

2. Who is the tourist?

Learning objectives

At the end of this chapter the reader will be able to:

- Identify and discuss what motivates tourists to travel.
- Describe the characteristics of the various segments of demand for travel.
- Describe the impact that physical factors play in the development of various types of tourism.
- Identify various principles that explain travel movements.
- Define and correctly use the following terms: Maslow's Hierarchy of Needs, segments of the market, meeting, regular business travel, congress, convention travel, hybrid trip, incentive travel, pleasure travel.

Tourists come in a variety of shapes and sizes. This chapter explores in greater detail what motivates the tourist to travel. We then go on to examine the characteristics of the market and the tourists' travel patterns.

Motivations

As noted in the previous chapter, people take vacations because they feel that, by doing so, they will satisfy various needs and wants. Abraham Maslow identified a set of universal needs that he arranged in a hierarchy. These needs are physical, psychological and intellectual. By understanding what makes people travel we can do a better job of advertising to them to induce them to travel. Additionally, we can do a better job of catering to their needs if we know what those needs are.

Physical

The most basic need of all is physical. When people worked 70 hours a week for 50 weeks a year they saved a little each week for their two-week break. During those two weeks they "escaped" from their everyday life. They recharged their weary bodies and did things they did not have a chance to do during the year. They ate too much, drank too much, and took afternoon naps in a deckchair on the beach.

Today the escape may be more mental than physical. As the physical demands have been reduced for many people, the mental demands have increased. It is increasingly difficult for the white-collar manager to "clock out" mentally at the end of the day. It often takes several days in a vacation spot before the person seeking mental relaxation can tune-out the office.

The key words that are heard are such terms as: get away, escape, relax, change of pace, mellow out, break.

Different people in different circumstances look for different ways of expressing this. The harried executive desires a secluded spot away from telephones and interruptions. The couple in a northern city want to escape the winter snow. The rural family seeks the excitement of a seaside resort. The "9-to-5" office worker longs for the adventure of an exotic getaway. The factor that explains these varied examples is "opposite". It is said that a change is as good as a rest. As noted before, opposites attract. The key in attracting and satisfying the traveler who seeks satisfaction of physical needs is to look at his or her everyday life and provide something different.

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Safety

When we take care of our bodies we are helping ensure that we will live a longer life. This is a very basic motivation. It shows itself in people who travel for health or to engage in recreational pursuits.

As was seen in the chapter, "Tourism, its historical development" people have long traveled for health reasons. Doctors would prescribe trips to the seaside for the beneficial effects of the bracing air. The resorts in Switzerland were predated by sanatoria where people were sent because of the unpolluted air and sunshine. Today, medical opinion is less in favor of the impact of sun on the skin. While warnings of skin cancer abound, for many the warmth of the sun is very beneficial. In fact, it is said that the area around the pool at a US state of Florida resort is a sardine's revenge: "Many bodies, crammed into a tight space, covered in oil."

An increasing tendency these days is for people to participate in various recreational activities. The top recreational pursuits in the United States have remained popular for the past decade. They are swimming, walking, bicycling, fishing and team sports. The past decade has seen a significant growth in canoeing, jogging, roller skating, racquetball, soccer skiing and tennis. A major trend has been a move toward physically demanding activities.

The major words associated with participation in outdoor recreation are: fun, exercise, keep in shape, outdoors, health, feel good, fresh air.

Belonging

The need for belonging is expressed in the desire to be with friends and family, to be part of a group, to belong. People, by and large, are social beings. They want communication and contact with others.

There are several aspects to this motivation. First, the fact that people move their residences, on average, once every five years, means that family and friends can renew relationships by using vacation time to keep in touch. The major reason given for taking a trip in the United States is "visiting friends and relatives". Typically, this type of tourism involves travel by auto. Many stay with friends and family at the destination. Hotels and restaurants along the way are the recipients of this type of travel.

Second, there is ethnic tourism, the desire to find one's roots. This involves the desire to "return to the homeland". Two segments of the market were mentioned earlier. First-generation visitors go back to see things as they remembered them. They will often stay with friends. This cuts down on the economic importance of this segment to the destination. On the other hand, little in the way of development or facilities is needed, for these tourists want to see things as they were. Later generations have grown up somewhere else and have become used to the conveniences in their country of birth. Consequently, they desire the comforts of home. That costs money for the destination in terms of the provision of facilities. On the other hand, this group is more likely to stay in hotels and to eat in restaurants. They spend more money at the destination than does the former group.

While these are the two primary segments of this market, in other cases people may travel to begin or renew relationships.



Exhibit 15: Visiting friends.

