CHAPTER 2
LITERATURE REVIEW

Tourists / travellers can be divided into two major groups that is either they are business travellers or pleasure travellers. *Business travellers* generally will have nondiscretionary travelling, in that the travellers generally have limited choices in deciding where, when, how, and how long to travel. On the other hand, *pleasure travellers* are more discretionary and are affected by discretionary time, discretionary income, and family life stage. In providing a more focus study, this paper focuses only on pleasure traveller (leisure traveller).

This chapter will provide the reader with all relevant information to get orientated with the subject of tourism and the behaviour of tourists. An overview of what is the tourism industry and subsequently emphasising on it the tourist / travellers. In doing so, we will discuss various theories and concepts relating to the motivations and needs of travellers. Previous research on traveller's behaviour will be explored later on in this chapter.

2.1   Definition of Tourism

Tourism is a phenomenal industry that comprises of several related service activities and participants. It is a unique grouping of industries that are tied together by a common denominator – the travelling public (Cook, Yale and Marqua, 1999). Tourism can be defined as *"the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs"* (Matheison and Wall, 1982). The Standard Industrial Classification Codes (SIC codes) does not have a specific SIC code for tourism because of the difficulties in classifying tourism as a distinct industry. Nonetheless, it is generally agreed that tourism appears to be

an acceptable term that singularly describes the activity of people taking trips away from home, and the industry has developed in response to this activity (Hunt and Layne, 1991).

2.2   Understanding Tourism Industry

The tourism industry can be seen clearly through Cook, Yale, & Marqua's (1999), integrated model of tourism. The model shows that the industry is revolved around the travellers. There are three large layers, which contain of several interdependent groups of tourism participants and organizations, enveloping the focal point. The first layer consists of the tourism promoters, which include tour operators, tourist's board and travel agents. Tourism promoters will conduct marketing efforts directly and indirectly to the travellers. Travellers will normally communicate with tourism promoters on matters pertaining to travel. The second layer, the tourism services suppliers, provides services that are required by travellers such as transportation and accommodation. The third layer is the environment.

As with any other industries, the tourism industry is exposed to external environments, which consists of social/cultural, political, environmental, and economic forces. Tourism promoters and tourism services suppliers are required to constantly respond to these forces that may range from subtle and immediate changes.

Subtle changes can be seen in the transportation segment; for example, in the past the main mode of travel was by sea. However, with the advancement in technology, more sophisticated mode of travel were formed, such as automobile and the aeroplane. Even destinations are facing a gradual change, particularly when it looses its popularity when faced with competition from the emergence of newly discovered exotic destinations.

On the other hand immediate impacts can be seen as a result of changes caused by government policy and stability, fuel shortages, and natural disasters. Indonesia and the Philippines are amongst the few countries that are facing a decrease in tourist arrivals because of their political instability, whereby riots have occurred which has endangered the national safety and security.

2.3   Consumer Behaviour

Since tourists are at the heart of the tourism industry, we need to know more about who they are, why they travel, and what they expect during their travels (Cook, Yale and Marqua, 1999). For this purpose, consumer behaviour, and the field of studies on how individuals, groups, services, ideas, or experiences that will satisfy their needs and desires was developed (Kotler, Swee, Siew and Chin, 1999). According to Boone and Kurtz (1998), consumer behaviour is the process through which the ultimate buyer makes purchase decisions.

Psychologist Kurt Lewin (1999) proposed that behaviour is a function of the interactions of personal influences and pressures exerted by outside environmental forces (Boone and Kurtz 1998). Kotler's (1999), model of buying behaviour, supports Lewin's proposition whereby our decision are influenced by environmental stimuli, which includes economic, technological, political and cultural; and personal characteristics, such as cultural, social, personal and psychological.

2.4   Personality

This study specifically focuses on personality factors of buyers that can influence their buying behaviour. Each person has a distinct personality that will influence his or her buying behaviour. By personality, we mean the person's distinguishing psychological characteristics that lead consistent and enduring responses to his or her environment. Personality is usually described in terms of such traits as self-

confidence, dominance, autonomy, sociability, defensiveness, and adaptability (Kassarjian and Sheffet, 1971).

