

VICTORIA UNIVERSITY
Of Bangladesh

SUB: TOURISM BEHAVIOR

SUB. CODE: TMGT 431

PROGRAM: BTHM

SEMESTER: SPRING SEMESTER 2023

FINAL EXAM

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SUBMISSION DATE:

Question no 01

What is tourism Behavior?

Answer to the question no 01

Tourism Behavior

Behavior is how someone acts. It is what a person does to make something happen, to make something change or to keep things the same. Behavior is a response to things that are happening: internally - thoughts and feelings. externally - the environment, including other people.

Consumer Behavior either in tourism or other contexts of consumption, is a key indicator of the quality, effectiveness and suitability of work in tourism or other activities. Tourist behavior occurs in the planning and implementation stages of the holidays, and also after the return home. In order for the tour operator or destination to assess the relevance of its marketing and operational approaches to the development, marketing and implementation of tourism activities, it is necessary to recognize the different forms of behavior in each stage.

Tourist behavior is the consumption of both every day and unusual products and services outside of the environment of everyday life.

Tourism Behavior considers plans and behavior for tourist spending, length of stay, attractions, destinations, accommodation and activities, and investigates how marketing strategies affect consumer plans.

The behavior of tourists is the most important indicator or predictor of future tourist behavior. Taking into account the social role of the tourist, the behavior of an individual tourist can also be an indicator of the behavior of others. With their behavior, tourists set the social norms of behavior in the context of tourism. These norms are also followed by other consumers; those who do not yet engage in travel or tourist behaviors, as well as those who do.

Tourist behavior is the context of consumer behavior in the purchase, uptake and abandonment of tourist services. Services are considered to be intangible, which makes them more difficult to market. They also have an additional complicating factor, since they are generally located away from places where consumer behavior occurs. The manifestations of tourist behavior are diverse and, in principle, take place in several phases. Each phase contains the processes of planning, decision-making, and purchase. For example, tourists may plan their holidays directly with the provider (e.g. book a room directly with the hotel), or indirectly through a tourist services intermediary (e.g. book a room through a travel agency). There are also various methods and tools for planning, such as by phone, in person, or over the internet.

Anticipatory, experiential, and reflective are the three main phases of the consumer behavior process in tourism, which are regarded as pre-travel, during travel, and post-travel phases in tourism. Smart tourism technologies are being implemented to enhance the tourist experience in these phases of their journey.

Question no 02

What are the 5 factors affecting tourist Behavior?

Answer to the question no 02

Tourism Behavior considers plans and behavior for tourist spending, length of stay, attractions, destinations, accommodation and activities, and investigates how marketing strategies affect consumer plans.

Further the tourist behavior characteristics can be divided into four groups as: based on self-involvement (ego involvement), • loyalty, • family influence on decision-making, and • search for novelty.

Factors Affecting destination choice

- Size Terms / Attractions. Destination choice models are usually represented with some level of aggregation of the alternatives. ...
- Distance / Impedance Terms. ...
- Psychological Boundaries. ...
- Destination Accessibilities. ...
- Other Destination Qualities. ...
- Constants. ...
- Traveler Attributes.

To help change people's behavior: 1) Keep messaging simple and focus on outcomes instead of complex science, 2) Use local champions (e.g., church leaders or well-known people from the community), and 3) Use pledges (or something similar) to make the message mainstream.

Factors affecting tourist Behavior

Many authors have identified factors that affect tourist loyalty, such as satisfaction, destination image, motivation, perceived value, perceived quality, and experience quality.

Tourist loyalty plays an essential role in maintaining the competitiveness of the destination market. Today, the global tourism industry is rapidly expanding and highly competitive. Despite the impact of the current COVID-19 pandemic outbreak on tourism, once life returns to a new standard, event organizers will face a new market where they need to make more efforts to grab market share. Consequently, managers must make elaborate plans and develop destination tourism products to attract tourists and maintain market competitiveness. Tourist loyalty is essential for destinations because it is a strong determinant of customer retention and profitability. The emphasis on tourist loyalty is vital, since success depends on repurchase, as this behavior ensures the survival of a product or brand over time. If tourists show great loyalty to the destination, they are more likely to provide free word-of-mouth advertisements, thus spreading favorable opinions and experiences to friends, relatives, and potential customers. Tourist loyalty (a post-purchase behavior) generates revenue for the tourism industry. Research has shown that

the cost of retention of existing customers is much lower than the cost of attracting new ones. To better understand tourist loyalty, it is crucial to figure out what factors and to what extent these factors affect tourist loyalty.

Loyalty

The concept of loyalty has had a longer involvement in the marketing literature, dating back 50 years. However, its use in tourism research has only become popular and developed in the last 20 years. Loyalty is often reflected in the willingness of tourists to revisit the destination and their willingness to recommend the destination through word of mouth, which is crucial to the bottom line of the destination. From the manager's point of view, visitor loyalty is a key factor for market success and long-term development. Loyal tourists stay longer at their destinations, spread word of mouth more actively, and engage in more intensive consumer activities. Repeat visitors are also cost-effective because they require much lower marketing costs than first-time visitors. Existing research on tourism often uses behavioral intention and loyalty interchangeably with the former regarded as a good proxy for the latter.

