

Unit 1

Introduction to human behavior theory and concept

Course Outline

“The aim of this unit is to introduce the context of human behavior and its different theories. Why we study tourist behavior in a cross-cultural context? Then students understand the concept of tourist behavior and basic determinant that drives human behavior”

Today's Topic

- (1) Factor and determinant influencing human behavior
 - (2) Concept of tourist behavior and its significance of studying
 - (3) Tourist behavior in cross-cultural context
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- (1) Factor and determinant influencing human behavior

Tourism is always associated with human behavior. The tourism industry is based on people – run by people and for people. Success in the industry depends on the performances of those who are associated with the industry.

The concept of human behavior refers to the manner in which human beings act and conduct themselves; the ways in which they work and play, react to the environment, perform responsibilities, and do things in their daily lives.

(2) Concept and theories of tourist behavior

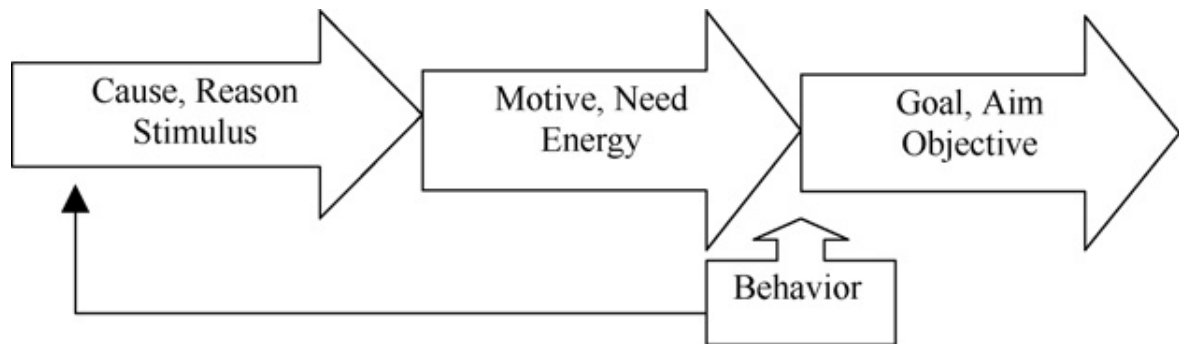


Figure 1

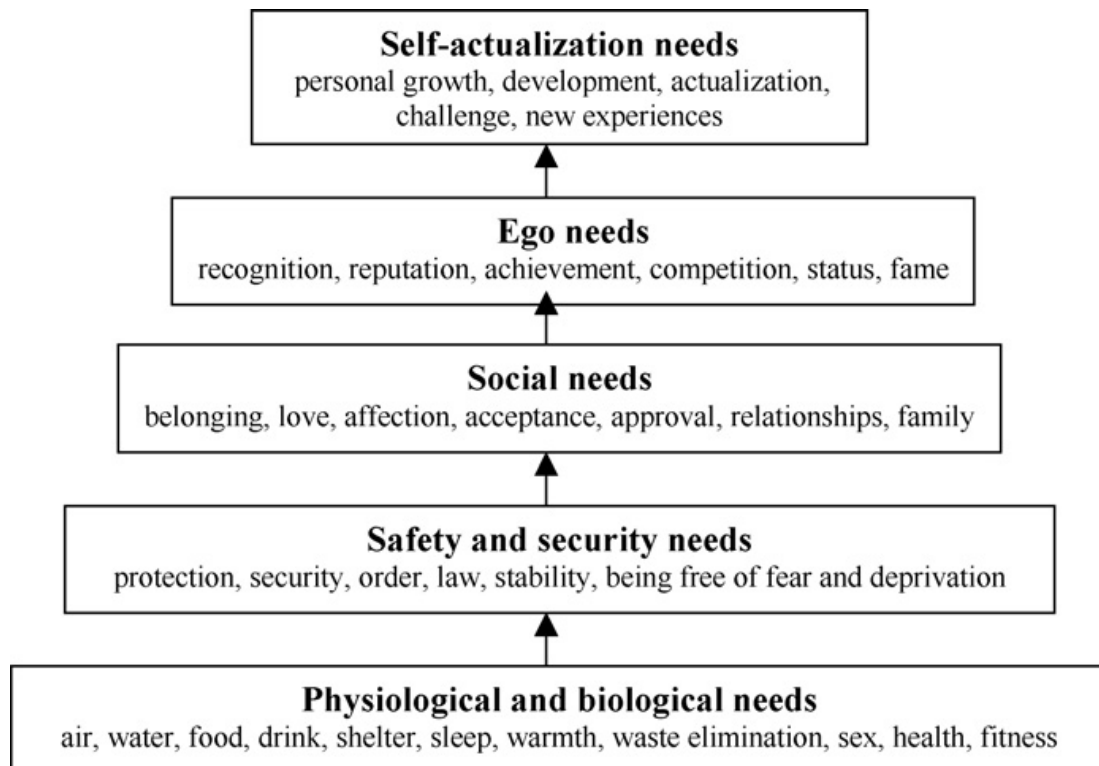


Figure 2

(2) Concept of tourist behavior and its significance of studying

This concept tickles characteristics of tourist in many different categories

–Demographic

(e.g., age, gender, marital status, stage of life)

–social

(e.g., social class), economic (e.g., income, spending patterns, employment),
cultural (e.g., values, norms, customs)

–Geographic

(e.g., origin, trip destination)

–Psychographic

(e.g., personality, needs, attitudes, lifestyle, emotions, preferences, benefits)

–Behavioral

(e.g., buyer status, buying rates, activities, experiences).

Each tourist has different preferences and behavior. Therefore, dealing with multiple types of tourists means dealing with their multiple and diverse behaviors. Second, tourists try to meet their needs and wants in numerous contexts: socially, culturally, geographically, economically, and politically.

(3) Tourist behavior in cross-cultural context

To understand tourist behavior is important and practical in many aspects:

