

UNIT II

2.1. CHARACTERISTICS OF TOURISM

2.2. STRUCTURE AND COMPONENTS OF TOURISM

2.3. TYPOLOGY OF TOURISM

2.4. TYPES AND FORMS OF TOURISM

2.1. CHARACTERISTICS OF TOURISM

Unique characteristics of tourism products

Intangible

- There is no transfer of ownership

Psychological

- Involves the acquisition of "experiences"

Perishable

- Only exist when customer is present

Composite product

- Cannot be provided by a single enterprise

Unstable demand

- Demand is affected by external influences

Fixed supply

- Cannot be brought to the consumer

Absence of ownership

- Ownership remains with provider

Heterogeneous

- Tourism varies in standard and quality over time

Risky

- Purchase is before consumption

Marketable

- Requires destination marketing and services marketing

1. Intangibility

Cannot be touched, gripped, handled, seen, smelled, tasted or heard before purchase.

Unlike goods, which can be touched and inspected before purchase, tourism services are essentially intangible.

However customers use other cues to help them evaluate the service: the appearance of the hotel entrance or the behaviour of the receptionist.

2. Perishability

Tourism service cannot be stored like tangible products. A hotel room or aeroplane seat that is not sold on a particular night/day can never be sold. Unused capacity cannot be stored for future use. For example, spare seats on one aeroplane cannot be transferred to the next flight, and query-free times at the reference desk cannot be saved up until there is a busy period.

3. Heterogeneity (or variability):

The extensive involvement of people in the production of a tourism service introduces a degree of variability in the outcome. There is a strong possibility that the same enquiry would be answered slightly differently by different people (or even by the same person at different times).

The same employee may hence render services of varying standard, depending on his mood, the time of the day, the day of the week or the customer involved.

4. Seasonality of demand

Most tourist destination areas are characterised by fluctuating periods of demand called 'peaks', 'shoulders' and 'troughs'

Peak – Time of the year during which demand is highest.

Shoulder – An abbreviated season that falls between the peak and low troughs

Troughs - off season, time of the year during which demand is very low.

5. Interdependence

"Interdependence" occurs because when tourists visit a destination their experience is made up of several services, such as accommodation, transportation, and attractions.

Even an individual tourist buys a whole set of products supplied by different firms – the attractions have no economic value without the necessary accommodation.

6. Fixed and Variable Costs

Fixed costs are costs that are independent of the number of customers and must be paid anyhow, whereas variable costs are costs that are incurred as a function of the number of customers received at any given time.

6.1 Fixed Costs

These costs have to be met whether the hotel or air charter draws few or many visitors.

A hotel, an air charter or a tourism attraction has in any case to finance the following costs in order to be open and to receive customers: Maintenance, Energy and utilities, Insurance, Property taxes, Wages and salary costs for employees

6.2 Variable Costs

A variable cost varies in direct proportion to the level of business activity.

Examples of variable costs include cost of casual labour, guest supplies, Travel agents' commission, laundry in a hotel, and beverage cost of sales and the cost of raw material such as food in a restaurant.

7. Inseparability

The tourism service consumer is inseparable from service delivery because he is involved in it from requesting it up to consuming the rendered benefits.