Motivation

Motivation is one of the basic concepts of human behavior. In tourism research, motivation is an important theme and forms the basis of its decision-making process. It is an essential psychological concept to understand tourist behavior. Since motivation is one of the indicators of customer behavior and influences their preference, there is a need for research on travelers' motives. Dann G M S first expounded the push-pull motivation model in his study on tourism motivation, which was later expanded by Crompton J L. The push-pull model is probably the most widely accepted paradigm for understanding the needs of visitors and the willingness to enjoy a product.

Satisfaction

One of the main objectives of destination managers is to maximize visitor satisfaction, due to the strong relationship between customer satisfaction and loyalty. As one of the most critical factors affecting tourist loyalty, numerous studies show a close relationship between tourist satisfaction and loyalty. Scholars believe that satisfied tourists are more likely to return or revisit the same destination and are more willing to share their positive travel experiences with relatives and friends.

Perceived value

Perceived value is the trade-off between tourists perceived benefits and costs (e.g., money, time, effort, risk, and convenience) of the tourism products or services provided. The concept of perceived value is based on the theory of equivalence. This theory postulates that perceived value is the ratio between the provider's outcome and the consumer's input. Customers believe that they are treated fairly when the proportion of their sacrifices and rewards are equal. When customers benefit more from monetary and non-monetary sacrifices, they are more connected to service providers, and this relationship will subsequently affect their future behavior.

Perceived quality

Research on the perceived quality of tourism destinations draws on service quality theories from Parasuraman A Pet al. and Grönroos C. It is a judgment made by visitors based on the comparison between their expectation of service performance and their perception, which is subjective rather than based on objective or actual quality. The relationship between perceived quality and loyalty is widely supported in the literature on hospitality and tourism. Providing high-quality products and services is an opportunity to improve customer loyalty. Chi X et al. and Loureiro S M Cet al. also found that perceived quality positively and significantly predicted tourist loyalty.

Experience quality

The quality of the experience refers to the final product of tourist feelings and perceptions of a destination. It is an emotional judgment involving the tourist interaction with the surrounding environment, the sponsor, and other tourists and participants at the destination. Experience quality involves the quality of the service attributes provided by suppliers and brought by visitors. Travel experiences based on these attributes are critical to the development of destinations. Because the positive experience of tourist products, management, and other resources during their stay in tourist destinations seems to help improve their satisfaction, thus promoting revisit intention (tourist loyalty) and word-of-mouth recommendation. Prior research demonstrated that tourist experience quality has a positive impact on loyalty.

Question no 04

What is sustainable tourist Behavior?

Answer to the question no 04

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Characteristics of Sustainable Tourism

- Benefits Local Economic Development.
- Ensures Tourism Development Benefits Both Community and Environment.
- Meets Both Profitability and Viability.
- Becomes Part of the Local Culture.
- Reinvests in the Local Region.

The preservation and economic growth of regional communities and protected areas are fundamental tenets of sustainable tourism. Education, readiness, and knowledge. Improving the

tourist's attitude toward the environment. Minimizing the damage through better awareness and consideration of the impact he creates.

Sustainable tourist Behavior

Sustainable consumer behavior is the sub-discipline of consumer behavior that studies why and how consumers do or do not incorporate sustainability priorities into their consumption behavior. It studies the products that consumers select, how those products are used, and how they are disposed of in pursuit of consumers' sustainability goals.

From a conventional marketing perspective, consumer behavior has focused largely on the purchase stage of the total consumption process. This is because it is the point at which a contract is made between the buyer and seller, money is paid, and the ownership of products transfers to the consumer. Yet from a social and environmental perspective, consumer behavior needs to be understood as a whole since a product affects all stages of a consumption process.

Research shows that despite their declared positive attitudes towards sustainable tourism, only a few tourists act accordingly by buying responsible tourism products, choosing environmentally friendly transportation or behaving responsibly towards destination communities. The low support from customers is one of the main barriers for progress towards sustainable tourism. One reason can be that existing initiatives are missing customers' attention, discouraging industry and governments to continue promoting sustainable tourism. Positive attempts to encourage sustainable consumption in other sectors indicate that specific barriers may reside in the nature of tourist choices. Taking a critical look at tourism research and literature, this article examines the interplay between reasons for tourists' choice of products and services, and environmental motivations. After identifying possible gaps that may explain current failures to stimulate responsible tourist choices, the article concludes by discussing the implications for the effectiveness of informative and awareness-raising tools aimed to facilitate the shift towards responsible tourist behavior and actions.

The environmental type of sustainable tourism focuses on protecting wildlife from the impact of tourism, increasing wildlife conservation, protecting the habitats of wildlife, creating protected natural areas, and ensuring natural resources aren't diminishing because of tourism.

In pursuit of sustainable tourism, both industry and authorities share the challenge of providing incentives for tourists to adopt a sustainable behavior.

