



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

# TOURISM PSYCHOLOGY

Teaching Unit No. 7

TEACHER: Guido F. Amoretti

Department of Education Sciences

# **PSYCHOLOGICAL CHARACTERISATION OF THE TARGET POPULATIONS**

# FROM MASS TO THEMATIC TOURISM

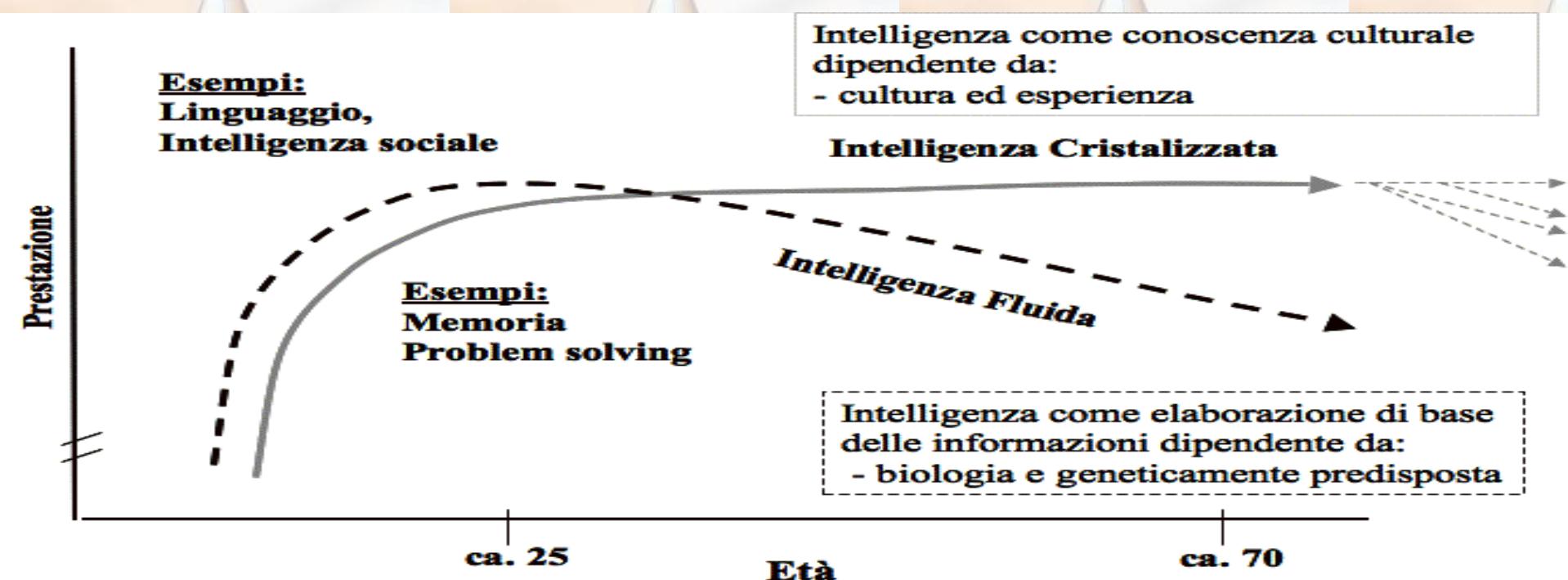
- Progressive shift from tourism for all to personalised tourism
- From a single type of tourism to differentiated tourism
- Process of differentiation of the tourist offer and consequent differentiation of tourist locations
- The result is the need to identify in advance the types of tourists in order to decline the offer and equip the localities in an adequate way.

# PSYCHOLOGICAL CHANGES DURING THE LIFE SPAN

- The theory of generalised intellectualised decline (adolescent maximum) [from the studies of Yerkes, 1921 to those of Wechsler, 1955] owes its success to being in line with the stereotype of old age in vogue until the 1970s.
- With the 1980s and the establishment of the Life-Span approach, the development of every human being is considered a process that lasts for the whole of his or her existence.
- The different functions have different development trends: some grow in the first decades and undergo changes in later ones, others have a late development and can grow even in more advanced decades.