(Courtesy Jamaica Tourist Board.)

Club Med is one organization that originally appealed to the singles crowd. They advertised a carefree, activity-based opportunity to meet and mingle with the opposite sex. As changing demographics brought a mini baby boom, Club Med sought to appeal to families with young children.

It is not necessary to be young to have a relationship. There are an increasing number of "empty nesters" in the marketplace. An empty nester is a couple whose children have left home. For so many years the focus of the couple's life had been the children; getting them through school, taking them to sports activities, Boy Scouts, and Girl Guides; onto dating and the senior prom. Now they are on their own. Because the focus had been on the children, parents oftentimes had spent little or no time on their own relationship. They may even feel apprehensive about this "stranger", their spouse, who is all of a sudden the one they are spending time with. Such things as coach tours offer an opportunity to renew the relationship while being part of a larger group. The group offers the "security" of being able to mix with others rather than have the "pressure" of talking to the same person for the entire trip.

This motivation is expressed by such things as: family togetherness, companionship, maintaining personal ties, interpersonal relations, roots ethnicity, showing affection for family members.

Esteem

The two aspects to this motivation are self-esteem and esteem from others. When people travel to a conference to increase their business knowledge they are concerned with their own personal development. This translates directly into feeling more confident about their ability to perform the job. Their self-esteem is enhanced.

We also seek esteem from others. People often buy things to "keep up with the Joneses". They are concerned about what others think, and they feel that what they buy and where they go is a reflection of themselves. It has been said before that, in tourism, "mass follows class". Royalty and film stars determine where the "in places" are. Others follow in the hope that they will be seen by their friends as status people. Their egos are being massaged.

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The phrases used to describe this are: convince oneself of one's achievements, prestige, show one's importance to others, status, social recognition, ego-enhancement, professional/business, personal development, achievement, mastery, competence, fashion.

Self-actualization

Self-actualization involves being true to one's nature. It means knowing who you are and using your gifts to the fullest. If we consider leisure to be the freeing of ourselves from lower-level needs, then self-actualization is the end goal of leisure.

Self-actualization is seen in: exploration and self-evaluation, self-discovery, satisfaction of inner desires.

To know and understand

The desire for knowledge is felt in a great number of people. It is truly said that travel broadens the mind. After we have traveled to a particular place, for example, we are more interested in news items or television programs about it. Our interest is sparked by the fact that we have personal experience of it. It was the desire for knowledge that was the reason for the growth of the Grand Tour. Still today, we feel an "obligation" to visit museums and monuments at a distant destination.

By learning about other cultures we can also discover our own. Some of the ways in which this is expressed are: cultural, education, wanderlust.

Aesthetics

The last of Maslow's needs refers to the appreciation of beauty. Those who are concerned with the environment or who like to view scenery are expressing this need.

Maslow believed that lower-level needs had to be satisfied to some extent before the satisfaction of higher-level needs became a concern. This would mean that vacations, which were targeted toward the satisfaction of lower-level needs, would be more resistant to barriers to travel. In times of a gasoline shortage, for example, people would be less likely to put off a trip to visit friends and relatives than a drive to take a scenic tour.

If we in the business of tourism are aware of the underlying reason for taking a vacation (the satisfaction of various needs) then more effective marketing campaigns can be developed to meet those needs. More effective appeals will lead to more people buying trips. Additionally, we will be better able to satisfy those needs if we are aware of the (often hidden) real reason for traveling.



Exhibit 16: Matterhorn. (Courtesy Cunard.)

Segments of the market

A *segment* of the market is a part of the market whose members have similar characteristics. In this way it is possible to market to them as a group. In tourism the major segments are business travelers and pleasure travelers.

Business travelers

The segments of the business market are regular business travelers; business people attending meetings, conventions, and congresses; and finally, incentive travel.

Regular business travel. Approximately one in every five trips taken in Canada and the United States is for business reasons. As business increasingly becomes international in scope there is an increase in international business travel also.

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Exhibit 17: Government travel is business travel—Parliament Buildings, Wellington City, New Zealand. (Courtesy New Zealand Tourist and Publicity Office.)

The business ties between North America and Europe have traditionally been strong. Of late, however, the focus has been on increasing business ties with the Far East. We have seen, and would expect to continue to see, an increase in international business travel between these two areas.

The bulk of North American business travel involves the airlines. Business travelers tend to be well educated, affluent, have high-level jobs and fly often. Their profile makes them excellent prospects for pleasure as well as business travel.

