

CABI TOURISM TEXTS

Rural Tourism and Enterprise

Management, Marketing and Sustainability

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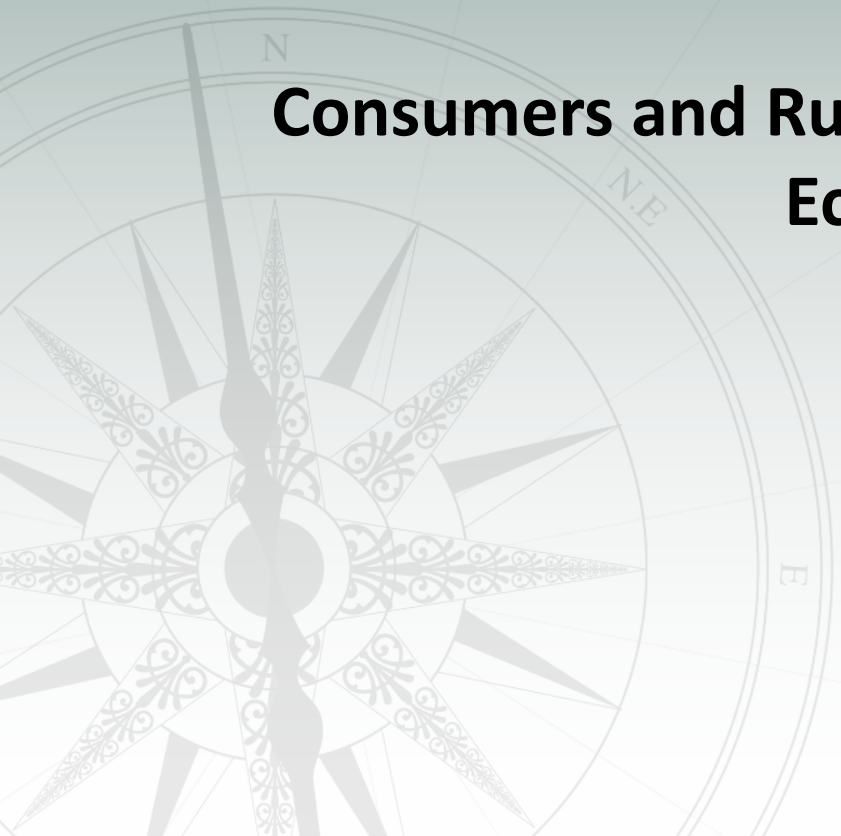


COMPLIMENTARY TEACHING MATERIALS



CHAPTER 8

Consumers and Rural Tourism in Developing Economies



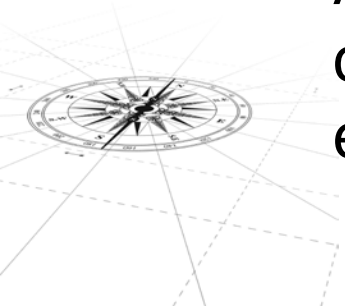
LEARNING OBJECTIVES

The chapter will enable you to:

- Appreciate the advancement in theoretical ideas and models of consumer behaviour.
- Reflect on the differing characteristics of developing economies within the context of a service oriented sector.
- Understand and explain the nature of consumers of rural tourism and related rural products in developing economies.
- Examine the impact of social class on the consumption of rural tourism products.

1 INTRODUCTION

- Review of theoretical ideas and models of consumer behaviour
- Application of these ideas to tourism
- Examination of developing economies and rural tourism
- Discussion of rural tourism products
- Profiling consumers of rural tourism in developing economies
- Assessment of the impact of social class on consumers of rural tourism in developing economies



2 PLOG'S PSYCHOGRAPHIC SCALE OF TOURISTS

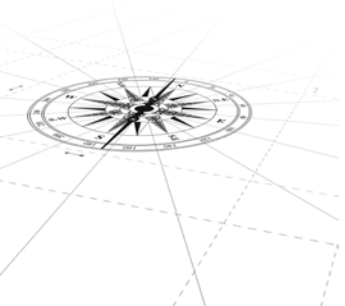
1974 Classification

- Allocentric
- Near-allocentric
- Mid-centric

- Near-psychocentric
- Psychocentric

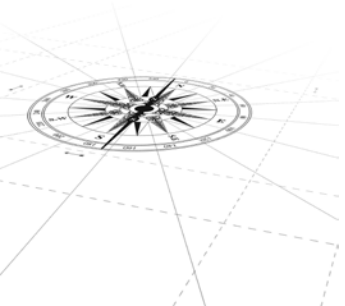
2001 Classification

- Venturer
- Near-venturer
- Centric venturer/centric Dependable
- Near-dependable
- Dependable