# INTELLIGENCE ACCORDING TO CATTEL AND HORNE (1966)

- **Fluid skills:** basic, biologically determined mental operations
- **Crystallized skills:** culturally determined that follow distinct trajectories with advancing age
- *Theoretical development of crystallised skills and basic mechanisms over a lifetime.*



# PSYCHOSOCIAL DEVELOPMENT PHASES

1. Stadium of dependence on one's parents
2. Independence stage oriented towards others
3. Self-oriented stage of independence
4. Stages of dependence on children/parents

- Importance of non-regulatory events

# STAGE OF DEPENDENCE ON ONE'S PARENTS

- You satisfy your needs thanks to parental figures until you achieve economic and emotional independence.
- Starts with birth and ends with leaving the household
- The output goes further and further (from 20-23 to 30-35)
- Possible causes for economic-structural familism.

Italy's lack of conditions and

# OTHERS-ORIENTED STAGE OF INDEPENDENCE

- Economic independence is achieved and this is often combined with the establishment of one's own family.
- 50% of the M and more than 60% of the F in Italy use the establishment of their own family as a motivation to leave home.
- Birth rate in Italy is 1.35 (2015 data) but it should be at least 2. The growth rate is close to 0%.
- Nevertheless, the creation of a nucleus is a prerequisite for having offspring.
- In the last 25 years the average birth age has increased from 24.5 to 32 years.
- Focus on satisfying primary and secondary needs of the whole family

# SELF-ORIENTED STAGE OF INDEPENDENCE

- Characterised by adaptation to situations never experienced before:
- Empty nest syndrome
- Retirement
- Caregiving
- Granny or nursing

- The first two seem to be among the main causes, direct or indirect, of the increase in separations among the over-60s (more than double from 2000 to 2012).
- The increase in life expectancy (close to 80 for M to 85 for F) increases the likelihood of having to face parental caregiving.
- Always life expectancy and the economic crisis facilitate nursing phenomenon

# STAGE OF DEPENDENCE ON ONE'S OWN CHILDREN

- Characterised by partial or total loss of self-sufficiency
- It should not only be understood with reference to degenerative and disabling diseases, but also to progressive deficits that undermine the self-sufficiency of the person, making it necessary for family members to intervene.

# TYPING OF MACRO-POPULATION/STAGE I

- It lasts between 20 and 35 years depending on when you switch to stage II.
- The higher the level of dependence the greater the attention to services offered to families and secondly to attractions for children.
- E.g.: Adriatic Riviera: affordable housing solutions, low-cost beaches, "relief" services for parents (babysitting, entertainment, protected areas for play activities), places of aggregation and entertainment to meet the needs of growing children.

## TYPING OF MACRO-POPULATION/STAGE II

- Two subpopulations:
- Adult members of stage I nuclei who have had offspring: they belong by age to stage II but by tasks and type of holiday to stage I.
- Adult members of stage I nuclei who have achieved independence, live as single or in pairs and, in this case, have not (yet) had children.
- Depending on age, independence and cultural level they may be interested in discovery tourism or cultural tourism.
- However, people in stage I and stage II will tend to spend their holidays during the canonical periods (with the exception of those who manage to combine work and tourism).

## TYPING OF MACRO-POPULATION/STAGE III

- Those who are in the self-oriented independence stage, if not involved in nursing or caregiving activities, can satisfy their need to travel, get to know or simply relax and feel good all year round.
- This can lead to considerable savings as well as health benefits. Mild climates, good level of services because they are offered in the low season, ranging from cultural, artistic, religious, thermal-caregiving, wellness and health).
- The presence of age-related facilities is essential to facilitate access to the services offered.

## TYPING OF MACRO-POPULATION/STAGE IV

- Part of those who are in stage IV retain partial self-sufficiency.
- This can allow for short-haul trips and climatically curative stays.
- Niche sector that foresees additional costs for health services to be put in place but which will increase the number of potential users.

# INVESTIGATION METHODS

- Geographical segmentation: based on the position of the location or structure to be proposed
- Demographic segmentation: pays attention to the structural characteristics of the target population.
- Psychographic segmentation: it is the most effective in defining target populations in the tourism sector. Synoptic surveys related to lifestyles, personality and income of the interviewees.
- It is possible to derive types of potential tourists with different interests on the basis of which to modulate the tourist offer.