Increasing numbers of women today travel on business. They presently comprise between 15 and 25 per cent of the market. Women business travelers

- are slightly younger;
- tend to stay longer at their destinations;
- are more apt to be unmarried;
- are more likely to be attending a meeting or convention;
- are more likely to book through a travel agent;
- have a greater preference for downtown accommodations closer to their work;
- are more concerned with the security aspects of their accommodation facilities.

Both airlines and hotels are making special efforts to appeal to this group of travelers. The cost of a trip is paid for by the company as a cost of doing business. In addition, it is often a reflection of the image the business wants to project. For example, it might impress clients to meet in a luxury property. As a result, airlines appeal to business travelers through the provision of first-class and business-class seating. These facilities offer wider seats and more leg room. Business travelers can argue to their companies that, because they have more space, they can more readily work as they travel.

Many hotels offer special executive floors and have secretarial, telex, and computer facilities available. The Meridien Hotel in New Orleans in the United States offers these and other business services on a complimentary basis seven days a week.

Frequent-flyer and frequent-stay programs have been developed to encourage the business traveler to choose one particular company. By flying a certain number of miles (kilometers) or staying a specific period, the traveler can choose a bonus flight or hotel stay. After 45,000 miles (72,420 kilometers) of travel on Continental, the TravelBank member can claim a first-class ticket within the United States, Canada, or Mexico. Each stay at a Sheraton Hotel accumulates points toward gifts from a catalog. The various sectors of the industry have also gotten together so that staying at a particular hotel, renting from a specific car rental company, and flying a particular airline will accumulate points for the one program.

As businesses have become more concerned with the bottom line they have begun to look more closely at the way their employees rack up travel prizes. An employee may have the choice of a less expensive airline but choose the one whose incentive program he or she belongs to. The US Internal Revenue Service is also exploring whether or not these awards should be taxable. Lastly, a new industry has emerged consisting of companies who "buy" accumulated mileage trips and sell them to others. The airlines have become rather upset about this because it defeats the purpose of their efforts, to reward the frequent flyer.

Meetings, conventions, congresses. About 20 per cent of all business trips are for the purpose of attending corporate meetings or conventions. Conventions may be institutional or corporate/government. The term "institutional" means associations and other groups that have a shared purpose. The "corporate/government" segment refers to organizations that deal with specific business or government concerns. They tend to be private in nature.

A congress, convention, or meeting is defined thus:

*a regular formalized meeting of an association or body, or a meeting sponsored by an association or body on a regular or ad hoc basis. Depending on the objectives of a particular survey, this may be qualified by a minimum size, by the use of premises, by a minimum time or/and having a fixed agenda or program.*¹⁰

Over 80 per cent of American associations hold a major annual convention for their members. In addition, many businesses bring managers together with corporate staff at least once a year. This complements the numerous local and regional meetings held annually.

Conventions can be international, continental, national or regional. International conventions involve participants from more than two foreign nations and take place in different countries each year. They are usually nongovernmental in nature. It is forecast that the number of attendees of such events will have doubled between 1973 and 1993. An example is the International Association of Scientific Experts in Tourism, which in recent years has met in Europe, Africa and North America.

Continental conventions limit their meetings to one continent. The Travel and Tourism Research Association has meetings in the United States and Canada.

National conventions tend to be limited by their by-laws or by tradition to meeting within the country within which the parent organization is located. Usually participants are citizens of that country. National conventions may rotate around the country geographically to give representation to all its members.

Regional conventions are organized at the state, provincial or regional level.

¹⁰ Fred R. Lawson, "Congresses, Conventions and Conferences: Facility Supply and Demand," *International Journal of Tourism Management*, September 1980, p. 188.

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It is estimated that expenditures on meetings and conventions by associations run about USD 35 billion; over USD 11 billion is spent by corporations. On average in 1985, convention delegates each spent USD 464, staying on average four nights. Almost half was spent on lodging, 25 per cent on food, and just over 10 per cent for retail purchases.

Alarmed at the amount of money being spent on conventions outside the United States, the federal government has attempted to control convention expenditures. In 1976 the Tax Reform Act permitted US corporations to hold only two conventions a year outside the United States. Attendees were allowed to deduct expenses from only two foreign conventions a year. In addition, detailed records had to be kept by the organization and the attendees. These regulations lasted four years. A new law is in effect that allows US residents to deduct all relevant expenses in the "North American Zone", which includes Canada and Mexico.

Incentive travel. An increasing number of companies offer travel as a reward to their employees who have met company objectives. Travel is used as an incentive to perform. It has been noted that:

travel which is earned through effort saves not only the ego, but the conscience as well.

