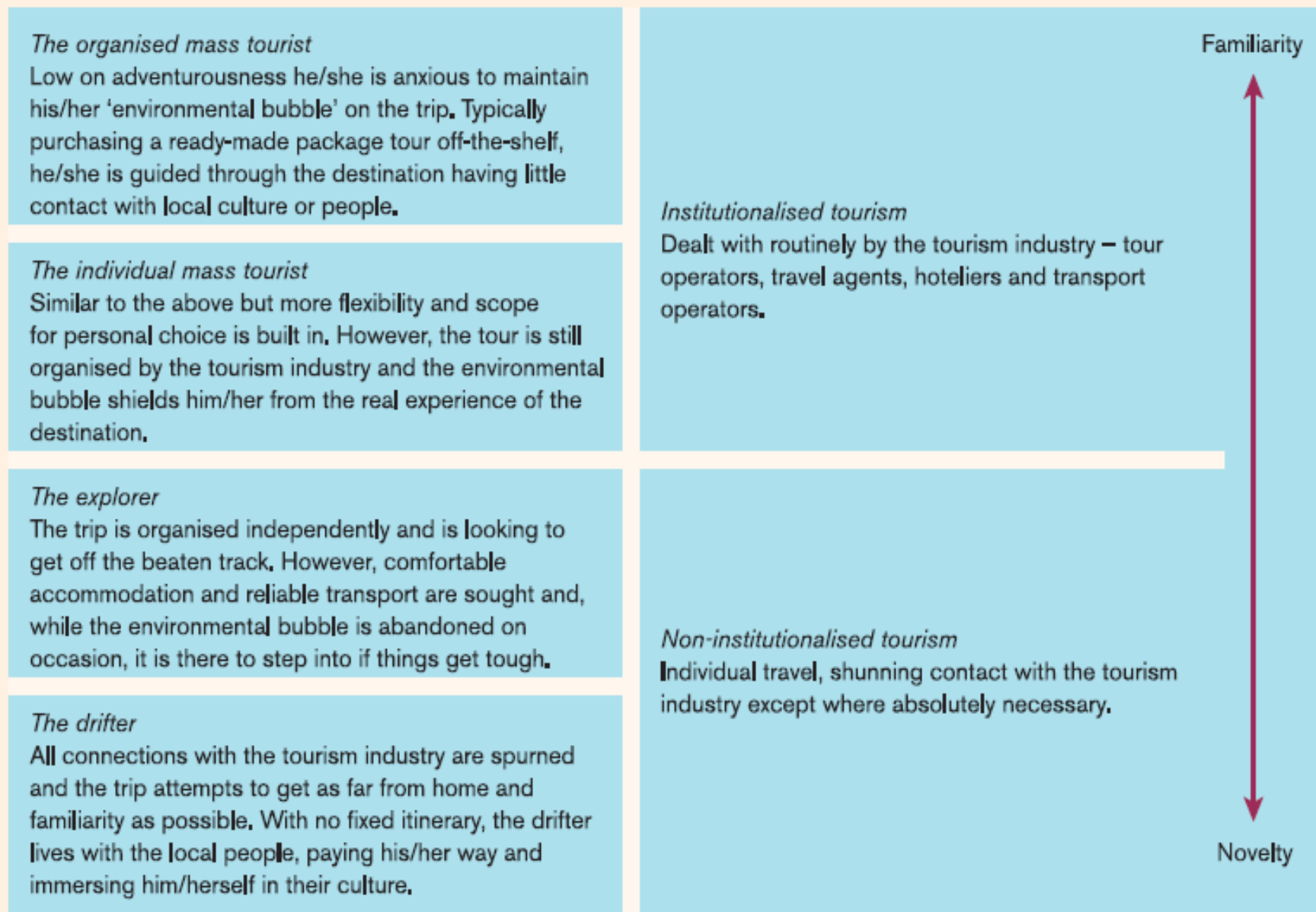
- Boniface and Cooper (1987) Adapted from Cooper 1972

- **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.