1. To recognize differences between tourists and locals
2. To properly welcome tourist and properly behave when contacting them
3. To design more effective marketing strategies that successfully target group

of international tourists

Unit 2

International impact and change in tourist behavior

(1) Globalization and its criticism in tourism

(2) Typology of tourist and context in cross-cultural and social interaction

(1) Globalization and its criticism in tourism

Globalization is *internationalization, modernization, and universalization*.

Globalization has powerful economic, cultural, social, environmental, political, and technological dimensions.

Criticism of globalization in tourism

- Communication technologies that connect people across the globe
 - (aircraft, Internet)
- Diffusion of ideas and practices around the world
 - (Airbnb, Couchsurfing, Grab Taxi, Grab Bike, Uber)
- Development of economy
 - (high income, less free time)
- More cultural activities
- Job creation
- The rise of global brands and products that can be sold everywhere
 - (e.g., IHG Hotel chain, Hilton, Emirates, Club Mediterranean).
- Understanding of geography and experience of localness.

(2) Typology of tourist and context in cross-cultural and social interaction

Tourists have a different behavior pattern. They have become more globally-oriented. As a result of developments in communication and information technology, and increased social and economic exchanges, they have been exposed to different cultures and developed new ideas in travelling. They have multiple demands. They have become more dependent on information technology, self-service and personal reservation tools (Agoda, Expedia, Traveloka). They need more customized and highly developed products, quality, and variety; and good value for money.

In globalized world tourists benefit from lower-cost transportation, and greater flexibility in travel. Moreover, the fear of the unexpected case expands, such as wars, political conflicts, terrorism, or incurable diseases, has increased consumers' desire for safety, social stability. They have developed a new "wait and see" attitude, facilitated by "last-minute-purchase" web sites. Also, the emergence of "search for experiences" as a travel motivator.