A company might have a sales contest to increase sales volume. Quotas are set for the sales staff. Those who surpass their quota by a set amount are eligible for the trip. The average incentive travel trip lasts five days and involves an average of 174 people. The most popular incentive travel destinations are Mexico, the Caribbean, Bermuda and Europe. Within the United States, Hawaii, Las Vegas, Miami, Disney World, San Francisco, San Diego and New Orleans are popular.

A number of specialized companies have developed to handle these trips. They not only design the incentive program but also organize the travel itself. Many belong to the Society of Incentive Travel Executives (SITE). These companies act as tour wholesalers. Buying for a group, they can negotiate special rates from the airlines, hotels and ground transportation companies they deal with. To this they add a 15 to 20 per cent markup for their services and costs in packaging the trip.

Hybrid. The hybrid trip is one in which the traveler combines business and pleasure. Business travel can be "converted" into pleasure travel in one or more of three ways. First, the traveler may bring his or her spouse along. The spouse is a pleasure traveler while the business traveler works.

Second, the traveler may decide to stay before or after a meeting. A business trip to Denver in the US in January may induce a traveler to arrive on the previous Friday for a weekend of skiing. People in managerial and professional positions account for seven out of ten business trips. Approximately 20 per cent of these travelers tack on vacation days to business trips.

Third, the traveler attending a convention may decide to return, either alone or with family, for a pleasure trip at another time of the year. Fully one-third of business travelers revisit vacation sites where they had previously attended meetings or conventions.

As more and more spouses enter the business world, the opportunity for hybrid trips will increase. The major problem will be in meshing the two work schedules.

Pleasure travel

A study by The Longwoods Research Group Ltd. for Tourism Canada broke the US pleasure travel market into eight types, based on trip purpose.¹¹ Researchers found that approximately 130 million Americans, aged 16 or over,

11 Travel & Leisure's *World Travel Overview 1986/1987*, American Express Publishing Corporation, pp. 116-119.

take nearly 500 million overnight pleasure trips a year and spend nearly 2 billion nights away from home. The study notes, however, that most travelers are in the market for more than one type of vacation trip and suggests segmenting the market on types of trips rather than types of markets.

Visiting friends and relatives. Visiting friends and relatives accounts for 44 per cent of total trip-nights (one trip-night is one trip that lasts one night; two trips that last four nights each would be eight trip-nights). These trips tend to be relatively unplanned, involve little use of travel agents or the media, and are of short duration.

Close-to-home. Close-to-home leisure trips account for 13 per cent of all trip-nights and are also relatively unplanned and of short duration. Additionally, little use is made of the media for information on where to go. The average length of stay is between two and three days. Eighty-five per cent of the travelers use their own cars. Just over one-third stay in motels while one-sixth use a hotel or stay with friends and relatives. Over 10 per cent camp or take a trailer.

Touring vacations. Touring vacations make up 14 per cent of all trip-nights. These trips have no single focus. They last an average of eight days, are planned one to two months in advance, and, while friends are the most used source of information, travel agents and the media are also important. One out of five trips involves a package deal. This type of tourist is interested in beautiful scenery with lots to see and do. Such individuals want to visit a well-known, popular area that offers familiar landmarks and is definitely not dull. In over one-quarter of the trips at least part of it is booked through a travel agent. These tourists tend to travel by car, although in one-quarter of the cases a plane is used. One out of eight travel by bus. Friends and relatives provide the accommodation 20 per cent of the time; the remainder of the stays are split between motels and hotels.

Outdoor trips. Those taking outdoor trips represent 10 per cent of all trip-nights. These people tend to plan their trip less than one month in advance and rely most on the advice of friends for places to go. The average length of the trip is between three and four days. These individuals are interested in beautiful scenery with lots to see and do. They want real adventure but not too wild; they want to travel not too distant, and most are interested in fishing and hunting.



Exhibit 18: Outdoor trips—Kaiteriteri Beach, Nelson, New Zealand. (Courtesy New Zealand Tourist and Publicity Office.)

This tourist travels exclusively by car, truck, or van and, in two-thirds of the cases, stays in a campground or trailer park.

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Resort vacations. Eight per cent of the trip-nights are spent on resort vacations. Travel by plane accounts for almost 30 per cent of the travel. Tourists stay either in a hotel (31 per cent), motel (26 per cent), lodge (14 per cent), or condominium (13 per cent). The average length of stay is five days, and in one out of five cases the trip is part of a package deal. This segment accounts for the greatest use of a rental car (15 per cent). These tourists want to visit a place that is popular in a well-known area and that has beautiful scenery with lots to see and do. They want a place that is exciting yet still offers the opportunity for walking and strolling. Over one-third of these trips are planned more than three months in advance while another third are planned between one and two months ahead of time. Travel agents are used both for information and for booking the trip in one-fourth of the trips. The resort traveler is interested in relaxing, getting away, and being entertained. Less than 20 per cent are interested in golf or tennis.