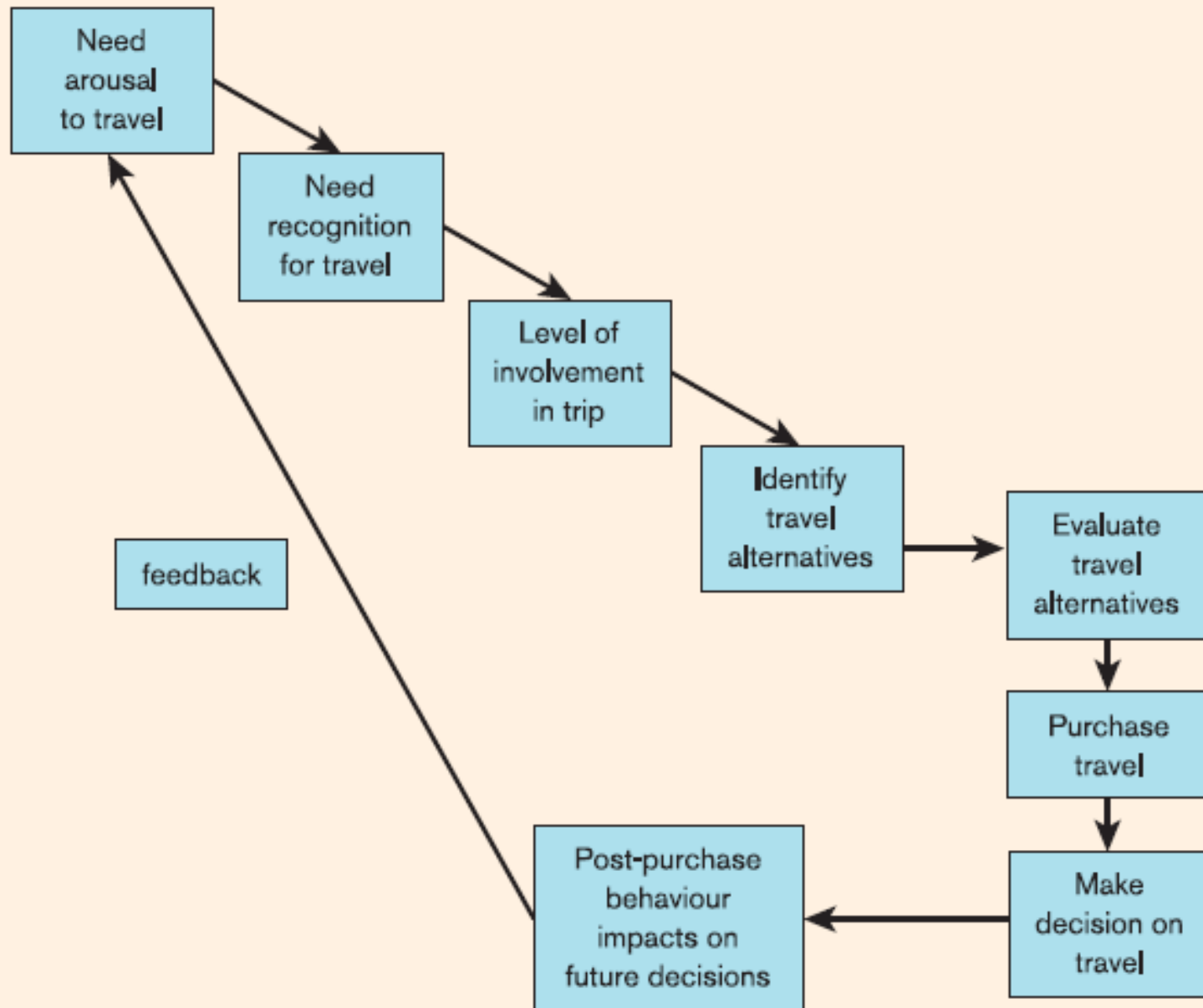


Figure 9.5 Model of consumer behaviour

