

VICTORIA UNIVERSITY
OF BANGLADESH

Tourism Behavior

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STUDENT NAME: EASHA MONI

STUDENT ID: 1522550021

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Question No :01

What is consumer behavior in tourism?

Answer to the question no: 01

CONSUMER BEHAVIOR

Consumer behavior is one of the most researched areas in tourism. This studies why a tourist chooses a particular destination and what are the driving factors that influence his decision for travelling.

Tourism consumption behavior refers to the process that tourism consumers choose and purchase tourism products to meet the needs of tourism pleasure and other experiences. This process includes the generation of needs before travel, the decision-making process, consumption in scenic spots, and post-purchase evaluation.

The nine key concepts:

decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty.

Consumer behavior is important to know, why a tourist chooses a particular destination and what are the driving factors that influence his decision for travelling.

In the hospitality industry, consumer behavior affects how guests choose the hotels, restaurants, and entertainment. If you're studying your guests' behavior, you will want to know what factors led to them choosing your business. This information can help you attract similar customers.



Question No :02

What are the 5 factors affecting tourist behavior?

Answer to the question no: 02

The tourism consumer behavior can be defined as the collection of acts, attitudes and decisions regarding choosing, buying and consuming tourism products and services and also the post consumption reactions.

Factors Affecting Tourist Behavior

The following factors immensely alter tourist behavior –

- **Geographical Factors** – Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.
- **Social Factors** – A few social factors such as a person's social network, which provide first hand information that can alter a person's decision of visiting or not visiting a particular place.
- **Place of Origin** – There can be a broad spectrum of tourist behavior depending upon the place they belong to. North Americans like to follow their own cultural framework. Japanese and Korean tourists like to visit places in groups.
- **Tourism Destination** – It is a major contributing factor altering tourist behavior. If a destination has all basic provisions such as electricity, water, clean surroundings, proper accessibility, amenities, and has its own significance, it largely attracts tourists.
- **Education of Tourist** – The more educated the tourist is, the wider range of choices, curiosity, and the knowledge of places he would have. This drives the decision making when it comes to choosing a destination.

Question No :03

What are key consumer behavior's?

Answer to the question no: 03

Consumer behavior entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. The term consumer can refer to individual consumers as well as organizational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service. Consumer behavior is concerned with:

- purchase activities: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services, and payment methods including the purchase experience

- use or consumption activities: concerns the who, where, when, and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption units
- disposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets.

There are four types of consumer behavior: habitual buying behavior, variety-seeking behavior, dissonance-reducing buying behavior, and complex buying behavior. Consumer behavior types are determined by what kind of product a consumer needs, the level of involvement, and the differences that exist between brands.

Types of consumer behavior

There are four main types of consumer behavior:

1. Complex buying behavior

This type of behavior is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to a high-value investment. Imagine buying a house or a car; these are an example of a complex buying behavior.

2. Dissonance-reducing buying behavior

The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice.

Imagine you are buying a lawnmower. You will choose one based on price and convenience, but after the purchase, you will seek confirmation that you've made the right choice.

3. Habitual buying behavior

Habitual purchases are characterized by the consumer having very little involvement in the product or brand category. Imagine grocery shopping: you go to the store and buy your preferred type of bread. You are exhibiting a habitual pattern, not strong brand loyalty.

4. Variety-seeking behavior

In this situation, a consumer purchases a different product not because they weren't satisfied with the previous one, but because they seek variety. Like when you are trying out new shower gel scents.

Question No :04

How social factors affects tourism?

Answer to the question no: 04

Social tourism is tourism that provides economic opportunities via travel and tourism for persons who are economically weak or otherwise disadvantaged. In this interpretation, social tourism initiatives are mainly focused on providing economic benefits for the host community.

Tourism is not exclusively an economic phenomenon, it also involves social, cultural, political and environmental aspects. It is therefore, important to realize that any assessment of tourism impacts should not only be concerned with the tangible economic effects such as revenue and foreign exchange earnings, but also with non-economic and intangible effects, such as social and cultural ones.

Social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective life styles, moral conduct, creative e expressions, traditional ceremonies and community organization. In other words they are the effects on the people of host communities of their direct and indirect associations with tourists.

The socio-cultural effects of tourism are difficult to measure, and to a large extent are indirect, or even unknown. The majority of the studies undertaken until now in this area, were mainly concerned with understanding the social impacts on the host societies rather than the impacts on the tourists themselves. In general, attitudes and perceptions of the host population vary on a continuous scale between negative, through no impact at all to positive.

Negative social impacts also include increased crime in the area, such as prostitution, illegal gambling and drug dealing and robbery. Very often, this is not related to local people, but occurs as a result of criminal gangs moving into the area to exploit tourists and sometimes local people as well.

On the one hand, travelers can participate in social tourism by contributing to their destinations – volunteering, participating in local projects, helping build homes for disadvantaged local groups, supporting local artists and crafters, donating, and more.

Provides cultural exchange between hosts and guests. Encourages the preservation and celebration of local festivals and cultural events. Facilities and infrastructure developed for tourism can also benefit residents. Encourages the learning of new languages and skills.