Although personality is not the main determinant to segmenting the travellers market, it is commonly used to help marketers target their market. This evident in Scifmann and Kanok's (1991), claim that there are three distinct properties in consumers' personality (Sciffman and Kanok 1991):

1. personality reflects individual differences;
2. personality is consistent and enduring; and
3. personality can change.

Based on these properties posses by personality, marketers are convinced that it will provide a reliable and beneficial foundation to market segmentation to better serve and satisfy the consumers needs and wants.

2.5   Theories and Concepts on Personality and Consumer Behaviour

This section will present various theories and concept on how personality can influence the behaviour.

2.5.1 Psychocentric-allocentric Continuum

Plog (1987) had categorised travellers into different personality types and link these to their travel behaviour and preferences. A range of spectrum was presented that ranges from "the psychocentric" to " the allocentric" types, and between these two extremes fall "the near-psychocentrics", "the midcentrics" and "the near allocentrics".

Plog had defined psychocentrics as a derivative word that suggest a centering (centric) of thoughts and actions on the self (psyche). Three factors identify the psychocentric guest:

- Territory boundedness
- Generalized anxieties
- Powerlessness

These traits lead the psychocentric traveller either to not travel or to travel only to familiar surrounding where things are consistent and lack surprises. A travelling psychocentric makes a great repeat customer.

The allocentric guest, on the other end of the spectrum, is an individual who is self-confident and outgoing. Allocentric comes from the root word of allo, meaning varied in form or a person with varied interest patterns. Plog identifies allocentrics as those individuals exhibiting the following behavioural traits:

- Considerable adventuresomeness
- Self-confidence
- Lack of generalized anxieties
- Willing ness to reach out and experiment with life

These guests view travel as a way of expressing inquisitiveness and curiosity. These guests want to see and do new things as well as explore the world around them.

Midcentric, halfway between the two extremes, is where most guests fit in the continuum. According to Plog, midcentrics travel to obtain a break in their routine. These guests want variety without anything too exotic. Midcentrics may go to an interesting and dissimilar country but still like the comfortable surroundings of a familiar accommodation. (Nickerson 1999).

Plog (1987) in his study stressed the importance of combining psychographics / personality dimensions into any research into travel. He had presented eight different types of travellers within his

psychographics / personality dimensions which were venturesome, pleasure seeker, impassive, self confident, planfull, masculine, intellectual and people orientated. The venturesome were partial to seeking new features and frequent destination, which are new. The pleasure seeker expects several components in their travels, namely, comfort and luxury. The impassive tend to travel unexpectedly, often without any prior planning whilst the planfull are the direct opposite, preferring to plan well in advance and partial to purchasing pre-packaged tours. The self-confident travellers are open to experiencing a variety of experiences through their unusual choice of destination. The intellectual prefer to spend their time visiting historical and cultural aspect of their destination and the masculine prefers to participate in active leisure itineraries, such as mountain climbing, fishing and hunting. The last category of traveller, people-orientated, prefers to meet the locals when they travel.

2.5.2 Means-End Theory

There have been studies conducted by numerous researches based on concrete and abstract issues that influence an individual destination choices (Gearing, Swart and Var (1974); Goodrich (1977); Var, Beck and Loftus (1977); Crompton (1979); Dann (1981); Fisher and Price (1991); Lounsbury and Hopes (1985); Muller (1989); Pitts and Woodside (1986)). Tangible aspects of the destination such as accommodation represented concrete factors whilst intangible benefits or personal values sought from the individual were abstract factors that were examined.

The Means-end theory had attempted to link product attributes with personal values. It looks at the products attributes (the means) and the perceived benefits derived from consuming them (the end) (Gutman (1982); Homer and Kahle, (1988); Gengler and Mulvey, (1993)). Klenosky, Gengler and Mulvey, (1993), suggest that the theory enables researchers to understand the relationship between consumers and the

products they acquire. Therefore, it serves as a tool in understanding the influences of individual's decision making.