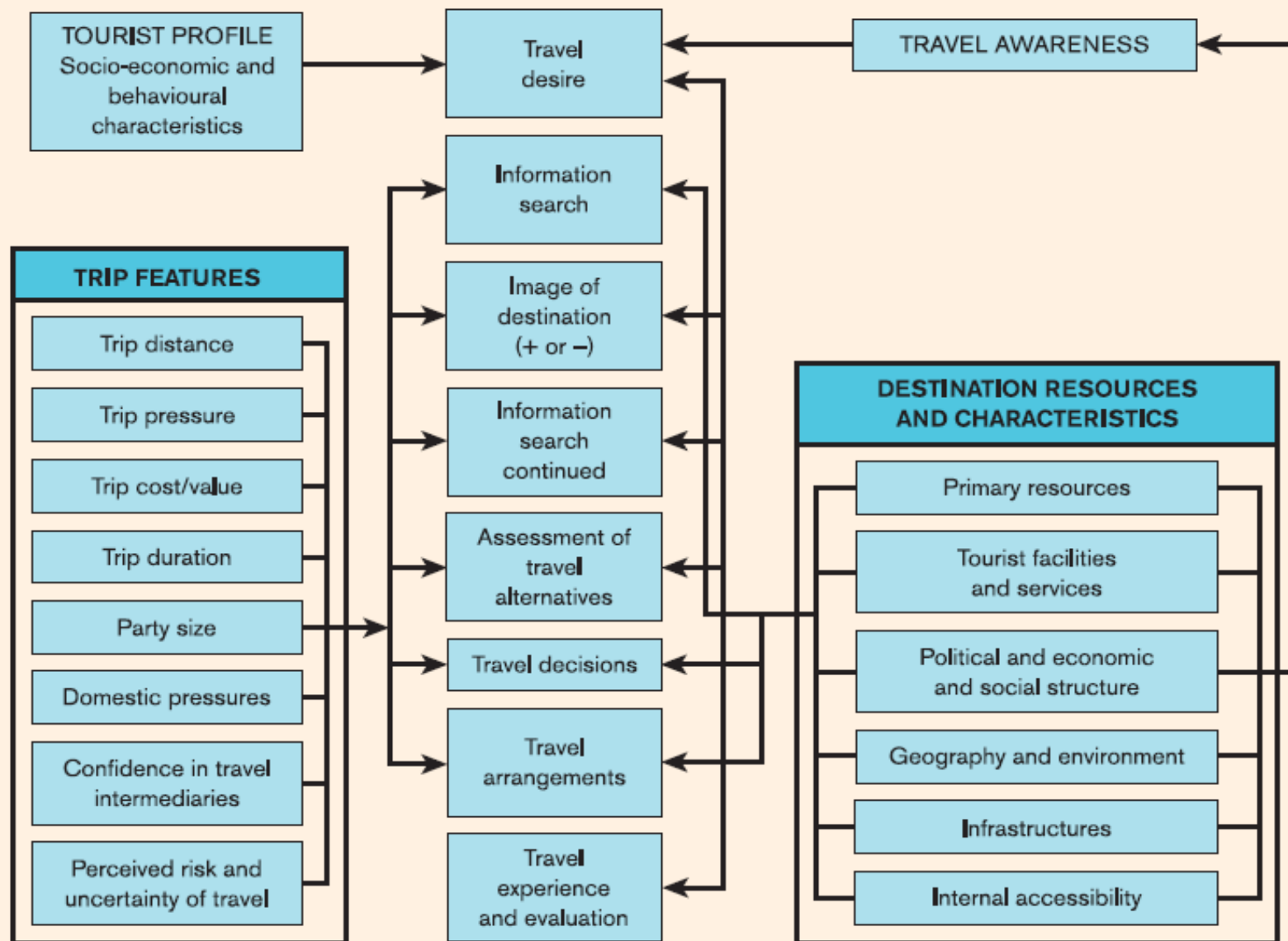


Figure 2.9

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)