City trips. City trips make up seven per cent of all trip-nights. Half of these trips are booked less than one month in advance. They tend to be a short, impulsive getaway. The family car is the predominant (70 per cent) mode of transportation while, at the destination, three-quarters of the travelers stay in a hotel or motel. Staying with friends and relatives makes up the remainder. For this tourist it is important that the city be famous with first-class hotels and elegant restaurants. It should be popular, definitely not dull, and should have well-known monuments. These tourists are less interested in nightclubs and bars.

Theme parks/special events. Visits to theme parks or special events make up only three per cent of all trip-nights. Over 40 per cent are planned less than one month ahead while just over a quarter are planned between one to two and over three months in advance. This traveler is interested in a well-known, even world-class, attraction, something that offers activities for all ages, that has lots to see and do, that is exciting, and that the children would enjoy. The average trip lasts just under four days. Three-fourths of the trips involve the use of a car; in one out of ten situations it is a rental car. Just under 20 per cent of the trips involve staying with friends or relatives; the remainder of the stays are split between hotels and motels.

Cruise. Lastly, there is the cruise. Accounting for one per cent of total trip-nights, people who take cruises want to enjoy beautiful scenery, something different with lots to see and do. They want real adventure, do not want the trip to be dull, and are interested in all the comforts. Cruises average over six days, and almost two-thirds of such trips are packages. Most cruises are planned more than three months in advance. This segment of the market is the only one where the advice of a travel agent (67 per cent) is sought more than a friend's (51 per cent).

Factors influencing the location of tourism

Sun, sea, and the resort

The most important factors that explain the location of tourist attractions and facilities are physical. The growth of mass tourism in Europe is explained by the fact that there are large urban areas in the north of Europe that experience cool and cloudy weather and relatively underpopulated areas in the south with warm, sunny weather.

As a result, the summer months see major movements of Germans to Spain and Italy to bask in guaranteed sunshine at the beach. When the same attraction is sold (sunshine, beach, warm water) cost becomes important. As an example, tourist traffic has moved away from Italy and the south of France to Spain because that country was able to provide the same vacation experience while holding down the costs of accommodation and food. More recently the Eastern European countries of Yugoslavia, Romania and Bulgaria have been competing successfully for the same business.

As more and more people have been able to afford both summer and winter travel, resorts in the north of Europe have experienced a decline. In Britain, Brighton served the population of London while Blackpool acted as the getaway by the sea for Britain's industrial north. In the United States, Atlantic City served the same function for the New York/Philadelphia area. With advances in transportation and economic growth of the population these resorts suffered greatly. Atlantic City looked to the legalization of gambling to revitalize itself. It could no longer compete on the basis of climate and beach.

A major part of the physical resource of resorts, in addition to the sunshine, is the quality of the beach. In general, a "good" beach is one that offers good-quality sand and a gentle slope into the sea without dangerous currents. The character and slope of the beach also create the conditions for surfing, so popular in California, Hawaii and Australia.

For many resorts, boating and sailing are important. In these instances the beach is less important. What is important are a sheltered bay or channel, the lack of reefs and rocks, and a good harbor.

A major criticism of resorts is that they tend to isolate the tourist from the host population. This is probably the way the majority of tourists want it. When people travel to swim in clear water or lie on the beach they are thinking of pampering themselves, not understanding another culture. Yet this can create an "elitist" type of tourist and tourism where the economic benefits of tourism do not extend to many of the local people. It is argued that tourism can be a stimulant to peace because it encourages contact between different peoples. By keeping tourists physically separate from the host culture the benefits of that interaction are lost.

Winter resorts. The French Riviera originally debuted as a winter resort area. Because of its mild winter temperatures, the area appealed to a high-class clientele who could afford to take a winter break. There still is tourist traffic in the winter that seeks the sun and the warmth. In North America this movement is apparent in the winter when droves of northerners descend on the state of Florida.

However, when we think of winter resorts we think of cold climate areas and winter sports. Most people take their annual vacation in the summer months. However, a growing number of people can afford a second vacation in the winter. The growing popularity of winter sports has meant significant business for winter resort areas.

Of all the winter sport activities skiing is the most popular. It is of relatively recent origin, having been introduced into the Swiss Alps in the 1890s from Norway. It took the invention of the ski lift in the 1930s to spur the development of skiing and the introduction of the safety binding in the 1960s to start the mass appeal of the sport. Alpine skiing in the Alps has formed the model for downhill skiing.