2.5.3 Intrinsic Motivation and The Achievement Theory

Tourist behaviour may be explained by motivational theories. For example, De Cahrms and Muir (1978), as well as Csikszentmihalyi (1975), suggested that the intrinsic behaviour of the individual would aid the study of their travel behaviour, as it emphasises on one's personal control and choice. When it comes to examining individuals travel behaviour over a longer term, the achievement theory will look at long-term incentives and rewards together with perceived images of the past of the individual (Atkinson and Raynor, (1975)). Thus it does not merely look at short-term satisfaction of the traveller but study its behaviour over time.

2.5.4 The Attribution Theory

In order to avoid bias the researcher may use the framework set by the attribution theory. As Pearce, (1982), noted that the attribution theory provides the sample (i.e. the tourist/subjects), to express their own explanations of their travel motives. Thus, this theory eliminates the need for the researchers to draw their own conclusion of the psychological orientation of individual's travel behaviour. Furthermore, this process does not limit the individual's own self-expression.

2.5.5 Crompton Cultural-Social Psychological Continuum

A socio-psychological study of tourist behaviour conducted by Crompton (1979), seek to understand individual motives for travel; he had identified seven (7) forces that motivated them to travel. The seven factors include exploration and evaluating of self; relaxation; Escape from a perceived mundane environment; prestige; regression; enhancement of kinship relationship and facilitation of social

interaction. Crompton believed that there would be disequilibrium in a traveller's life, which necessitates a vacation to bring back their life into equilibrium. He also states that travellers psychological needs (self exploration, sexual arousal, excitement) have to be fulfilled before stressing the destinations features and its attraction. Therefore, it is strategic to study the psychological need of traveller before studying the destination components.

2.5.6 Scmidhauser's work on Sociological fulfilment through travel

Scmidhauser (1989) found four psychological needs that have to fulfilled during their vacation that is

1. Compensating the mundane daily life of the traveller (e.g. cold weather, closeness to nature, enjoyment of scenery, participation in outdoor activities, discovery and change, luxury and prestige, sport activities, and lack of freedom)

2. The need to rest and relax from physical and psychological stress, keeping physical and mental health

3. To satisfy ones curiosity and broaden ones horizon

4. Self reward and indulgence

2.5.7 Lifestyle and Travel Behaviour

Oppedijk, Van Veen and Verhallen (1986) stressed that demographic and socio-economic variable does not provide satisfactory explanation or understanding of consumer travel behaviour. It is no longer possible to segment consumer within a demographic or economic grouping to determine their travel behaviour. They believed that individual's age or social position does not give a true indication as to their travel behaviour. This gave rise to a more psychological based research whereby individual are grouped according to their lifestyle in order to determine their travel behaviour. Lowcyk, Van Langenhove and

Bollaert (1992), defined lifestyles a "distinction in peoples behaviour" and categorised according to their responses to '"life style items".

Life style items may be constructed by researchers through the following measures such as: (1) imagination, (2) in depth-interview, and (3) scientific literature. Based on respondents' response to such lifestyle items, the data obtained from subjects may then be segmented into different categories by means of factor analysis or hierarchic clustering. Such life style items may then be used as independent variable in a research project that has the objective in discovering its relationship with other variables or behavioural characteristics (Lowcyk, Van Langenhove and Bollaert (1992)).

A survey conducted by Dalen (1989), had segmented travellers into four categorise: modern materialists, modern idealist, traditional materialist and traditional idealist[1]. He had conducted a questionnaire based survey which involved in the respondent answering questions pertaining to their believes and objectives in life. The survey revealed the lifestyle of the respondents dictated their travel behaviour.