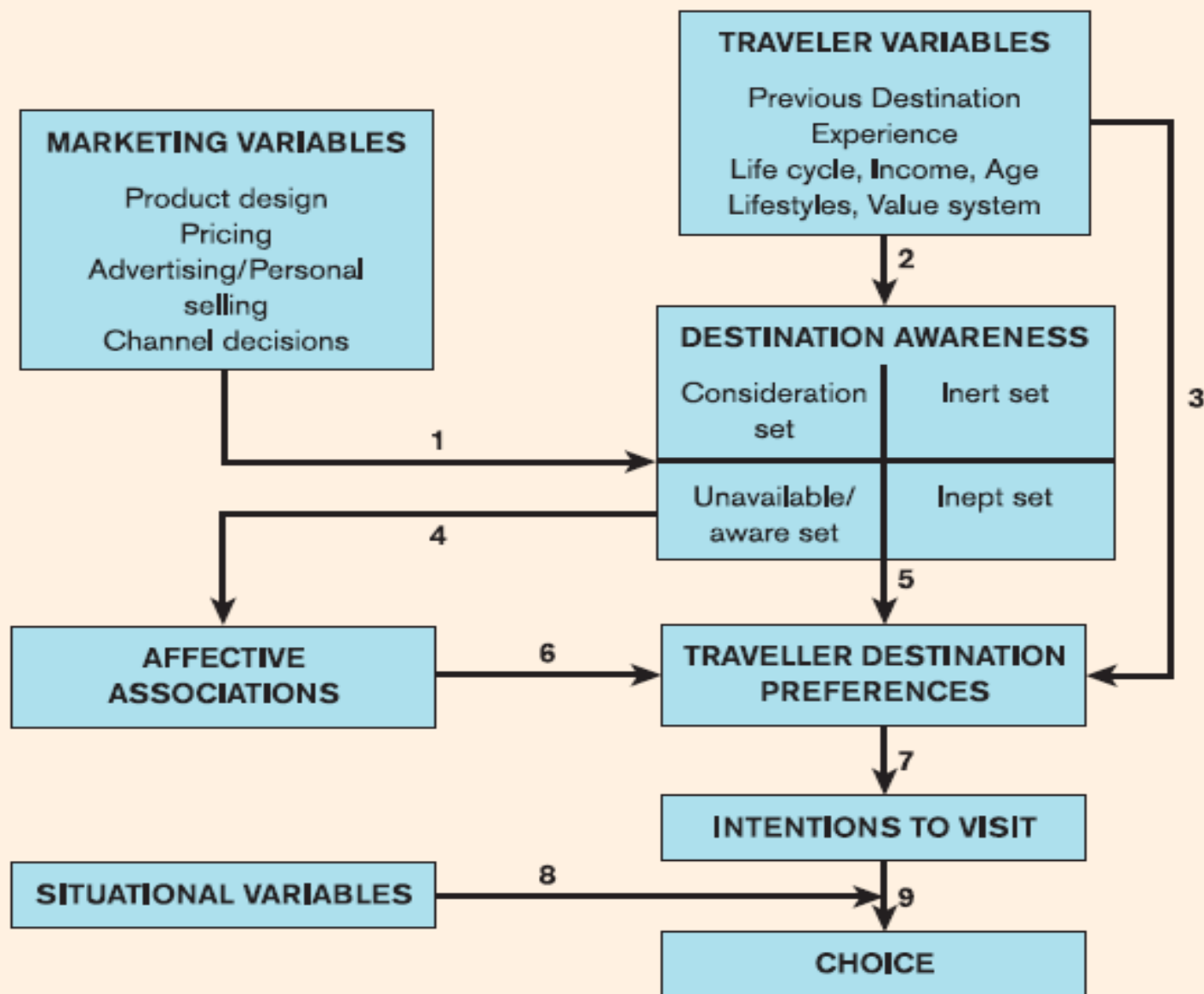
