

Tourist behavior

I-Approaches of tourist behavior:

The behaviorist perspective asserts that consumer behavior is largely shaped by experience and external stimuli, rather than internal factors. In this approach, two categories of external variables, namely personal and impersonal factors, are thought to influence the decision-making process. Research has demonstrated that learning through experiences can significantly impact tourist behavior. Tourists may choose to revisit destinations where they have had positive experiences or try new destinations based on recommendations from others.

The cognitive approach:

The cognitive approach places greater emphasis on internal factors rather than external influences in the process of knowledge acquisition within the human brain.

This involves understanding the process by which individuals acquire knowledge from evaluating their experiences and formulating preferences for specific types of tourism products or destinations.

However, researchers have expressed criticism towards the cognitive approach, contending that it may unduly prioritize internal factors while neglecting the influence of external elements, including culture, society, and other contextual factors that can significantly impact decision-making processes.

The experiential approach:

The experiential approach proves valuable in exploring the multifaceted scopes (dimensions) of the tourist experience; Including the sensory, affective, cognitive, and behavioral dimensions, and their interplay in shaping tourist behavior, as it aims to restore an individual's connection to what is significant to them and to analyze the subjective, symbolic, and emotional components of the experience throughout the purchase or consumption process.

The experiential approach has been adopted to predict the mechanisms that shape tourist behavior. However, although its popularity in academia, the above-mentioned approach received constructive criticism, for the lack of conceptual clarity and empirical validation.

The humanistic approach

This approach posits that consumer behavior is molded by the unique personal characteristics and values, experiences, and opinions of individuals; presuming that when consumers are in conditions optimal conditions of trust and respect, they tend to develop positive attitudes reflected by positive behavioral outcomes.

Moalla & Mollard (2011) carried out a study, taking the humanistic viewpoint as the theoretical framework of reference. The primary objective entails examining the potential of environmental cognitions as a potent mechanism for appraising the overall quality of the interplay between products and services provided by tourism companies. They reported that the perceived quality and the willingness to pay are significantly higher when environmental services provide tourist consumers with trust and respect.

Notably, the humanistic approach, along with the previously mentioned approaches, has not been immune to criticism due to its limited consideration of the broader societal and environmental implications of tourism.



Critics argue that the approach tends to lack a robust theoretical basis, thereby impeding substantial contributions to the development of comprehensive theories in tourism research. This critique is seen as an obstacle to the progression of knowledge in the field and restricts the potential for cumulative research advancements.

II-Factors of Tourist Consumer Behavior:

The ten key drivers of tourist behavior, are;

- 1-Personal Value,
- 2-Motivation,
- 3-Self-Concept and Personality,
- 4-Expectation,
- 5-Attitude,
- 6-Perceptions,
- 7-Satisfaction,
- 8-Trust and Loyalty,
- 9-Memorability,
- 10-Tourism Experience.

To prepare for the next lesson:

-Explain one of the previous factors.

(Group work/ 02 members per group)

Reference:

Yassine Sbai, Exploring Theoretical and Empirical Insights on Tourist Behavior, IJAFAME, Volume 4, Issue 6-1 (2023), pp. 41-60.