2.5.8 Cohen's Types of Tourist

Cohen (1972) had identified four types of tourist whose spectrum of preference range from seeking novelty to pursuing familiarity in their travel experience. The following were the segments that he had found: the individual mass tourist, the organised mass tourist, the explorer, and the drifter. These four were segmented further into

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[1] Modern Materialist – wanted to impress other in their vacation destination, they appreciate nightlife and parties and meeting new people, pay attention to beverages than food (prefer fast food)
Modern Idealist – as above coupled with intellectual orientation – atmosphere, ambiance and good friends are high priorities, shy away from mass tourist and fixed itineraries, value culture and new experience / destination
Traditional Idealist – emphasise quality, nature, culture, famous places – tend to go for package holidays

'institutionalised' and 'non-institutionalised'. The first two segments being institutionalised were more prone to their "environment bubble", that prefers organised travel that include package tours and planned itineraries. However, it was noted that the individual mass tourist, were more open to novelty that the organised mass.

The non-institutionalised segments on the other hand, were more eager to explore the unknown and were open to novelty. The drifter traveller, were placed in the extreme of the non-institutionalised segment as they tend to shy away completely from the 'tourist establishment' and embrace the unknown completely.

2.5.9 AIO, Vacation Travel and Demographic Characteristics

Perreault, Darden and Darden (1977), through the use of statistical techniques, segmented five types of groups to determine their vacation orientation. Their research consists of three parts that include (1) vacation behaviour, (2) socio-economic characteristics, and (3) activities, interest and opinions (AIO) in regard to leisure time, vacation activities and general behaviour pre-dispositions. The different types of groups found are as follows: budget travellers, adventures, vacationers, and homebodies. Within each category their travel behaviour combined with their income were studied.

The study found that within the different types of individuals, their income and lifestyle had influences in the travel behaviour, For example, it was found that budget travellers tend to have medium income, and seek travel information and tend to be economical in their travel expenditure and were interested in camping. On the hand homebodies, although generally are high-income earners, they prefer to relax and show no interest in vacation travel.

2.5.10 Mill and Morison's Travel Motivation Theory

Mill and Morrison (1985) studied individual's wants and needs with respect to travel. It was found that individuals sometimes have a need that they are not aware of that will translate itself to a want. The example given was that when an individual has a need for affection might translate it into wanting to visit family and friends, thus cause the wanting to travel. The author then defined motivation as 'a phenomenon that takes place when an individual seeks to satisfy a need'.

Mills and Morrison also observed an interrelationship between Maslow's hierarchy of needs and travel motivations. Whereby the need to travel for the purpose of escape or to relief tension was regarded as a means to satisfy their basic psychological need. Whilst travelling for health reason was regarded as satisfying one's needs for safety. In short, according to the author motivation for travel occurs when an individual wants to satisfy a need.

2.5.11 Maslow's Hierarchy of Needs

The theory of the hierarchy of needs and the means to explain them was presented by Maslow (1943). From this theory it can observed that the concept of need leads to motivation. Whereby the former was considered as the drive that leads to motivated behaviour. Maslow found six levels of needs and they are as follows:

1.   Need for self actualisation
2.   Need for self esteem
3.   Need for recognition
4.   Need for belonging
5.   Need for safety or security
6.   Need for psychological

Subsequent authors such as Hudman (1980) had recognised Maslow's theory for including major push factors for travel. It was noted that travelling for health was related to satisfying ones emotional and security needs. Whereas as travel as a means of self indulge was regarded as satisfying ones psychological and belonging need.

2.5.12 Westvlamm's Research on Travel Motivation

Westvlaams Ekonomisch Studiebureau (1986) had studied the demographic, socio-economic, expenditure and behavioural patterns of 3000 Belgians, through interviews. Questions that were related to both short (i.e. less than 4 nights) and regular holidays (more than 4 nights) the respondents had outside their residence. Further, question asked on the important of 29 listed holiday ingredients. From the data collected, and through the use of statistical techniques, the author found seven (7) clusters. The seven clusters were the active sea lovers; the contact minded holidaymakers; the nature viewers; the rest seekers; the discoverers; the family orientated sun and sea lovers and the traditionalist.

Within each cluster, the respondent had identified specific preferences on features and activities. For example, as the name suggests the nature viewers tend to prefer visiting beautiful natural landscape whilst the discoverers preferred meeting people and enjoy cultural holidays and appreciate adventure.