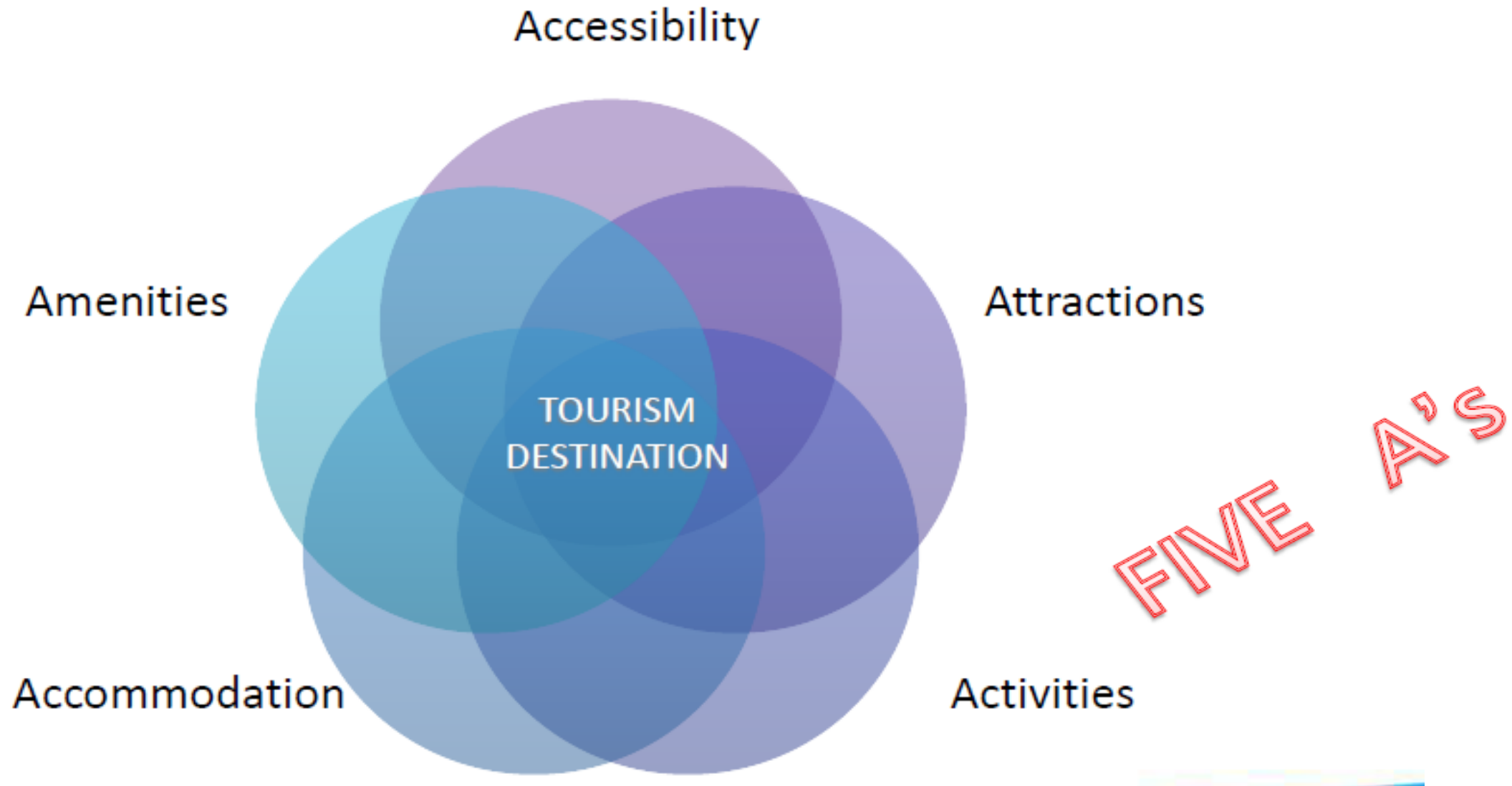
Tourism service cannot be separated from its provider. The hotel guest cannot experience counter service if the receptionist is not available, nor can the receptionist render the service if there is no guest.

2.2. STRUCTURE AND COMPONENTS OF TOURISM

Chain of distribution for tourism (p.183)



Components of successful tourism destinations



Accommodation



- ▶ It is very basic to tourist destinations.
- ▶ The latest trend in accommodation is holiday villages.

Types of Accommodations

- ▶ Primary Accommodations
 - ▶ Secondary Accommodations

Primary Accommodations

- ▶ Hotels
- ▶ Resorts
- ▶ Complexes
- ▶ Heritage Hotels

Secondary Accommodations

- ▶ Motels
- ▶ Youth Hostels
- ▶ Holiday Centers
- ▶ Farm Houses
- ▶ Sleeper Trains
- ▶ Caravans

Accessibility

“Accessibility is a means by which a tourist can reach the area where attractions are located”



- ▶ Accessibility also means the transportation. The important transportation modes are road, rail, air and water transport.
- ▶ Accessible tourism is intended as the set of services and facilities capable of allowing persons with specific needs to enjoy a holiday and their leisure time with no particular barriers or problems.

Amenities

“The basic facilities provided in a tourist destination”.

Amenities...



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Types of Amenities

- ▶ Natural Amenities



- ▶ Manmade Amenities



Natural Amenities

- ▶ Beaches
- ▶ Sea Bathing
- ▶ Possibilities of Fishing
- ▶ Opportunities of trekking

Manmade Amenities

- Various types of entertainment
- Facilities which cater special needs.

Attractions

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.



Types of Attractions

Natural Attractions

- Climates
- Landscapes
- Mountains
- Beaches

Manmade Attractions

- Theme parks
- Museums
- Ancient Monuments
- Cultural Centers

2.3. TYPOLOGY OF TOURISM

Typology

- Group tourists together on the basis of shared characteristics.
- Methods of segmentation.
- Two type -
 1. Academic typologies
 2. Classic market segmentation techniques

Importance of Typology

- Represent an attempt to increase our knowledge of consumer behaviour in tourism.
- Can help marketers make important decisions on product development, pricing, promotional media and distribution channels.
- May form the basis of market segmentation techniques.
- Might potentially, help to predict future trends in tourist behaviour.

Academic typologies

(Sharpley, 1994)

- people are tourists or travellers.
- *Tourist is someone who buys a package from a tour operator.*
- *The traveller is the person who makes their own independent arrangements for their vacation.*

Cohen (1972)

- *The organized mass tourist* who buys a package holiday to a popular destination and largely prefers to travel around with a large group of other tourists, following an inflexible predetermined itinerary.

