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Genoa University



Scuola di Scienze Sociali

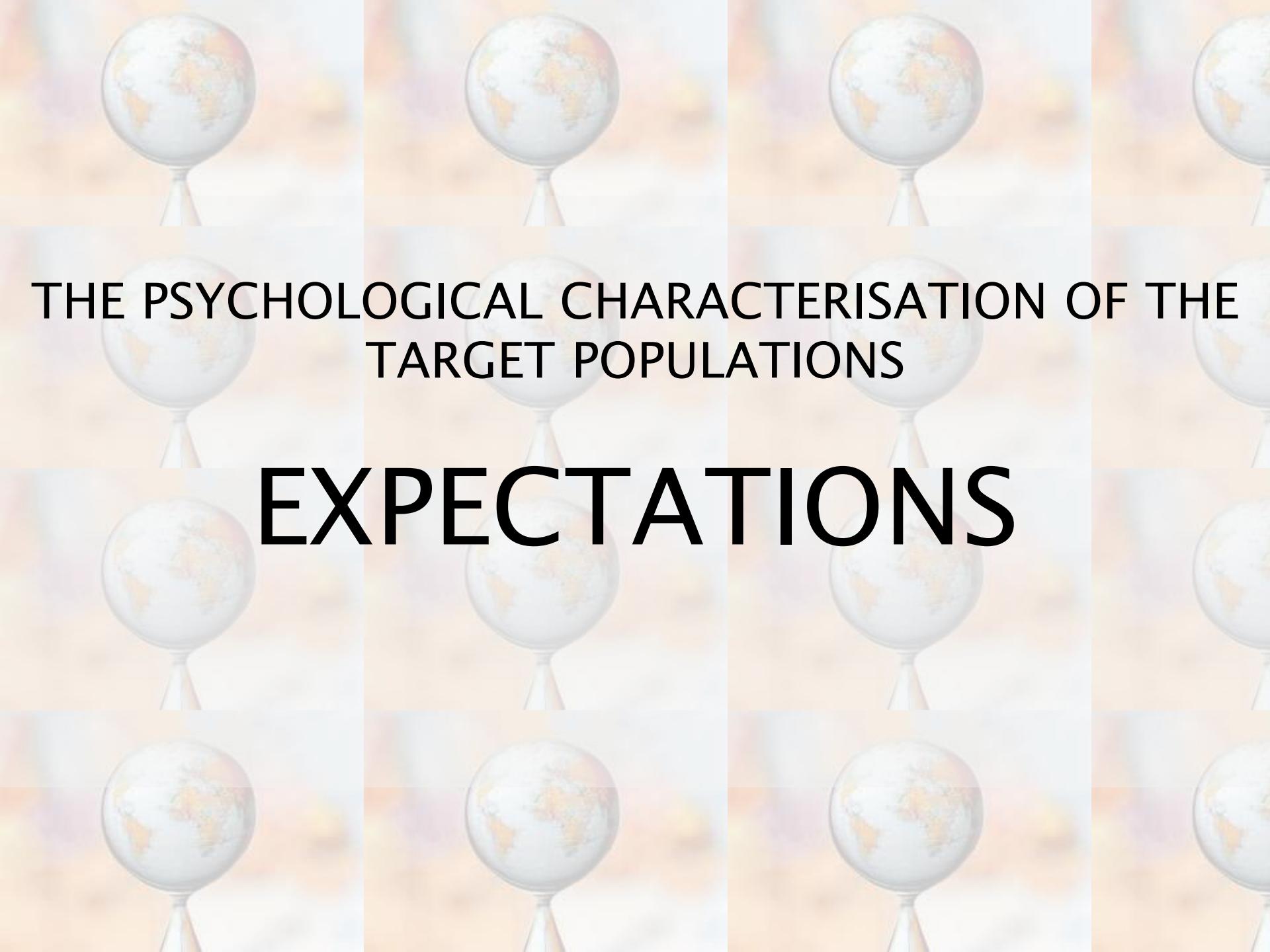
BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