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Exhibit 19: Winter resort fun
—Turoa Skifield, New Zealand.
(Courtesy New Zealand Tourist
& Publicity Office.)

Successful ski resorts require a good snow cover, hilly, if not mountainous, terrain, bearable temperatures, relatively long hours of daylight, and accessibility to the market. The success or failure of major resort areas depends on the presence or lack of these factors. Much of the southern Alps, for example, cannot guarantee sufficient snow for extended periods of time. Even in the northern Alps the combination of snow and sunshine is sometimes lacking. The mountains of Norway can offer the snow conditions, but the cold temperatures combined with the short daylight hours limit their popularity in the winter months. They manage to attract the spring skier in impressive numbers.

Scotland has attempted to develop its ski facilities. It has a west coast marine climate and the snow conditions are very variable. But Scotland attracts few skiers from outside Britain.

Some skiing is done in the Pyrenees between France and Spain. The areas on the French side, however, do not offer easy access to major centers of population. In the west the snow cover cannot be guaranteed. In Eastern Europe the best overall conditions are in the Carpathians.

In North America, the Laurentians (outside Quebec) appeal to American tourists from the East and Midwest. In the Rockies, most tourists come from Texas and the Midwest. The major markets are regional and national.

In addition to the physical factors, the successful resort must invest heavily in a variety of facilities. Hotels must be built to house the skiers, ski lifts to transport them up the mountain, snow plows to keep the roads clear, grooming equipment to keep the slopes smooth, and *apres* ski bars and restaurants to allow for socializing.

Two types of development are apparent. The village that is self-contained, having a "life" of its own as well as a transportation system, is referred to as a resort development. A "center", on the other hand, is a much larger area with ski lift stations some distance apart and linked by public transportation. In some cases centers have been created from scratch, most notably in France and Italy. Vail, in the US state of Colorado, is an example of such a center.

A fairly recent move has been the construction of condominium complexes rather than the traditional hotel development. In a condominium each room or suite is owned by an individual or individuals. The common areas, walkways, reception areas, etc., are owned jointly by the suites' owners. A maintenance fee is paid for the general upkeep of the facility. In some types of development the owners put their units into a pool and hire a management company to rent the facilities to others like a "regular" hotel.

For years cross-country skiing has been popular in Scandinavia. It did not grow in popularity in the United States and Alpine Europe until the 1970s. It is much cheaper than downhill skiing, is good exercise, is not dangerous, and can be done even on flat terrain. It is more important as a local type of recreation as distinct from an attraction that will bring tourists from afar.

A final note on mountainous resorts is the development of areas to appeal to tourists wishing to escape the summer heat. In the Himalayas, Darjeeling and Simla were developed as summer resorts for the British wishing to escape the heat of the plains. Resorts in the Catskills served the same purpose for those from New York City.

Scenery

Prior to the middle of the eighteenth century, nature was not regarded as an attraction. The Alps, for example, were to be avoided if at all possible during the Grand Tour. The Romantic movement changed this attitude. Now it became fashionable to enjoy the scenery rather than ignore it.

Scenery can be classified as landforms, water, and vegetation. Landforms are such things as mountains, canyons, or cliffs. The size of the Grand Canyon or of Mount Kilimanjaro cannot fail to impress. Water adds beauty to any scene. Water is important not only for its effect on the attractiveness of the area but also because of the recreational possibilities it opens up. Swimming, boating and fishing are all activities enjoyed by many. The vegetation of the temperate forests of the Amazon, the moors of England, the fall colors in New England, and the tulip fields of Holland all attract the tourist.

Two important points can be made in regards to scenery. First, it does not cost the tourist anything to enjoy it. There is no "admission charge". Second, the variety of scenery is important. An area that offers a different type of landscape every few minutes can successfully compete with such giant landforms as the Rockies and the Grand Canyon in the United States.

Hunting and fishing

While many people travel to view animals in captivity or in their natural surroundings, others travel to hunt them. Hunting is typically a local sport. However, a certain amount of travel is done to shoot wild game in Africa. Eastern European countries also advertise hunting vacations to Western tourists to shoot species of animal not found in the West.

Fishing tends also to attract from a local base. Countries like Scotland, Canada, Ireland and Norway have successfully sold the idea of fishing in unspoiled surroundings to tourists from other countries. River and lake fishing tends to be done in northern areas. These areas make special efforts to breed sport fish such as salmon and trout. Deep-sea fishing, on the other hand, is found primarily in the tropics or subtropics. Fishing for swordfish and tuna is particularly popular. There have been some, largely unsuccessful, attempts to introduce shark fishing into northern waters. Spear fishing by divers with snorkels or breathing apparatus is also popular in the warmer waters of the Southern Hemisphere.

