

Chapter one

INTRODUCTION TO TOURIST BEHAVIOR

Introduction To Tourist Behavior

- Understanding tourist behavior
- A professional approach-the etic-emic distinction
- Tourist behavior-to whom does it matter
- Tourist behavior and consumer behavior
- Conceptual schemes and theories
- Concept map for understanding tourist behavior

Understanding Tourist Behavior

Tourists are not all alike. They are staggeringly diverse in:

- Age
- Gender
- Nationality
- Motivation
- Level of affluence
- Preferred activities

Understanding Tourist Behavior

- What tourists do
- Why they do it
- What tourists think
- How they feel
- What influences their thoughts and feelings

These are especially
fascinating to
their

tourists

the people who manage
behavior

Analysts studying
contemporary life

A Professional Approach-The Etic-Emic Distinction

- An Emic Approach : It is one that takes the perspective of the participant-the person engaging in the behavior.

Examples:

- Experiences of a young budget traveler
- A senior tourist
- An ardent bird watcher.

The Emic approach to their behavior involves finding out from them how they see the world, how they look at the setting, and the value of their experience.

A Professional Approach-The Etic-Emic Distinction

- An Etic Approach- It is one that takes the perspective of a researcher, an observer, or an outsider. Here the researcher, the observer, or the outsider classifies and describes the tourist's behavior.

Example-Studying a young European budget traveler sun-tanning on an Australian beach.

The outside observer may simply have interpreted the behavior as everyday relaxation.

A Professional Approach-The Etic-Emic Distinction

But if the researcher asks the traveler to describe his or her experience, the response may be :

“Actually I’m worshipping the sun god. This is a deep cosmic experience for me to lie in the sun in wintertime because I come from Finland and fundamentally there is so little sun that this is absolutely marvelous for me.”

The core distinction is that when researchers ask people to describe their experiences in their own words and not according to pre-judged categories, they are adopting an emic perspective and beginning to see the world from the participants’ point of view.

Tourist Behavior-To Whom Does It Matter

- Tourists
- Public Decision Makers
- Business Decision Makers
- Tourism industry lobby groups
- Local community & Media
- Business analysts and academic researchers

Tourist Behavior-To Whom Does It Matter

- Tourists-Tourist behavior tends to matter to tourists only.
- People are concerned with their life experience what they do-and they like to understand it.
- Hence, tourists themselves are very concerned with their own experiences and how to maximize each one, whether it be a short regional visit or an extended international holiday

Tourist Behavior-To Whom Does It Matter

➤ Public Decision Makers

- Public sector managers- who make either policy or management decisions about on-site behavior.
- People in the public sector who provide permits to tour operators.
- They may be marketers in joint public-private cooperative endeavors whose interest include such factors as what will influence travelers to come to place A, B, or C.