TOURISM PSYCHOLOGY

Teaching Unit No. 9

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**THE PSYCHOLOGICAL CHARACTERISATION OF THE
TARGET POPULATIONS**

EXPECTATIONS

MOTIVATIONS AND EXPECTATIONS

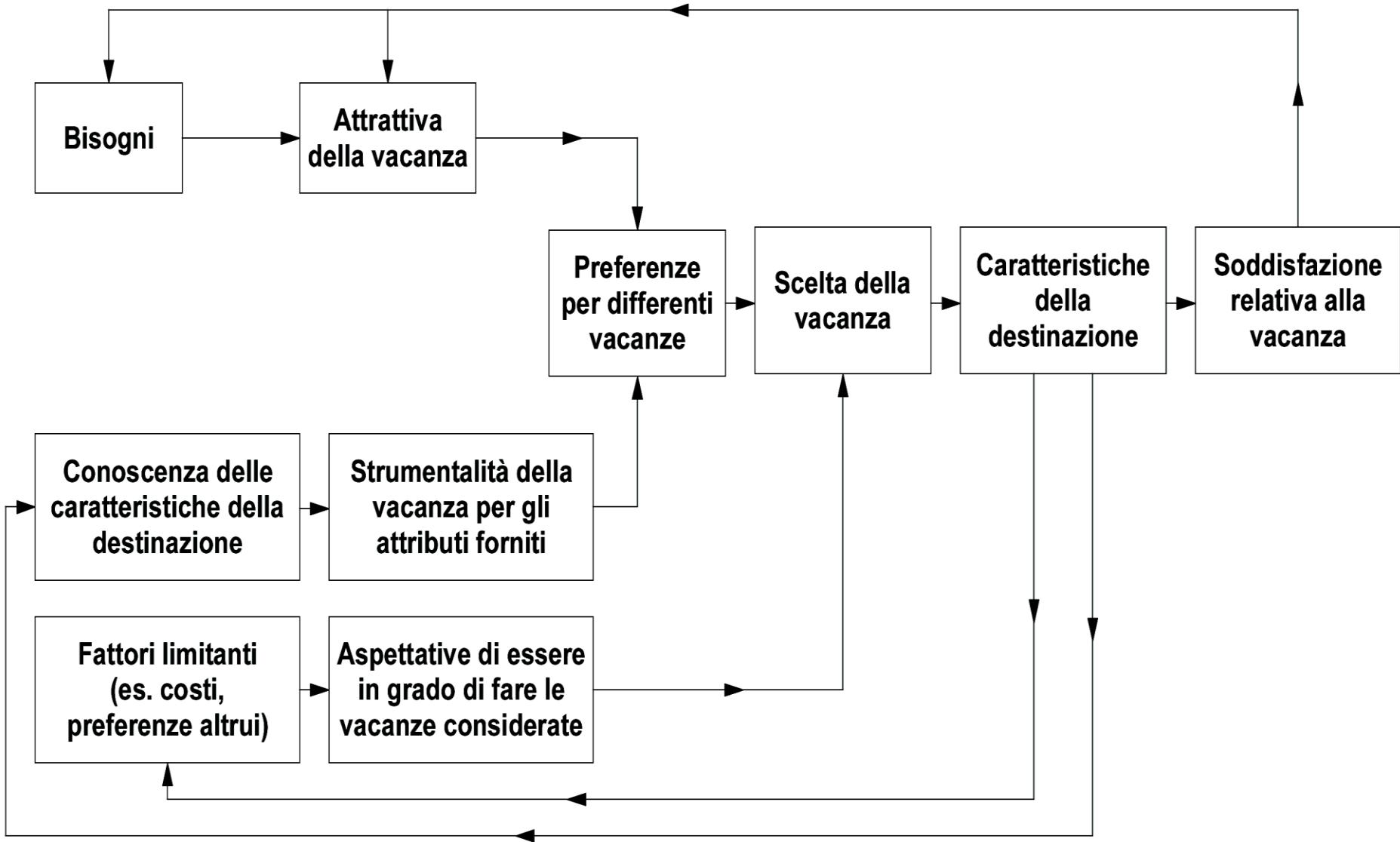
WHAT RELATIONSHIPS?