2.5.13 American Express's Cross-Cultural study on Travel Motivation

American Express (1989) sponsored a study of some 6500 adult in America, Japan, England and Former West Germany. These specific countries were chosen due to the high of travellers in these countries. Five categorise were found within the travellers of these four nations, that is adventurous, worriers, dreamers, economisers and indulgers.

Within each of this groups unique experiences were sought, however all of them shared the same need regardless of their origin, destination, or the frequency of their travel.

The adventurous were independent and confident, and willing to interact with different cultures and undertake new activities, whilst worriers were easily stressed due to travel decision and experience fear of flying and they tend to prefer domestic destination. Those that fell within the dreamer category were more inclined to relaxation holidays, whilst although the economisers week relaxation on their holiday they then to be price conscious and always seek value for money. The last four category of from the adventurous to the economisers tend to be from the middle to average income brackets. On the other hand the last of the five categories, i.e. the indulgers were more affluent than the rest. The indulgers were more willing to spend more money, as they tend to want to be pampered. Amongst all the category of travellers the adventurous ranked the highest in terms of frequency of travel whilst the indulgers were second and the least were the worriers.

2.5.14 Wanderlust and Sun Lust

Gray (1970), through his study on travel behaviour had categorised two reasons for pleasure travel; i.e. "wanderlust" and "sun lust". Wanderlust was defined as the desire to leave the familiar and discover different culture and destination, whilst Sun lust was the need to travel for the purpose of seeking different or better amenities than those existing at ones local destination. Amongst of the attributes of "wanderlust" and "sun lust" as listed by Gray (1970, pg 14) are as follows: -

Diagram 2.1 Wanderlust and Sun Lust

Wanderlust	Sun Lust
• May visit several countries • More interest in foreign travel • Travel is an essential component throughout the visit • Usually have an interest in Educational Programs • Interested in staged artificial physical attributes (climate unimportant) • Searches for different cultures, institutions and authentic cuisine	• Usually visit only one country at a time • More interest in domestic travel • Travel is a minor component after one's arrival at the destination • More interested in either rest and relaxation or being extremely active • More interest in nature-made attributes (climate important) • Seeks domestic amenities and lodging facilities

2.5.15 Mcintosh and Goeldner's Study on Travel Motivation

Mcintosh and Goeldner (1990) had generated four motivation categories that are physical, interpersonal, cultural and status and prestige. It was found that physical motivations compel individuals to travel due to reasons such as rest, recreation, health and fitness and sports. Cultural motivation places emphasis on satisfying the traveller's curiosity to experience new cultures, societies, destinations and environment. The desire to establish relationships with new individual, whilst maintaining links with relationships with current friends and relatives as well as to escape was categorise as interpersonal motivation by the authors. The last motivation category of status and prestige encourages travellers to travel in order to satisfy their need to strengthen their self-esteem and personal development through educational and informative settings such as business meetings, educational seminars and conventions.

2.5.16 Iso-Ahola's Model of Social Psychological Theory of Tourism Motivation

Iso-Ahola's (1980, 1982, 1989), suggested that the two main determinants of travellers motivation is rewards and escape. He had identified that individuals travel to satisfy both personal and interpersonal needs by capturing rewards to such needs (intrinsic rewards) as well as by escaping the daily life problems related to such needs. The personal rewards travellers seek as noted by the author include the rewards of self-determination, sense of competence or mastery, challenge, learning, exploration and relaxation, whilst the social interactions are the rewards for interpersonal travels.

2.5.17 Travel Motivation / Push – Pull Factors

2.5.17.1 Travel Motivation related to Segmentation

Researches have looked into travel motivations of individuals in relation to segmentation. A particular study had used life cycles in grouping subjects according to the stage of their life. Using life cycles of individuals placed emphasis on the stage of the individual's life rather than their age in relation to their travel motivation. Hill (1990) had examined motivational factors with influences over resort vacation and how they vary among individuals in different stages of life. In their study they had looked at four stages of life, that is (1) single – no children, (2) married – no children, (3) single with children and (4) married with children.