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Spas and health resorts

The importance of spas as part of the historical development of tourism has been covered earlier. Advances in medicine and a lack of faith in the powers of mineral waters have combined to reduce the importance of spas. However, a great deal of faith in the curative properties of spa treatments still exist amongst the Germans. Some spas in Central and Eastern Europe remain popular. Rheumatism is treated in Slovakia through mud-bath treatments and attracts a large number of visitors from Arab countries.

The movement toward a greater health consciousness has given rise to so-called fat farms that offer a strict regimen of diet and exercise.

Urban attractions

Many cities have a special character and atmosphere all to themselves. Paris, London, San Francisco, New York, and Amsterdam are obvious examples. This comes from a combination of distinctive architecture, pleasant streets or canals, good food and drink, and the lifestyles of the people who live there.

The two major groups of cities, as far as tourism is concerned, are old and modern. Rome, Athens and Jerusalem attract the tourist seeking ruins, classical architecture, and museums. New York, West Berlin and San Francisco offer modern architectural features, theaters, luxury hotels, and excellent cuisine. Some cities, such as London, Paris and Rome, offer a combination of the two.

Some smaller cities are known for a particular feature and tend to be included as part of a tour. Examples are Stratford-Upon-Avon (Shakespeare), Edinburgh (the Castle), and Pisa in Italy (the Leaning Tower).



Exhibit 20: Fishing in Lake Brunner, New Zealand. (Courtesy New Zealand Tourist & Publicity Office.)

Cities of the non-Western world are known for their exotic appeal. Marrakesh, Istanbul and Bangkok are cities that bring an image of excitement.

When young people travel they tend to make cities their destination. This was particularly true in the "hippie travel" of the 1960s. Many cities tried to prevent or restrict this type of travel because the visitors did not spend much and often created problems with drugs and thievery. Amsterdam, however, seemed to encourage it. This in itself was an attraction to the many "regular tourists" who came to stare at the young hippies.

Travel to towns for religious pilgrimages has been important throughout history. While this still generates some tourism, in the Christian world only travel to Rome and the Holy Land are of major significance. Shrines of more

recent importance at Fatima in Portugal and Lourdes in France attract many believers annually. In the Moslem world the pilgrimage to Mecca is the most important of all religious reasons to travel.

Rural attractions

Attractions of a rural nature tend to have a historical basis. It may be a castle, palace or monastery. It may be a battlefield such as Waterloo in Belgium or Gettysburg in the United States.

In the developing countries such attractions are primarily the ruins of ancient civilizations. Examples are the Pyramids and the Sphinx in Egypt and the Mayan ruins in Mexico.

Sporting events

Events like the Olympic Games, the Super Bowl, and the World Cup can bring many visitors to a destination. The event itself is usually short lived but the publicity generated can increase the public's awareness of the area.

Developed attractions

Developed attractions tend to capitalize on the location of an area. In the case of Disney World in Florida and Disneyland in California both in the United States, the locational factor is climate. A good climate can be guaranteed year-round. In other cases, attractions are developed around the culture or history of the area. Opryland in Nashville (US) is a prime example.

Patterns of travel

From a study of where people travel, eight "principles" can be developed to explain travel movements. These principles can, in turn, be used to predict likely future movements and to discover potential markets for, as yet, undiscovered tourist destinations.

Distance

Distance is a combination of the time and money it costs to travel from origin to destination. Typically, distance would be seen as a negative to travel. The farther the distance between the destination and the market, the less travel we would expect between the two. Those marketing a destination would, therefore, concentrate on segments of the market that were accessible in time and cost from the destination. Reductions in travel time and cost will tend to increase travel between two points. The introduction of the jet plane cut travel time between California and Hawaii from 12 to 5 hours. The wide-bodied plane cut the cost of travel between the United States and Europe by almost 50 per cent. In both cases a dramatic increase in travel between origin and destination resulted.

At some point, however, physical distance seems to become an attraction in itself. British tourists initially sought the sun on the French Riviera. As that became more popular (and more costly), the focus shifted to destinations farther afield in Spain and Italy. Now the "in" places are in Eastern Europe. These latter destinations were not a problem in terms of distance because of the transportation link. The fact that they are farther away seems to make them more glamorous.