- Expectations derive from motivations
- Their lack of satisfaction indicates a double failure:
 - of the location
 - of who has chosen the location
- Expectations, deriving from the motivation to go on holiday, and financial availability influence the final choice of destination and location.
- The greater the economic availability the greater the possibility of meeting expectations.

THE DANN MODEL [1981]

- Choosing a holiday is the result of interaction processes between different factors [motivational, emotional, cognitive].
- Dann offers two types of factors:
 - push factors
 - pull factors
- At the origin of the choice to take a holiday there are push factors, i.e. motivations that induce the need to satisfy needs (escape from everyday life, relaxation, etc.).
- In order to be fulfilled, the desire to travel needs a destination that satisfies the pull factors (novelty, culture, etc.).

WITT & WRIGHT MODEL [1992] (1)



WITT & WRIGHT MODEL [1992] (2)

- The model considers various factors but emphasizes individual aspects which makes it difficult to believe that the application of this type of model can be usefully adopted in the preparation of the tourist offer.
- The search for the ideal holiday for each tourist (fitting, to which the model points) is possible in the case of tailoring the holiday to the specific needs of the tourist
- But in order to build appealing tourist offers and to make localities attractive it is more useful to use macro-categorisations of tourists' needs often influenced by communication and social pressure.

RELAX TOURIST

- Motivations: rest, escape from everyday life
- Constraints: canonical periods
- In the absence of: economic availability, desire to get out of the crowd
- Choice: popular destinations at relatively low cost
- Expectations: rest (compatibly with being in a very busy location), disconnection from the daily routine (but many people use second homes or rented accommodation to save money, thus taking on typical daily activities), entertainment always with a view to change from the usual.

CULTURAL TOURIST

- Motivations: relaxation through increasing one's knowledge
- Constraints: historically, culturally and artistically valuable locations
- Choice: areas with a high concentration of cultural stimuli, locations close to the most prestigious sites and convenient to reach by the chosen means of transport. Depending on income and age the accommodation can be spartan or medium-high level.
- Expectations: accessibility of the sites, comfort and cost-effectiveness of transport, advantageous offers for site circuits, museums and picture galleries.

THE EXPERIENTIAL TOURIST ("EXOTIC" OR "INDIAN JONES")

- Motivations: the search for new experiences
- Constraints: destinations generally beyond national borders and not necessarily easy to reach
- Choice: relatively distant scenarios, often dreamt of and never experienced, in the case of the "exotic" tourist with a fair level of comfort, much more spartan and in some cases not without danger for the "Indiana Jones" tourist.
- Expectations: to come into contact with different habits and customs, to have close encounters with biodiversity, to maintain a high level of activation (arousal).

RELIGIOUS TOURIST

- Motivations: desire for interiority, conjugation of the (re)discovery of sacred places and convivial sharing
- Constraints: two-faced holiday: solitary if in search of oneself; group if made in the form of a pilgrimage
- Choice: destinations that favour reflection or that represent sources of worship
- Expectations: approaching the faith through an individual journey or sharing the worship or vow with others

WELLBEING TOURIST

Motivations: feel good or like yourself

Constraints: linked to sub-types (thermal, aesthetic, health)

Choice:

thermal: characteristics of the waters according to one's own care needs

aesthetic: seats that guarantee the maximum result possible with attention to comfort for compensate for the effort required to achieve expected results

healthy: locations inspired by lifestyle philosophies convincing with a wide variety of treatments, high level of hospitality and services, effective results and lasting

Expectations:

thermal: benefits compared to the pathology(s)

aesthetic: better perception of your appearance

healthier: greater psychophysical well-being

ECO-TOURIST

- Motivations: getting back in touch with nature, getting away from everyday life in the city
- Constraints: related to the level of involvement you want to achieve (passive vs. active)
- Choice: structures that guarantee the availability of organic products at Km 0 and the possibility of excursions in the nature (not wild but preserved by man).
- Expectations: holiday in the middle of nature but with a good level of comfort