The results showed that there was no difference amongst the different stages of life with regards to the following motivational variables, escape, novelty, relaxation, education and prestige. It was found that relaxation and escape was the most important to all the different stages of lifecycle, whilst, novelty, education and prestige were rated as relatively unimportant by all the subjects in the different stages of life.

The significant result of the study was that those that were married were more motivated by the 'enhancement of kinship relationships' than those who were single. On the hand the singles placed more importance on health and social motivational factors as determinants of their travel behaviour.

Uysal et al. (1990), had undertook a study whereby marital status with an age component was used as a variable in a travel motivated oriented study. They had compared the difference between those that were single and those that were married. The results of the study revealed those categories, 'having fun and being entertained' and 'escaping from pressures and responsibility of daily life' as being regarded as the major motivators for travelling. Rest and relax was ranked number one by both groups. However the difference between the two groups were that married subjects tend to value 'spending time with someone special' and 'family togetherness' whereas the singles valued 'having fun' and 'being entertained'.

2.5.17.2   Push/Pull Factors of Travel Motivation

Uysal and Hagan (1993) stated the important role that push and pull factors play in travel motivations. The authors looked at push and pull factors, as internal and external 'forces' that play a vital role in motivating individual's to travel. Push factors was defined by Mcghee, Loker-Murphy, and Uysal, (1996) as the 'socio-psychological constructs of tourist and their environments that help explain the desire to travel". In short, the push factor help explain what pushes individuals in making the decision to travel. Uysal and Hagan (1993) suggested that push factors tend to be more intrinsic in nature such as the desire to escape, rest and relax, prestige, health and fitness, adventure, and social interaction. On the other hand, according to the authors, pull factors have to explain what pulls travellers to the destination area.

Another author that have looked at push factors as a means to explain the motivation to travel was Lundberg (1990). In his study, he had looked at push factors, as intangible desires portrayed by the individual. Some of the theories presented in previous sections also depict the concept of push factors in travel motivation. Hudman (1980) had stated Maslow's hierarchy of needs theory with its components such as self-esteem, belonging, self-actualisation recognition, and status form the basis for an individual's internal motivation to travel.

An earlier study conducted by Dann (1977) had identified two major push factors that are anomie and ego-enhancement, which stemmed from the concept of escape. Anomie needs stem from the fact that individuals are living in an anomie society, which provokes a need to seek social interaction that is lacking locally. This causes individual to seek to travel away from their local residence in order to fulfil the satisfaction of such need.

On the other hand, ego-enhancement stems from the need to be recognised. Individuals who are motivated by such push factors wants to travel to satisfy a need by being catered to or to be able to live in a world of fantasy. Pizam et al. (1979) stated that travel motivation consists of certain needs that push individual to take an action – travel. Uysal and Hagan (1993) had stressed that it is important to understand what factors pushes an individual to travel. As such an understanding will enable suitable marketing strategies to be developed.

The importance of considering pull factors had emerged due to such theoretical justifications. For example, Smith (1983) had stated that pull factors consist of tangible variables such as beaches, recreation facilities, cultural attractions and the marketed image of destinations. In essence, pull factors can be viewed as the supply components of the tourism system that cater to and also support the motivational factors or push factors. Effectively, a destination will want to capitalise on its pull factors to act as a 'drawing power' in the perception of the traveller,

where the potential traveller will attach weighs to such factors in order for them to consider that particular destination. In order for such to happen, the pull factors have to cater to the traveller potential push / motivational factors, where the destination would have to respond to, stimulate and reinforce the push factors motivations (Mchehee, Loker-Murphy, and Uysal, (1996).