In destinations, authorities need to create the institutional contexts in which sustainable tourism product can be developed by the industry, while providing the necessary infrastructure to secure an easy access by tourists to these alter-native products. At the same time, the industry has a double challenge of, on one hand, investing in innovative sustainable products without the certainty of market support, and, on the otherhand, creating incentives for a sustainable tourist behavior.

Although demanding, the foreseen sustainable path of tourism suggests that, behind these challenges, there are also great opportunities for tourism to reinvent its markets and practices.

Question no 06

What are the 7 forms of sustainable tourism?

Answer to the question no 06

Sustainable tourism is a concept that covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving tourists' experiences and addressing the needs of host communities. Sustainable tourism should embrace concerns for environmental protection, social equity, and the quality of life, cultural diversity, and a dynamic, viable economy delivering jobs and prosperity for all. It has its roots in sustainable development and there can be some confusion as to what "sustainable tourism" means. There is now broad consensus that tourism should be sustainable. In fact, all forms of tourism have the potential to be sustainable if planned, developed and managed properly. Tourist development organizations are promoting sustainable tourism practices in order to mitigate negative effects caused by the growing impact of tourism, for example its environmental impacts.

Sustainable tourism is "an exceedingly complex concept with varied definitions due to different interpretations of the meaning and use of the concept". It has its roots in sustainable development, a term that is "open to wide interpretation". This can lead to some confusion as to what sustainable tourism means.

A definition of sustainable tourism from 2020 is: "Tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an infinite period while safeguarding the Earth's life-support system on which the welfare of current and future generations depends."

Sustainable tourism covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving tourists' experiences. The concept of sustainable tourism aims to reduce the negative effects of tourism activities. This has become almost universally accepted as a desirable and politically appropriate approach to tourism development.

The 7 forms of sustainable tourism

Tourism development must be based on sustainability criteria, be long term bearable economically and ethically and socially equitable for the local populations of the destinations. Tourism forms identified by the literature as being "sustainable" are numerous:

1. ecological tourism (ecotourism),
2. green tourism,
3. soft tourism
4. rural tourism
5. agro tourism,
6. community tourism,

7. solidarity and responsible tourism,

Ecological tourism

The World Tourism Organization defines ecotourism as: all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.

Green tourism

Green tourism is defined as environmentally friendly tourism activities with various focuses and meanings. In a broad term, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services.

Soft tourism

Soft tourism is defined by small-scale, locally owned businesses that emphasize what makes the destination unique. It employs local people, respects the local way of life, and is in harmony with local traditions. Hard tourism, on the other hand, is characterized by large-scale mass tourism development.

Rural tourism

Rural tourism is a tourism that focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many villages can facilitate tourism because many villagers are hospitable and eager to welcome or host visitors.

Agrotourism

Agritourism or agrotourism involves any agriculturally based operation or activity that brings visitors to a farm or ranch.

all these opposing to the traditional, mass tourism. According to some specialists only tourism in natural reservations or national parks is considered to be ecological. A larger concept of ecological tourism refers to that form of responsible travel, developed in natural spaces, that contributes to environment protection and local population life conditions improvement and wellbeing. Equitable tourism is a form of sustainable tourism aiming at applying in the tourism sector the principles of equitable commerce, respecting a series of criteria, that focus on respect of the residents and their life style, as well as sustainability of tourism progress for local communities. Solidarity tourism is about establishing a dialog, solidarity relationship between tourists and their hosts.

Question no 08

What are the 12 principles of sustainable tourism?

Answer to the question no 08

Sustainable tourism is the form of tourism that meets the needs of tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own needs.

The World Tourism Organization defines sustainable tourism in the following manner:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.”

While tourism is welcomed almost universally for the benefits and opportunities it creates, there is a growing recognition of the need to see tourism in its environmental context, to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism, the environment and poverty reduction.

Sustainable tourism means tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community.

Principles of Sustainable Tourism

Tourism Concern, 1991 in association with the Worldwide Fund for Nature (WWF) gives **10 principles for sustainable tourism**. These are following as:

- 1)Using resources sustainably.** The conservation and sustainable use of resources- natural, social and cultural – is crucial and makes long-term business sense.
- 2)Reducing over-consumption and waste.** Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.
- 3)Maintaining biodiversity.** Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism and creates a resilient base for the industry.
- 4)Integrating tourism into planning.** Tourism development which is integrated into a national and local strategic planning framework and which undertake environmental impact assessments increases the long-term viability of tourism.
- 5) Supporting local economies.** Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects these economies and avoids environmental damage.
- 6) Involving local communities.** The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.

7) **Consulting stakeholders and the public.** Consulting between the tourism industry and local communities, organizations and institutions are essential if they are to work alongside each other and resolve potential conflicts of interest.

8) **Training staff.** Staff training which integrates sustainable tourism into work practices, along with recruitment of personnel at all levels, improves the quality of the tourism product.

9) **Marketing tourism responsibly.** Marketing that provides tourists with the full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.

10) **Undertaking research.** Ongoing research and monitoring by the industry using effective data collection and analysis are essential to help solve problems and to bring benefits to destinations, the industry, and consumers.