NOMADIC TOURISM

- Motivations: living a holiday free from living conditions in contact with nature
- Constraints: local legislation that may restrict the freedom of the tourist
- Choice: destinations not reachable by public transport, with equipped areas in case camping / free camping is not allowed
- Expectations: live a holiday without limits of itinerary and stay with the possibility of using essential services

THE HOMOLOGATED TOURIST

- Reasons: to satisfy the need to belong to a social class / reference group
- Constraints: determined by the "habits and customs" of the reference group
- Choice: generally exclusive or fashionable locations with a medium-high level of service offering tending towards the top
- Expectations: to take a holiday that is up to the social level to which you feel you belong

THE STUDENT TOURIST

- Motivations: deepening knowledge of the language and local customs and traditions
- Constraints: mainly of an economic nature
- In the absence of: adaptability the impact with a different culture in terms of customs and food and wine can be problematic.
- Choice: (depending on financial availability), family, au pair, autonomously
- Expectations: broaden your language skills, better understand the culture of the host country with a bottom-up approach

THE WORKING TOURIST

- Reasons: to know better the country in which you operate
- Constraints: political-social situation in the host country, availability of means to visit the sites
- Choice: determined by the place of work or the venue of the meeting/conference
- Expectations: combining the need to move, for very short or long periods, to other countries with the curiosity to get to know different customs, ways of life.

SYNOPTIC TABLE OF THE TYPES OF TOURIST BASED ON THE MOTIVATIONAL DRIVE

MOTIVATIONS	TYPE OF TOURISM	MOST LIKELY USER	ASPECTATIONS
GODERSI IL RELAX	MASS	EMPLOYEES OF COMPANIES THAT STOP PRODUCTION – FAMILIES	REST, FUN, BREAK FROM WORK AND EVERYDAY LIFE
SATISFY CURIOSITY	CULTURAL	CULTIVE	VISIT PLACES/SEE KNOWN WORKS AND DISCOVER NEW ONES
EXPERIENCE EMOTIONS	EXPERIENTIAL	NEEDING HIGH EMOTIONAL ACTIVATION	PERFORMING EXCITING ACTIVITIES
FIND ONESELF	RELIGIOUS SPIRITUAL	DEVOUT BELIEVER IN SEARCH OF HIMSELF/HERSELF	ACCESS PLACES OF DEVOTION FIND EXISTENTIAL ANSWERS
WELLBEING AND HEALTH	THERMAL EDONIST SALUTIST	SUFFERING FROM CHRONIC PATHOLOGIES ATTENTIVE TO PHYSICAL APPEARANCE ATTENTIVE TO HEALTH AND NUTRITION	IMPROVE YOUR HEALTH IMPROVE YOUR APPEARANCE IMPROVE HEALTH AND QUALITY OF LIFE
BE IN CONTACT WITH NATURE	ECO-TOURISM	NATURE LOVER	REDISCOVERING THE RELATIONSHIP WITH NATURE AND SIMPLE LIFE
FEEL FREE	CAMPING-CAMPING	GLOBE-TROTTER – LARGE FAMILY UNITS	VISIT NEW REGIONS IN TOTAL FREEDOM AND ABSENCE OF CONSTRAINTS
AFFILIATION	FASHION	ATTENTIVE TO SOCIAL JUDGMENT	BE CONSIDERED PART OF THE SOCIAL GROUP TO WHICH ONE (THINKS) TO BELONG
INCREASE ONE'S KNOWLEDGE	STUDY	STUDENT/PROFESSIONAL IN TRAINING	INCREASE YOUR SKILLS AND KNOWLEDGE OF THE COUNTRY IN WHICH YOU ARE LOCATED
OPPORTUNISTIC CURIOSITY	WORKING CONGRESSUAL	EMPLOYEE/PROFESSIONAL WORKER ON OCCASIONAL OR CONTINUOUS SECONDMENTS	TO BE ABLE TO TAKE ADVANTAGE OF THE OPPORTUNITY OFFERED BY THE WORK/CONGRESSUAL OCCASION