It is important for marketers, researchers and promoters of destination to understand the interaction between push and pull factors, particularly its implications. A thorough understanding would help the tourism industry to ensure travellers satisfaction from their leisure experience. A model that portrays the relationship between push and pull factors and their influence on the traveller were provided for by Uysal and Hagan (1993).   A graphical representation of the model can be seen below:

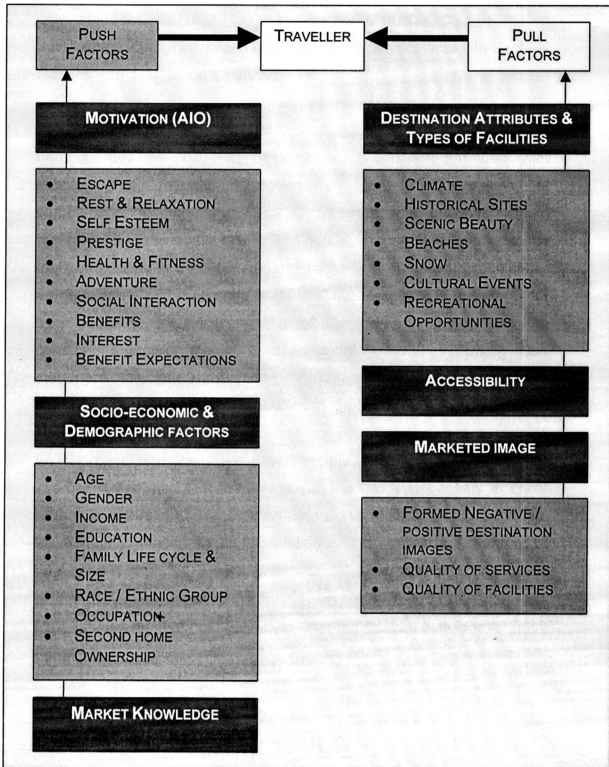Diagram 2.2 Model of Push and Pull Tourism Motivations

Figure ___ Model of Push and Pull Tourism Motivations – Examples (Uysal and Hagan, (1993))

The authors presented three push factor variables, that is motivation (AIO), socio-economic and demographic and market knowledge and

three pull factors; destination attributes and type of facilities, accessibility and marketed image. They stressed that it is important to understand the implication of the intersection of such factors (push and pull), which could be utilised by promoters of activities that reflect motives and destination attributes.

Pyo, Mihalik and Uysal (1989) undertook a study, which had demonstrated the possibility of combining destination attributes with motives. Their researched proved that there is a possibility of combination, for example, tours to museum and galleries should appeal to the individual's intellectual needs. It was concluded that the tourism industry is demand driven. Pearce (1982) stated that in order for developers and marketers to understand the genuine prospects for such industry, an understanding of the demand factor and the consumer's decision making is an essential element. Following such statement, it is clear that demand should fuel prospects to develop the supply and formulate effective marketing strategies.

In short, it can be seen that supply and demand is highly interconnected, and that the bridging of the two is necessary in order for any tourist related development or marketing strategies to succeed. In addition to having an understanding of the supply and demand of tourism, it is important also to understand the psychological orientation of the travellers, such consumer types, motives, expectation and experiences as they all contribute in determining individuals travel behaviour.

2.6   Previous Studies On Plog's Types Of Personality

This section deals with previous study, with particular reference to Plog's theory on Personality Type and Travel Behaviour.

2.6.1 On The Road: Backpackers in Quepos

In his survey on the type of tourists and why they travel amongst the backpackers who visited to Quepos, Brock Philips, (1998) was able to place backpackers in the categories of allocentrics travelling in the experiential/experimental mode. Although, he found that personalities and motives were difficult to categorize, he felt that a pattern existed for within the majority of his respondents and was significant to his study.

His findings confirmed Plog's theory of allocentric being dominated by strongly independent individuals. They dislike group or guided activities, instead they find satisfaction in doing things on their own and believe that it will give them greater self-confidence. Furthermore, a factor that influence to the type of personality of allocentric is age. Younger travellers are more inclined to travel backpack rather than the elders who prefer to booked prearranged vacation.

Additionally, the study also confirmed that allocentric desire to experience the unique and authentic environments rather than familiar and routine surroundings. They compared Costa Rica unfavourably to Guatemala and Indonesia for cultural destinations. They think that Costa Rica and Quepos were too "Americanised" and "touristy". The presence of tourists other than oneself spoils the experience. As allocentrics, backpackers tend to be interested and involved in the destination to which they travel. They will go to the extent of learning the Spanish language and even the Tico's native language to be assimilated to enable them to experience authentic Quepos experience. Such cultural sensitivity is clearly an allocentric trait.

