

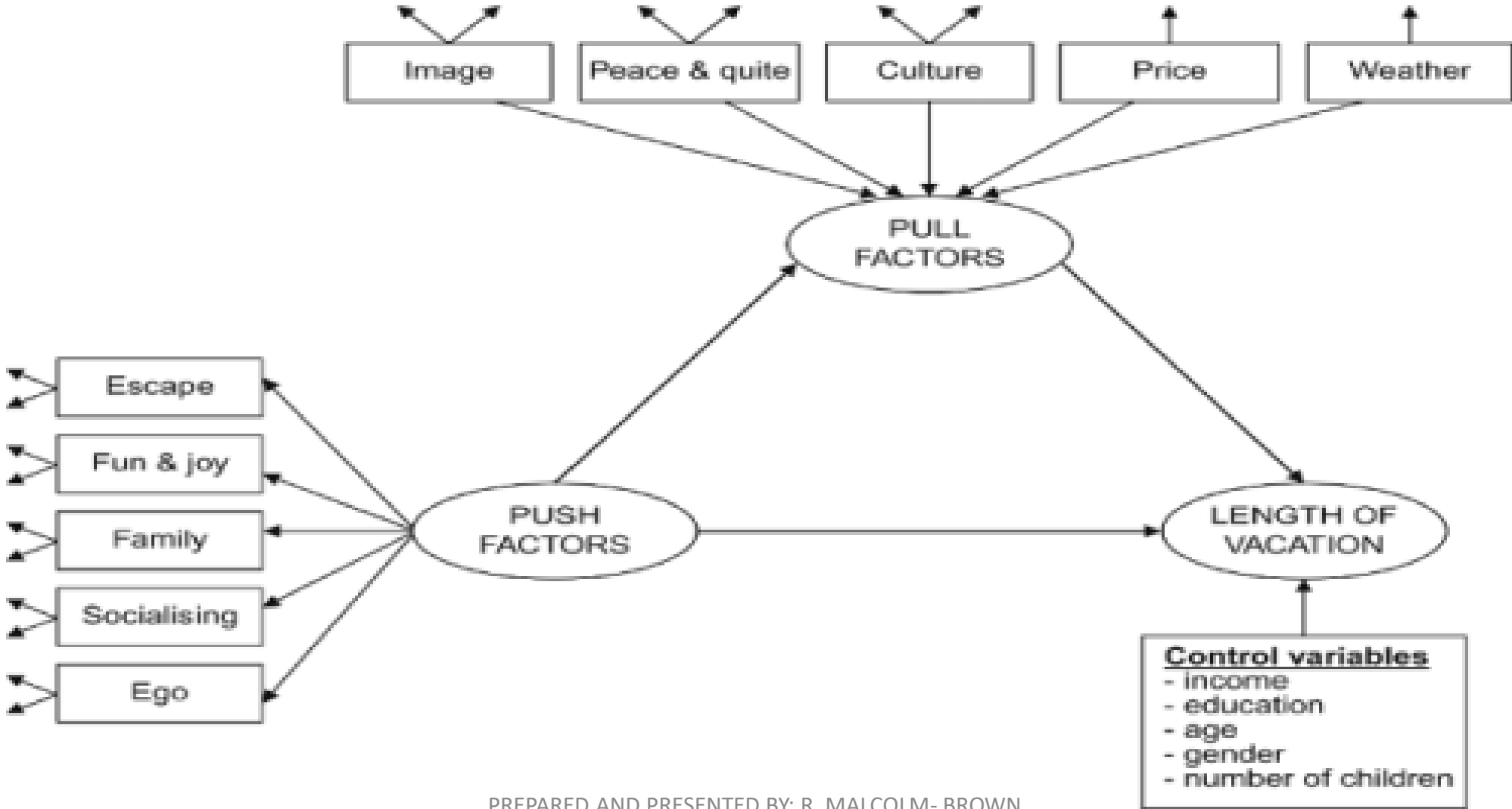
Unit 1

AC 2.1

Factors driving behaviour



TOURISM FLOWS



TOURISM FLOWS

Push – Pull Model

- Tourism is based on the distinction between factors which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or 'pull' them towards it.