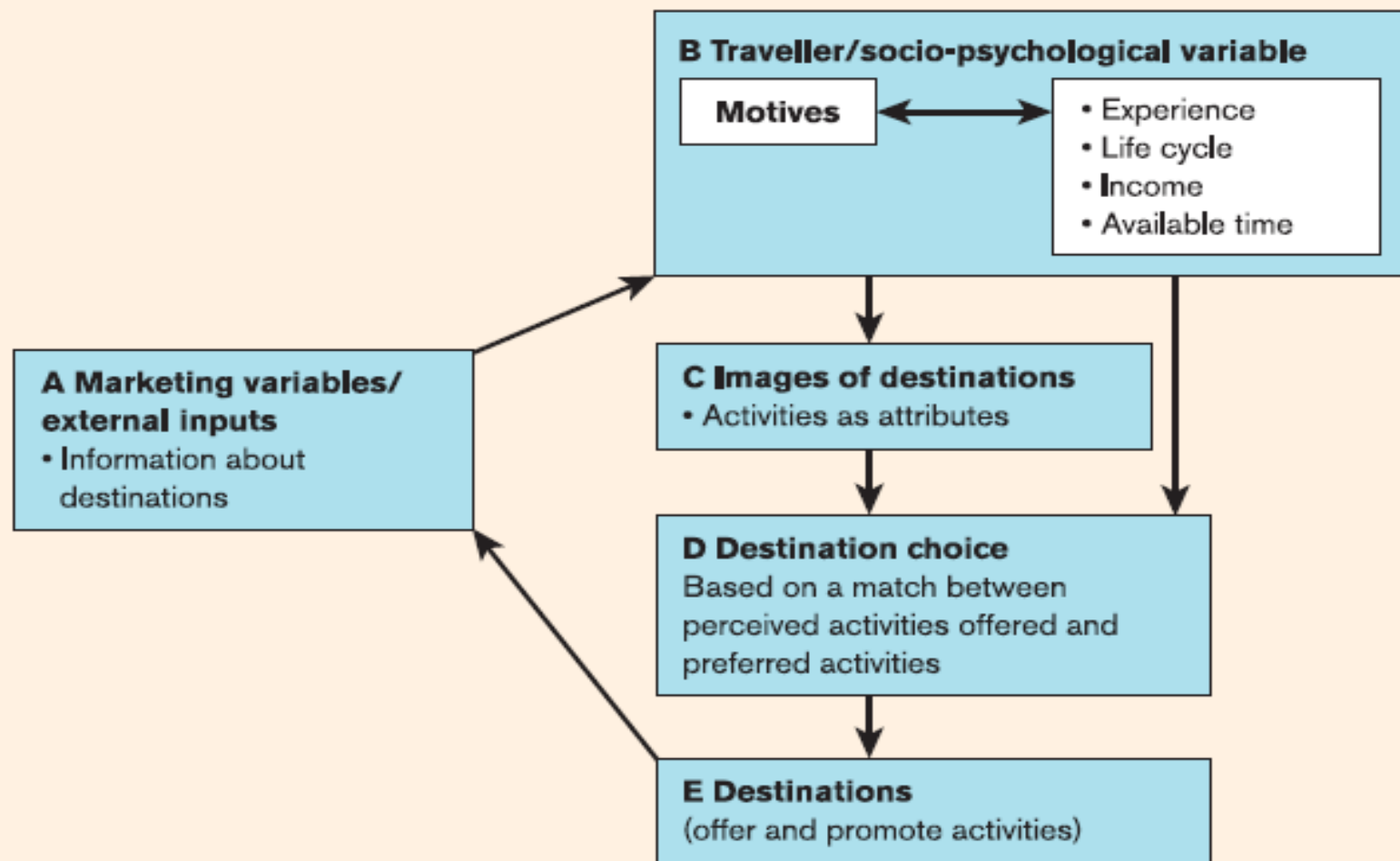