Question No :05

What are the three main impacts of tourism?

Answer to the question no: 05

Tourism can generate positive or negative impacts under three main categories: economic, social, and environmental. These impacts are analyzed using data gathered by businesses, governments, and industry organizations.

Tourism is considered as an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related with transport. Moving to another place, in turn, requires the accommodation for the people, which further leads to foods and drinks for them. Stay at a place leads to the interaction with the people. All these are generating job opportunity and economic activities. Interaction with local people is further associated with intermingling of the cultures of different origins. Consumption pattern of tourists is different from the local people. Waste generation and disposal of the same is a great challenge.

In other words, the impact of tourism could be classified as:

Economic impacts

Socio-cultural impacts

Political impacts

Environmental impacts

ECONOMIC IMPACTS

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large number of people are involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations. By developing the infrastructures in various tourism related activities enables better movement facilities from one place to another for both incoming or outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well being. But tourism is not all the time very good for the economy; it has a negative impact as well. Let us see them one by one:

Negative Economic Impacts of Tourism

There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are:

There are many hidden costs of tourism which have an adverse effects on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.

In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.

In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.

Positive Economic Impacts of Tourism

There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are:

Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.

As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.

Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/ monuments also through toll taxes etc.

Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.

Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxies, local crafts, paintings, local cultural products etc.

SOCIO-CULTURAL IMPACTS

Society is a community or broad grouping of people living in a certain area that has common traditions, institutions, activities and interests. In fact, society is a system of relationship of people who share some sense of common identity. It may be small like a family/ locality or large as whole of the nation. Culture is the practices of that society which binds people of the society

together. It includes manners, morals, beliefs, behaviour, values and norms. A good manner is socially acceptable way of relationship. It includes respect, care and consideration for others. Morality is a set of rules, principles and duties applicable to a group of people or a society which is generally independent of religion. Belief is the foundation of attitude. Attitude determines the outlook and thinking process of an individual and the society. Behaviour is the way in which an individual or a member of the society behaves or acts. It is viewed with reference to phenomena, incident or an action. It is, therefore, a response of the member. Norms are the formal rules of the society. It regulates the members of the community, group or society in maintaining harmony. Values are those ideals that a society holds above all, like honesty, respect, faithfulness. These values are the building blocks of norms. These are certain basic rules of social interaction and conduct of the people of the society. When more and more people come from far flung places and interact with local residents of any area, the social and cultural impacts are bound to take place.

Negative Socio-Cultural Impacts

There are many negative social-cultural impact of tourism particularly at the destination places. Important among them are:

It reduces the bonding of family structure and promotes nuclear family norms.

It encourages urbanization emigration.

Friction and resentment with tourists happen due to overcrowding and lack of recreational facilities for the local people.

Drug abuse and prostitution are on rise at the certain tourist places.

Commercial sexual exploitation of children and young women has increased with the growing tourism industry in many parts of the world. Children are trafficked into brothel houses and sold into sex slavery market.

Misbehavior and rape of foreign tourists hampers tourism.

Positive Socio-Cultural Impacts

There are positive social-cultural impacts of tourism also particularly at the destination places. Some of them are:

Tourism provides an appropriate opportunity to get acquainted with people of many cultural groups from national and international origins.

Tourism has a component of education. Through education tourism promotes understanding between peoples of two or more cultural groups together. It offers cultural exchange between hosts and guests.

Because of cultural exchange, people develop mutual sympathy and understanding about each other and thus it reduces their prejudices.

Finally, sympathy and understanding could lead to decrease tension between the two communities/nations. In this way, peace and good relationship would prevail.

POLITICAL IMPACTS

Political impacts are seen on the tourism rather than tourism impacts on the politics directly. But indirectly, the governments of the developed countries, from where the well-off tourists come, influences the governments for a congenial condition to be provided to the visitors. Everyone is very much concerned about the safe and secure journey to the tourist destination and back to the origin place. To get to know the visited area as well as fun and enjoyment is the main objective of tourism. Tourists are for them and hence, they wish to go to those areas which fulfil their objectives. They do not feel safe and secure at all the places of tourists interest in the world. A tourism policy gives the direction to the tourism. This policy is a set of rules, regulations, guidelines, and directives for development and promotion of tourism. It provides a framework with which the collective and individual decisions affect the tourism development. Government can create a code of conduct for a tourist. There are some outlooks which encourage tourism and some create obstacles.

ENVIRONMENTAL IMPACTS

Environment is the total surroundings or conditions in which a person, animal or plant lives or interacts. A person's environment is made up of all that is, directly or indirectly associated with the living conditions. It includes houses, buildings, fellow persons, animals, plants, land, water, temperature, light, air, flora and fauna, other human developed infrastructures etc. The living plants and animals not only exist in the surroundings but also interact with each other. Such interactions also impact significantly depending upon the dynamism of interaction. Tourism brings huge number of people to an area continuously who have diverse attitudes. Huge number of people arriving at those locations poses intense pressure on various resources. More and more infrastructures are created to accommodate them due to which great changes in the landscape of the area are made. Some of the environmental improvements are also observed to attract more and more tourists. Therefore, tourism helps in preserving the environment.