Push factors	Pull factors
<ul style="list-style-type: none">• Fulfilling Prestige.	<ul style="list-style-type: none">• Events and Activities
<ul style="list-style-type: none">• Enhancing Relation	<ul style="list-style-type: none">• Easy Access and
<ul style="list-style-type: none">• Seeking Relaxation	<ul style="list-style-type: none">• Affordable
<ul style="list-style-type: none">• Enhancing Social Circle	<ul style="list-style-type: none">• History and Culture
<ul style="list-style-type: none">• Sightseeing Variety	<ul style="list-style-type: none">• Variety Seeking
<ul style="list-style-type: none">• Fulfilling Spiritual Needs	<ul style="list-style-type: none">• Adventure
<ul style="list-style-type: none">• Gaining Knowledge	<ul style="list-style-type: none">• Natural Resources
	<ul style="list-style-type: none">• Marketing efforts.

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TOURISM FLOWS- PUSH FACTORS

- Push factors are origin-related, intangible or intrinsic desires of the individual travelers, such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction. Various Push Factors are.....
- **Fulfilling Prestige:** To increase the social status people visit to different places. Sometime the main motive to visit a particular place like destination listed as world's seven wonders to impress friends and family.
- **Enhancing Relation:** people travel to different places:
 - To enhance communication with local community.
 - To exchange custom and traditions.
 - To participate in new activities.
 - To appreciate natural resources.

TOURISM FLOWS- PUSH FACTORS cont.

- **Seeking Relaxation:** All work and no play is not a good thing. People need to get away from the stress of everyday life, and a nice sunny location with a beach might just be what the doctor ordered and other reasons are:
 - To be away from home.
 - To relax physically.
 - To find thrills and excitement.
 - To visit a place that have not visited before
-
- **Enhancing Social Circle:** Many people have family/friends that are located in different parts of the world. They need to visit with them even if it's for a short period of time. The motive of travel may be:
 - To meet new people
 - To visit friends and relatives

TOURISM FLOWS- PUSH FACTORS

- **Sightseeing Variety:** People travel because they want to see all beautiful scenery of different countries. Others would want to take pictures because it serves as souvenirs. Visit of tourists to different countries may be:
 - To fulfill the dream of visiting a foreign land/country
 - To sightsee tourist spots
 - To explore cultural resources
- **Fulfilling Spiritual Needs:** There are places in the world that hold religious importance for many people. Religious travel is often related to a purpose such as seeing where the last pope was buried, or traveling to the town where prophets were born. Visit to different destinations some times satisfy the need of spiritual gains, people visit such places:
 - To reconnect spiritual roots
 - To relax spiritually
- **Gaining Knowledge:** People travel because they want to learn others cultures. They want to see the difference between their culture and other cultures. They want to learn others culture because for them traveling is fun while learning. To visit a tourist destination the purpose can be:
 - To increase knowledge about foreign destination
 - To experience new different lifestyle or traditions
 - To see how people of different cultures live

TOURISM FLOWS- PULL FACTORS

- Pull factors are those emerge as a result of the attractiveness of a destination as it is perceived by the traveler, which include tangible resources, as well as travelers' perception and expectation, benefit expectation and marketing image of the destination. Various pull factors are:
 - **Events and Activities:** different events and activities at the destination organized can act as pulling force to attract many tourists towards it. These may be
 - Activities for Entire Family
 - Festivals and Events
 - Entertainment
 - Shopping
 - Nightlife
 - Amusement/Theme Parks
 - **Easy Access and Affordable:** people always prefer to visit to those places which are safe, convenient and affordable. The main reasons behind to choose a particular destination are:
 - Affordable Tourist Destination
 - Safe Destination
 - Convenience of Visa
 - Value of Money

TOURISM FLOWS- PULL FACTORS cont.

- **History and Culture:** traveling to experience the places and activities that authentically represent the stories and people of the past is also the motive of visitors to visit a destination.