Philips found during his interviews that allocentric travellers were very intelligent individuals. They demonstrated a basic awareness of the environmental issues in Central America. Conservation, ecology, eco-tourism, and biodiversity were buzzwords mentioned in more than one interview. They go beyond the typical tourist-host relationship and become personally involved in the destinations they visit and conscious of the ramifications of their actions as visitors and behaved accordingly.

2.6.2 Criteria Judging Touristic Attractiveness

The authors, Gearing, Stuart and Var (1974) compiled five factors in judging touristic attractiveness, that is natural, social, historical factors, recreational and shopping facilities, and infrastructure and food and shelter. The authors then developed each factor to sub-criteria. Natural factors were divided into natural beauty and climate, whilst social factors were sub-divided into, artistic and architecture features, festivals and distinctive local features, fairs and exhibits and attitudes toward tourists. Historical factors on the other hand, were subdivided into ancient ruins, religious significance and historical prominence. Recreational and shopping facilities, encompasses sports facilities, educational facilities, facilities conducive to health, rest, and tranquillity, nighttimes recreation, and shopping facilities. The final factor of infrastructure and food and shelter, were that it had to meet the "minimal touristic quality".

The planning Department of the Turkish Ministry of Tourism had utilised Gearing, Stuart and Var criteria in establishing its touristic areas in order to plan for development of the tourism in the country. The department employed a ranking method in ranking the important feature of its country's tourism industry, and found the following results:

Table 2.1 Summarised Criteria of Weights

Rank	Criterion	Relative Weight
1	Natural beauty	0.132
2	Infrastructure above m.t.q.	0.131
3	Food Lodging above m.t.q.	0.125
4	Climate	0.099
5	Historical prominence	0.065
6	Ancient ruins	0.057
7	Attitudes toward tourists	0.054
8	Religious significance	0.053
9	Artistic and architectural features	0.051
10	Sports facilities	0.046
11	Night time recreation	0.045
12	Shopping facilities	0.036
13	Rest and tranquillity	0.032
14	Festivals	0.029
15	Distinctive local features	0.026
16	Educational facilities	0.015
17	Fairs and exhibits	0.011

Source: Computed by the authors.

The Turkish Ministry of Tourism has been using the weights listed in the table above to target its market based on its product attractiveness. This will act as its pull factors, which will attract or pull tourists to Turkey. This also enables the Turkish government to develop the relevant areas for improvement to better serve its tourists.

2.6.3 An Examination of Plog's Psychographic Travel Model Within The Student population

The conflicting nature of the empirical results of Nickerson and Ellis (1991), and Smith (1990) leads to questioning of the Plog model. Nonetheless, it may not be the error of the model but rather the conditions under which the model was tested. Nickerson and Ellis (1991) did not attempt to relate Plog's model to actual behaviour instead it related it to the preference, whereas Smith (1990) failed to use the Plog instrument, and as a result a true test of the model was

not conducted. Therefore, Griffich and Albanese (1996) is study that demonstrated what limitations that ought not to be avoided.

This study provides both construct and external validation for Plog's instrument. Construct validity was accomplished through the use of alternative forms of measurement (i.e., an aggregate measure of the three dominant personality traits, a modified Nickerson scale, and Plog's 28 characteristics). External validity was accomplished by relating the measurement instruments to actual travel behaviour patterns. In sum, the findings provide support for Plog's overall allocentric/psychocentric model of travel behaviour, while minimizing the limitations put forth previously in the travel literature.

The study concluded that Plog's theoretical model provides a firm foundation for psychographic segmentation in the field of travel research. It found substantive evidence that psychographics segmentation characteristics are useful in understanding travel behaviour. The cross-situational consistency and aggregation research leads the researchers to believe that this will be fruitful path to travel both for academicians and practitioners.