

# **Chapter two**

## **factors affecting tourist behavior**

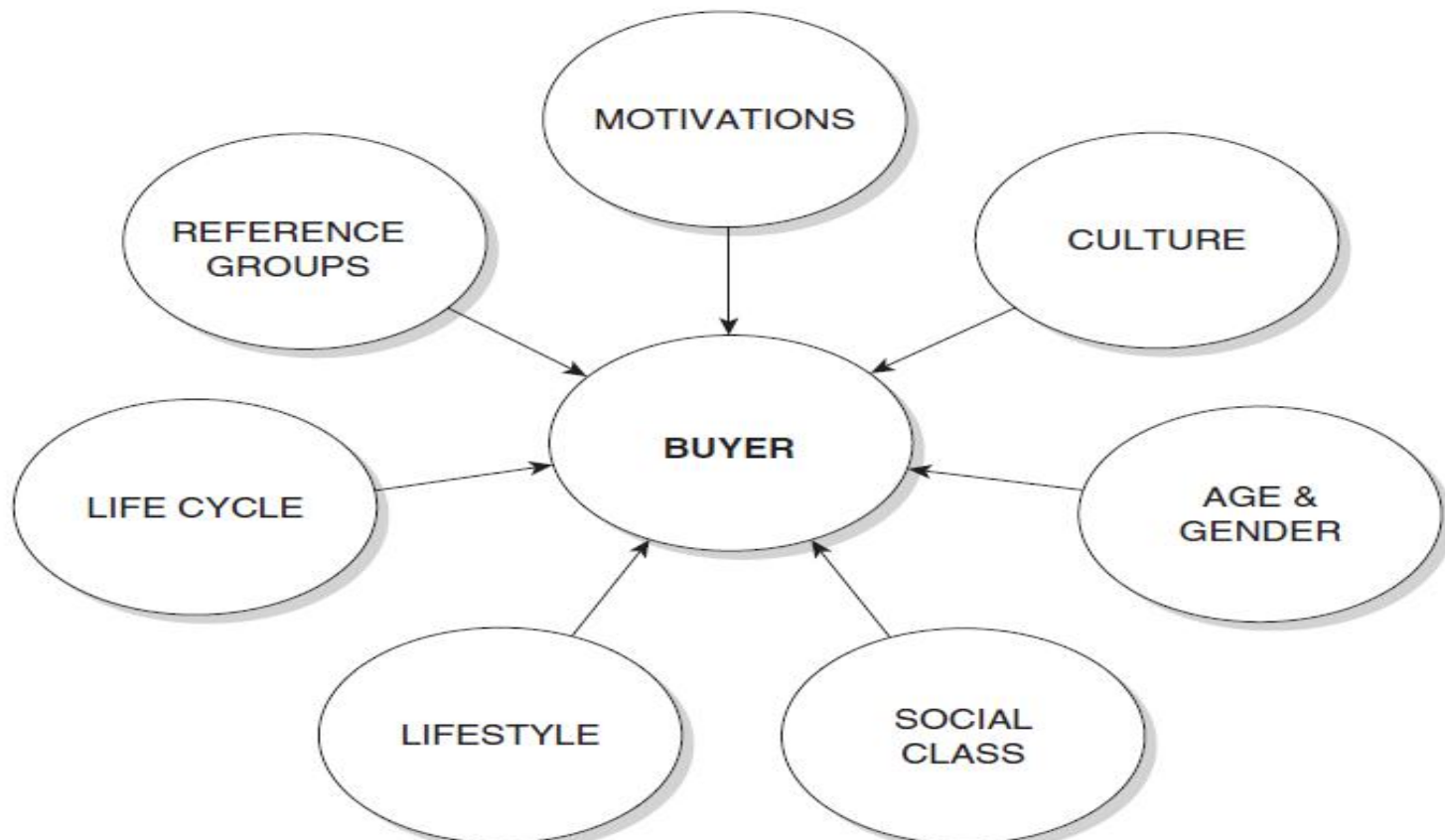
# Factors Affecting Tourist Behavior

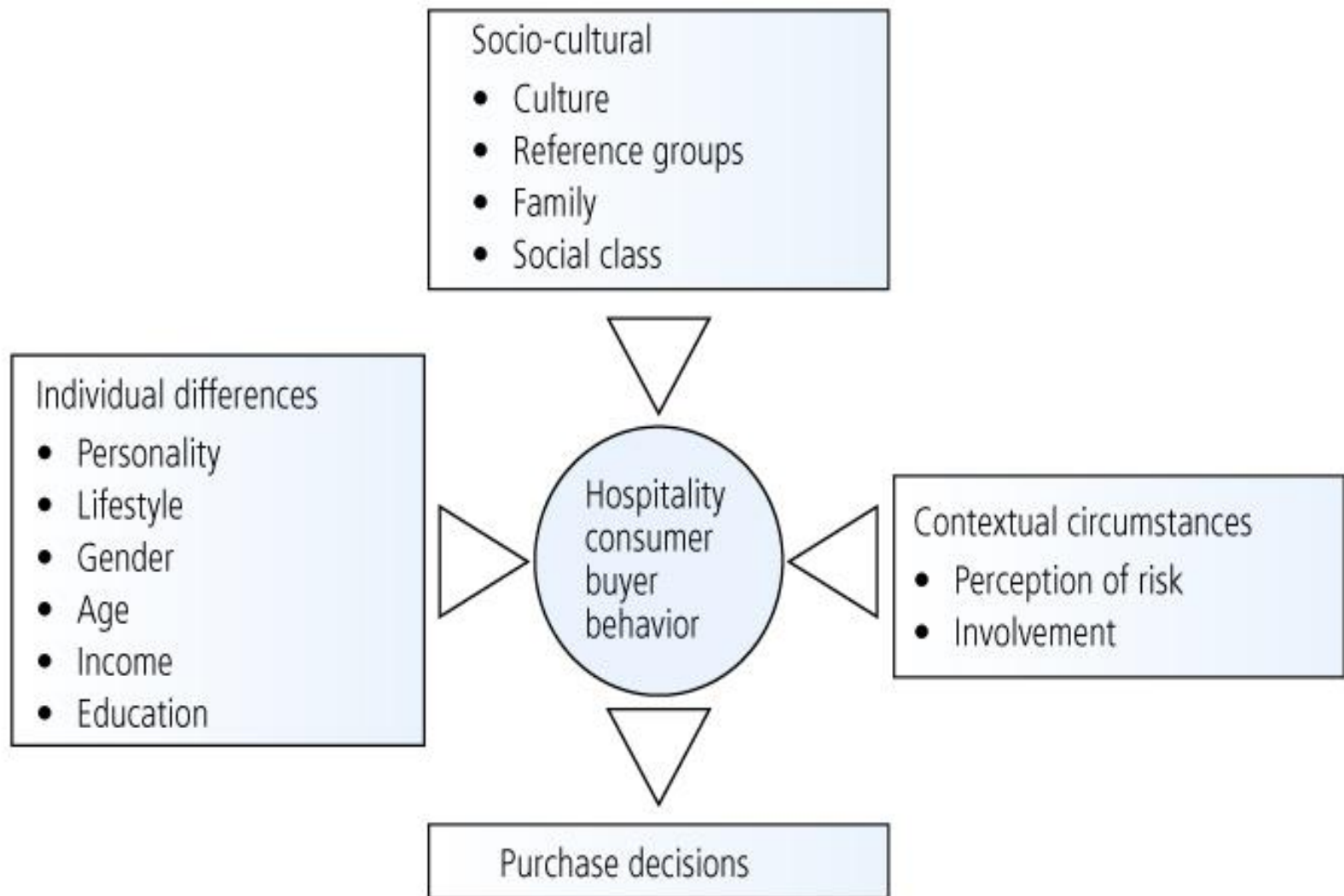
There are different factors affecting tourist behavior:

- Cultural
- Time & Income
- Social & Economic
- Personality(Psychological & Physiological) & Self-Concept
- Motivation

# Factors Influencing Buying Behavior

Consumer Behaviour





# **Tourist Behavior & It's Relevance**

**Tourist Behavior:** Refers to the selection, purchase and consumption of goods and services for the satisfaction of their needs & wants.

An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target tourists.

# Why is this Important?

It is important for tourism managers to research and understand the way in which tourism consumers make decisions and act in relation to the consumption of tourism products. We need to study a tourist's consumer behaviour to be aware of :

- The needs, purchase motives and decision process associated with the consumption of tourism .
- The impact of the different effects of various promotional tactics.
- The possible perception of risk for tourism purchases, including the impact of terrorist incidents.
- The different market segments based upon purchase behaviour .
- How managers can improve their chance of marketing success.

# Elements of Consumer Decisions

We can view the tourism consumer decision process as a system made up of four basic elements:

- **Energisers(stimulants) of demand** - the forces of motivation that lead a tourist to decide to visit an attraction or go on a holiday.
- **Effectors of demand** - the consumer will have developed ideas of a destination, product or organisation by a process of learning, attitudes and associations from promotional messages and information. This will affect the consumer's image and knowledge of a tourism product thus serving to heighten or dampen the various energisers that lead to consumer action.
- **Roles and the decision making process** - here, the important role is that of the family member who is normally involved in the different stages of the purchase process and the final resolution of decisions about when, where and how the group will consume the tourism product.