People travel these places to explore:

- Historical Castles
 - Culture, Arts and Traditions
 - Outstanding Scenery
- **Variety Seeking:** To explore region's culture, specifically the lifestyle of the people in those geographical areas and other elements that helped shape their way of life, people visit destination to experience the
 - Traditional Food
 - Outdoor Activities
 - Exotic Atmosphere

TOURISM FLOWS- PULL FACTORS cont.

- **Adventure:** travel to remote, exotic and possibly hostile areas. Tourism may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.
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- **Natural Resources:** people choose to travel to a particular destination to explore fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale like Natural Reserves and Beautiful Beaches.
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- **Marketing efforts:** A position that evoke image of a destination in the customer's mind, image that differentiate the destination from the competition and also as a place that can satisfy their needs and wants. So tourist attract to that destination most having good marketing efforts.

Fourfold classification of tourist characteristics



Fourfold classification of tourist characteristics



Fourfold classification of tourist characteristics

Cohen's Classification

Drifter

- go further away from the “environmental bubble”
- keep away from the accustomed ways of life in home countries
- no fixed itinerary
- plan trips wholly on their own
- live with local people
- often take odd-jobs to keep themselves going



Fourfold classification of tourist characteristics

Cohen's Classification

Explorer

- arrange their trips alone
- go somewhere unusual
- look for comfortable accommodation and reliable transportation
- retain some of the basic routines and comforts of their native way of life
- try to mix with local people and speak their language
- dare to leave their “environmental bubble”



Fourfold classification of tourist characteristics

Cohen's Classification

Individual Mass Tourist

- similar to the organized mass tourist
- the tour is not entirely fixed
- have certain control over their time and itinerary
- but all the major arrangements are still made through travel agencies



Fourfold classification of tourist characteristics

Cohen's Classification

Organized Mass Tourist p.3

- least adventurous
- spend most of their time in their comfortable “environmental bubble” throughout their trip
- the itinerary is decided in advance
- attractions are guided and well fixed
- tourists have no decision on their trip



Fourfold classification of tourist characteristics

Plog's Classification p.5

Allocentric Type



- seek new experiences and adventure
- outgoing and self-confident
- enjoy meeting ppl from different cultures
- explore an area
- make own travel arrangements
- choose activities and tourist attractions

Fourfold classification of tourist characteristics

Plog's Classification

Psychocentric Type

- conservative, inhibited and unadventurous
- return to familiar destinations
- want to relax
- expect the type of food and activity
- prefer heavily structured itinerary
- safety and security are important



Fourfold classification of tourist characteristics

Plog's Classification

Mid-centric Type

- between **allocentric** and **psychocentric**
- not particularly adventurous
- receptive to new experience



Rationale and Purpose for Tourism Visits

- Defined as the purpose for which the trip was taken
- In the absence of this main purpose the trip would not have been taken
- Where more than party travel and have different individual purposes, the main purpose is the one central to the decision to take the trip
- Each tourism trip has one and only one main purpose though a visitor can also undertake secondary activities while on his/her trip

Rationale and Purpose for Tourism Visits cont.

Importance

- Helps to determine whether the trip qualifies as a Tourism Trip
- Helps to determine whether the traveller qualifies as a visitor
- Useful for characterising Tourism Expenditure Patterns
- Assists in identifying tourism demands for planning, marketing and promotions (Source: Statistics Department- Monserrat)

Rationale and Purpose for Tourism Visits cont.

TWO BROAD CLASSIFICATIONS

- Personal
- Business and Professional

(Source: Statistics Department- Monserrat)

Rationale and Purpose for Tourism Visits cont.

BROAD CLASSIFICATION

- **Personal-** This category includes all purposes of tourism trips that are not classified as business and professional.
 - **Holidays, Leisure and Recreation**
 - **Visiting Friends and Relatives (VFR)**
 - **Education and Training**
 - **Health and Medical Care**
 - **Religion/ Pilgrimages**
 - **Shopping**
 - **Transit**
 - **Other**

Rationale and Purpose for Tourism Visits cont.

BROAD CLASSIFICATION

- Business and Professional Classifications- This category includes the activities of self-employed, and employees, as long as they do not correspond to an implicit employer- employee relationship with a resident producer in the country or place visited (Source: Statistics Department- Monserrat)



QUESTIONS?

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