Figure 2.10

The Woodside and Lysonski model

Source: from Woodside, A. and Lysonski, S. (1989) 'A general model of traveler destination choice', *Journal of Travel Research* 27, 8–14



Box A: Contextual or social influence process providing information on the activities available at destinations.

Box B: Travel motives are connected to other socio-demographic variables including life cycle and travel experience.

Box C: How the travel motive groups perceived destinations.

Box D: How the travel motive groups related activity-based images to destination choice.

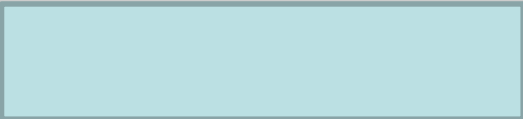
Box E: Activities available at destinations.

Figure 2.11

An activities-based model of destination choice

Source: Moscado *et al.*, 1996

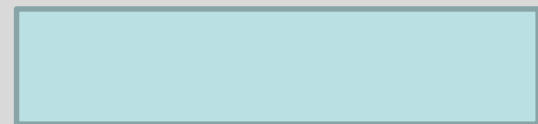
MODELS OF CONSUMER TOURISM BEHAVIOUR - DISCUSS!

- Consider in which ways these modules are similar / dissimilar ???
 - Consider whether one model is better than another in defining tourist behaviour(s).
 - CONSIDER the advantages and disadvantages of these models.
- 

CAVEAT OF MODELS:

- As noted 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.

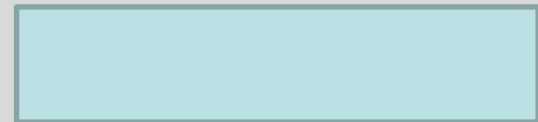


Criticised as being:

- 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.....)

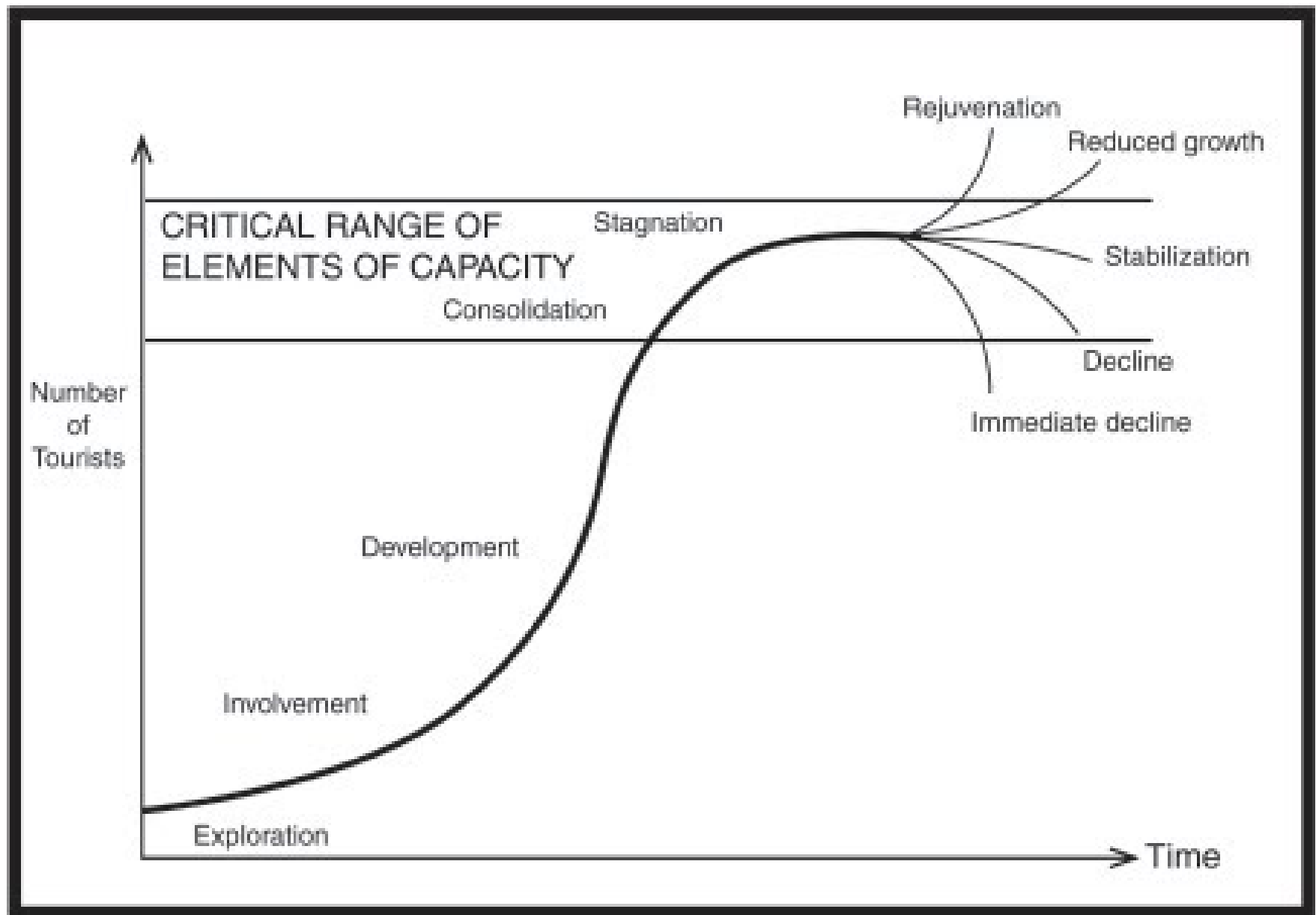
Positives of Consumer Models.