International connections

Certain countries have a strong foundation of economic, historic or cultural ties. The presence of these ties strengthens the likelihood of tourist movements between the two. Obvious examples are the historic and cultural ties between the United States and Great Britain. There are also strong World War II ties between Great Britain and Holland that encourage travel.

2. Who is the tourist?

In this regard it should be noted that, because there is a flow of tourists from country A to country B, there will not necessarily be a flow from country B to country A.

Attractiveness

The attractiveness of one destination to residents of another is based on the idea that opposites attract. People from the north are attracted to the sun; Americans are attracted to Europe because of the history and culture.

One key to finding suitable markets for a destination is to identify the features of the destinations and look for segments of the market that do not have these features.

Cost

The known or presumed cost of a visit to a particular destination will affect the likelihood of travel. Generally speaking the more expensive the trip the less will be the demand. Cost is both absolute and relative. It is absolute in that, if a vacation is priced at USD 1,000 and the traveler does not have USD 1,000, there is no way he or she can afford to go. Cost is relative in that people view the cost of something relative to the perceived value of it to them. Even if they have the USD 1,000 but do not believe that they will get USD 1,000 of value for their money, they will not travel.

In a small number of cases an inverse relationship exists between cost and demand. In these cases, the higher the cost, the higher the demand. Here, the trip has a certain snob appeal. An example might be the price of a luxury cabin on a cruise ship around the world.

Finally, there is a danger in pricing something too low. People may think that a correlation exists between price and quality. If a vacation is priced too low, in the minds of the customer that may denote low quality.

Intervening opportunities

Intervening opportunity refers to the influence of attractions and facilities between origin and destination that influence travelers to make intermediate stops and even to forego the trip to the original destination.

In the US, Florida, which offers sun, is an intervening opportunity between the market in New York and the destinations of the Bahamas, which also offer sun. Everything else being equal, people will vacation in Florida. How, then, can we explain the "attraction" of distance in a quest for the sun mentioned above? In order to induce people to travel past Florida it is necessary to sell the glamour and the different culture of the Bahamas over Florida to the New York market.

Specific events

As mentioned earlier, events like the World Cup and the Olympic Games offer destinations the opportunity of major publicity and recognition. This gives them exposure to potentially millions of people. It also means that the facilities built for the event are available for the future use of tourists. In fact, their presence may put increased pressure on the destination to market the area to fill the facilities.

National character

Certain peoples have characteristics that influence tourist demand. The British simply must have an annual holiday. They will save and sacrifice all year for their two-week holiday. They also have a natural tendency to vacation near the sea. As a people, they have a long association with the sea. Additionally, they have ready accessibility to the seaside. Swedes and Finns, on the other hand, enjoy the seclusion of the forest that surrounds

their summer cottages. This Scandinavian love for nature is combined with a desire for the southern sun. Italians and others of the Latin culture seek a measure of sophistication in their pleasures. "Roughing it" is not for them.



Exhibit 21: Brisbane, Australia—site of many bicentennial celebrations in 1988. (Courtesy Australian Overseas Information Service.)

While it is dangerous to generalize about humans, the national character of a people can suggest the types of vacations important to them.

Image

Finally, people visit destinations based on the image they have of that destination. Through such media as television programs, novels, news accounts, advertising and the comments of our friends who have been there, we develop a picture of how attractive the destination is. That picture may or may not be "the truth", but we nonetheless make our travel decision, in part, on that image.

Later chapters on marketing will address how an image can be developed and changed.

Study questions

- List Maslow's Hierarchy of Needs.
- What are the major characteristics of:
 - regular business travel?
 - meeting and convention travel?
 - incentive travel?
- In order of importance, what are the major categories of pleasure travel?
- What are the major factors that explain the location of summer resort areas?
- Identify the factors necessary for the development of ski areas.
- What are the two most important points regarding the development of tourism based on scenery?
- On what basis are most rural attractions developed?
- What are the eight principles that help explain travel movements and what effect do they have on travel?

2. Who is the tourist?

Discussion questions

- Identify the various needs that tourists seek to satisfy when they purchase a vacation and show how these differ in terms of the vacationer's choice of a holiday destination.
- State the main characteristics of the following travel segments: regular business travel; meetings, conventions and congresses; incentive travel; hybrid travelers; visiting friends and relatives; close-to-home; touring vacations; outdoor trips; resort vacations; city trips; theme parks/special events; cruises.
- Discuss how physical factors influence the location of tourism in: summer resorts; winter resorts; vacations to view the scenery; hunting and fishing; spas and health resorts; urban and rural attractions; sporting events; commercial attractions.
- Identify and give examples of the eight principles identified as explaining patterns of travel movements.