In general such tourists tend not to stray far from the beach or their hotel.

- *The individual mass tourist* buys a looser package that allows more freedom, for example, a fly-drive holiday

Cohen (1972)

- *The explorer* makes his or her own travel arrangements and sets out, consciously, to avoid contact with other tourists.

Explorers set out to meet local people but they will expect a certain level of comfort and security.

- *The drifter* tries to become accepted, albeit temporarily, as part of the local community. Drifters have no planned itinerary and choose destinations and accommodation on a whim.

Cohen (1972)

- Cohen described two types of tourist as -
 1. First two as Institutionalized tourists, and
 2. the latter two as non-institutionalized

Plog (1977)

- directly link personality traits with tourist behaviour.
- divided people into -
 1. *Psychocentrics* - were less adventurous, inward-looking people. They tend to prefer the familiar and have a preference for resorts which are already popular.
 2. *Allocentrics* - are outward-looking people who like to take risks and seek more adventurous holidays.

Plog (1977)

- suggested a number of intermediate categories such as
 1. *near-psychocentrics*,
 2. *mod-centrics*
 3. *near-allocentrics*

Perreault, Dorden and Dorden (1979)

1. *Budget travellers*, who had medium incomes, but sought low-cost vacations
2. *Adventurous tourists*, who were well educated and affluent and showed a preference for adventurous holidays
3. *Homebody tourists*, who were cautious people who took holidays but did not discuss their vacation with other people, and spent relatively little time planning it.
4. *Vacationers*, who were a small group who spent lots of time thinking about their next holiday and tended to be active people in lower paid jobs
5. *Moderates*, who had a high predisposition to travel but were not interested in weekend breaks or sports.

Cohen (1979)

- *The recreational tourist*, for whom the emphasis is on physical recreation
- *The diversionary tourist*, who seeks ways of forgetting their everyday life at home
- *The experiential tourist*, who looks for authentic experiences
- *The experimental tourist*, whose the main desire is to be in contact with local people
- *The existential tourist*, who wants to become totally immerse in the culture and lifestyles of the vacation destination.

Westvlaams Economisch Studiebureau (1986)

1. *Active sea lovers*, who want to take a holiday by the sea, with a beach close by
2. *Contact-minded holiday-makers*, who value making new friends on holiday and being hospitably received by local people
3. *Nature viewers*, who want to be well received by the host population while enjoying very beautiful landscapes
4. *Rest-seekers*, who want a chance to relax and rest while on holiday

Westvlaams Economisch Studiebureau (1986)

- 5. Discoverers*, who like cultural holidays and some adventure, but they also like to meet new people.
- 6. Family-orientated sun and sea lovers*, who were the largest group and like to do things together as a family and seek 'child-friendly' activities.
- 7. Traditionalists*, who value safety and security and try to avoid surprises by sticking with familiar destinations and types of holiday.

Gallup and American Express (1989)

1. *Adventurers*, who are independent and confident and like to try new activities.
2. *Worriers*, who worry about the stress of travel and their safety and security while on holiday.
3. *Dreamers*, who are fascinated by the idea of travel and they read and talk a lot about their travel experiences and different destinations.
4. *Economizers*, who simply see travel as a routine opportunity for relaxation rather than as a special part of their life, and as such they want to enjoy holidays at the lowest possible price.
5. *Indulgers*, who want to be pampered when they are on

Smith (1989)

1. *Explorers* are a small group who travel almost as anthropologists.
2. *Elite* tourists are experienced frequent travellers who like expensive tailor-made tours.
3. *Off-beat tourists* aim to get away from other tourists.
4. *Unusual tourists* make side trips from organized tours to experience local culture.

Smith (1989)

5. *Incipient mass* tourists travel to established destinations where tourism is not yet totally dominant.
6. *Mass tourists* expect the same things they are used to at home.
7. *Charter tourists* have little or no interest in the destination itself providing that the holiday gives them the entertainment and standards of food and accommodation they expect.

2.4. TYPES AND FORMS OF TOURISM

Types of Tourism



Forms of Tourism

- Adventure Tourism
- Sports Tourism
- Ecotourism
- Agri Tourism
- Art Tourism
- Atomic Tourism
- Cruise Tourism
- Doomsday Tourism
- Cultural Tourism
- Heritage Tourism
- Disaster Tourism
- Festival Tourism
- Culinary Tourism
- Extreme Tourism
- Ethnic Tourism
- Religious Tourism
- Spiritual Tourism
- Educational Tourism
- MICE Tourism
- Music Tourism
- Dark Tourism
- Gambling Tourism
- Space Tourism
- Extreme Tourism
- Wine Tourism
- Shopping Tourism
- Sex Tourism
- Sports Tourism
- Medical Tourism
- Health Tourism

THANK YOU