- 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.



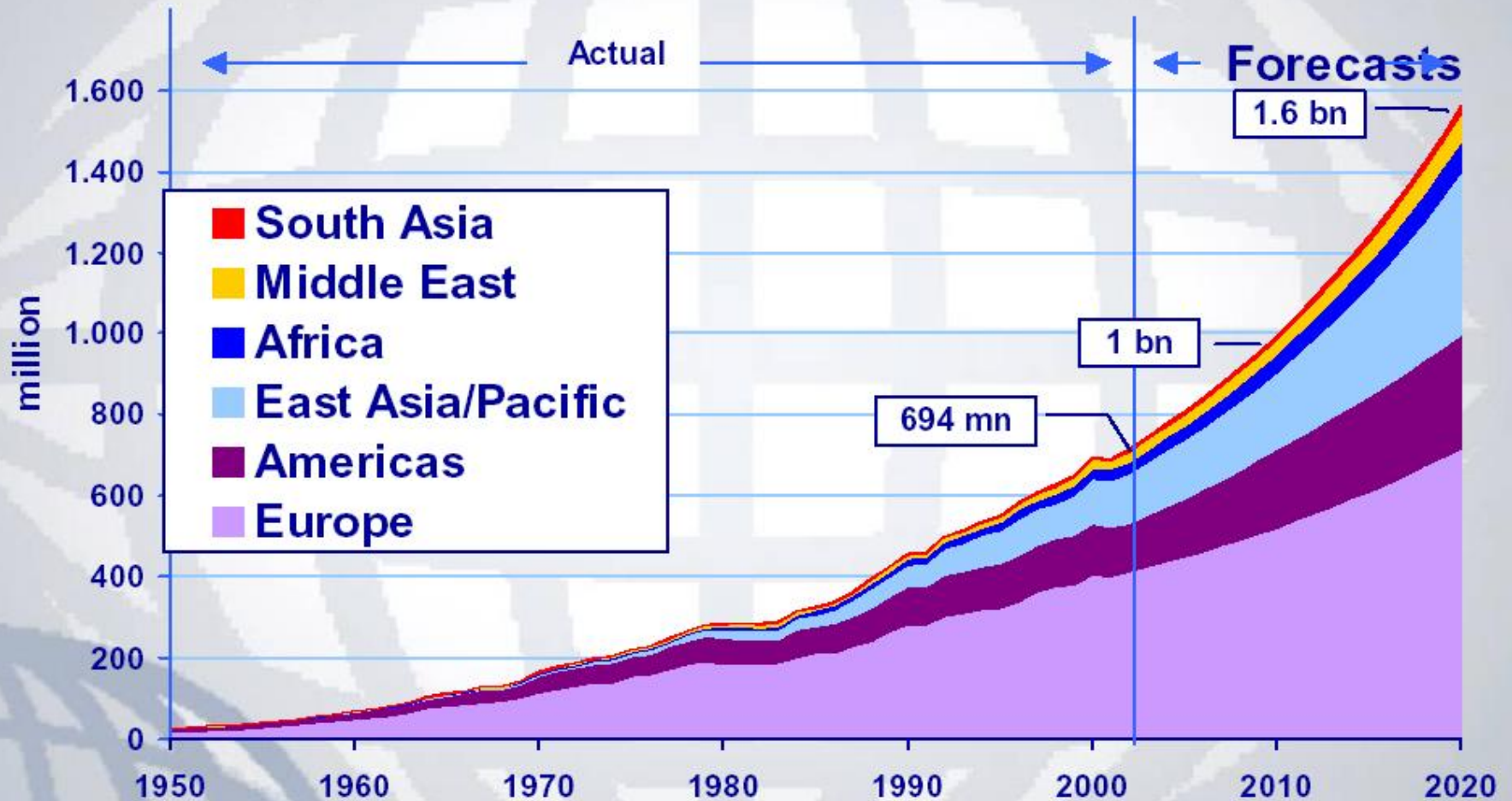
TOURISM LIFECYCLE

Butler's Product Life Cycle (1980)



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