- **Determinants of demand**- In addition, the consumer decision making process for tourism is underpinned by the determinants of demand.

# Cultural Factors Affecting Tourist Behavior

**Culture** can be defined as a "set of beliefs, values, attitudes, habits, and forms of behavior that are shared by a society and are transmitted from generation to generation".

- Culture is crucial when it comes to understanding the needs, wants and behaviors of an individual.
- Basically, culture is the part of every society and is important cause of individual behavior.
- **The influence of culture on buying behavior of tourist varies.**
- Therefore, marketers have to be very careful in analyzing the culture of different groups, regions and countries.
- Throughout the existence of human civilization, an individual will be influenced by his family, his friends, his cultural environment and society.



# Cultural Factors Affecting Tourist Behavior

- Understanding the different culture is important for:
  - In order to adapt there product and for marketing strategy.
  - Culture play's a role in terms of perception, habits, behavior or expectations of consumers.

**For example:** in the West, it is common to invite colleagues or friends at home for a drink or dinner.

In Japan, on the contrary, invite someone home does not usually fit into the local customs.

If a Japanese offer you a gift, the courtesy is to offer him an equivalent gift in return.

# Cultural Factors Affecting Tourist Behavior

- McDonald is a brilliant example of adaptation to the specific kind of culture and individual market situations.
- The importance of specific products to meet the needs and tastes of consumers from different cultures, the fast-food giant has evolved for example :

A McBaguette in France (with French Baguette and Dijon mustard),

A Chicken Maharaja Mac and a Masala Grill Chicken in India (with Indian spices)

As well as a Mega Teriyaki Burger (with teriyaki sauce) or Gurakoro (with macaroni gratin and croquettes) in Japan.