3 PUSH AND PULL FACTORS

- Push factors are associated with the socio-psychological motives for travel (Dann, 1977; Crompton, 1979)
- Pull factors are allied to the destination of choice that satisfies the motives for travel (Crompton, 1979)
- Socio-psychological aspects of an individual's motivation to travel can be further classified as external (Table 8.1) and internal (Table 8.2) influences (Moutinho, 1987)



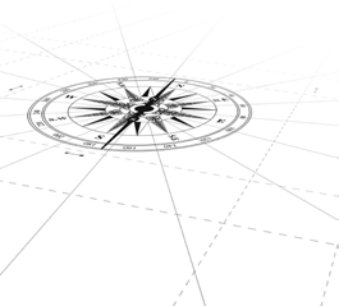
4 RISK PROFILE AND PERCEPTION

Risk Profiles

- Risk-neutral
- Risk-averse
- Risk-seeking

Perceived Risk

- Financial Risk
- Hazard Risk
- Prestige Risk
- Effort and Time Risk



5 MOTIVATION, IMAGE FORMATION AND CHOICE

- Motivation (based on socio-psychological push factors), affects the formation of expectations by a tourist, and thus it influences the formation of satisfaction (Gnoth, 1997)
- Destination image based on tangible and intangible pull factors as well as psychological factors affects destination choice (Beerli and Martin, 2003)

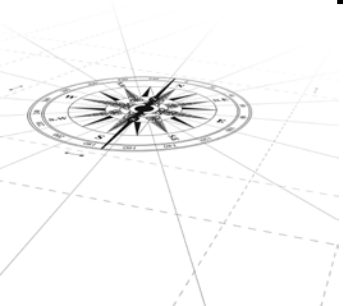
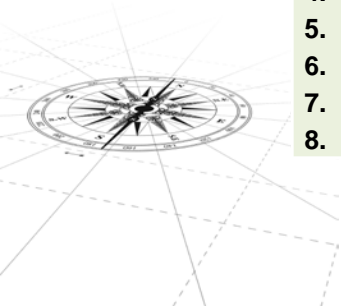


TABLE 8.3 SUMMARY OF PUSH-PULL FACTORS

| Push Factors (Motivational) | Pull Factors (Based on Destination Attributes) |
|---|---|
| External Push Factors (Social) <ol style="list-style-type: none"> 1. Information Sources <ul style="list-style-type: none"> - Personal (social media contacts, close friends, family and travel agent). - Impersonal (travel advertisements, travel blogs, internet searches and feedback sources). 2. Culture and Subculture 3. Social Class (education, income and occupation). 4. Demographic factors - age, gender, marital status and race 5. Situational factors - economic, time-based, environmental and family based. | Tangible Pull Factors <ol style="list-style-type: none"> 1. Destination attributes – culture, heritage etc. 2. Food services - Restaurants (low to high budget), food stores, cooking facilities. 3. Accommodation – Hotel (Resorts to low budget) accommodation, traditional accommodation, homestays). 4. Transport facilities – ease of access to destination and internal travel 5. Other general facilities including communication (phone, internet, wifi). 6. Family members resident in destination countries. |
| Internal Push Factors (Psychological) <ol style="list-style-type: none"> 1. Personality (including risk profile) 2. Learning 3. Attitude 4. Motivators (needs, wants and goals) 5. Motivation 6. Perception 7. Experience 8. Mental image of destination (affective aspect) | Intangible Pull Factors <ol style="list-style-type: none"> 1. Mental image of destination (cognitive aspect) 2. Ambience of destination based on previous visit. (affective aspect) 3. Experience of destination from previous visit (affective aspect) 4. Political/Social aspects - safety 5. Environment – weather conditions 6. Relative cost of tourism bundle |



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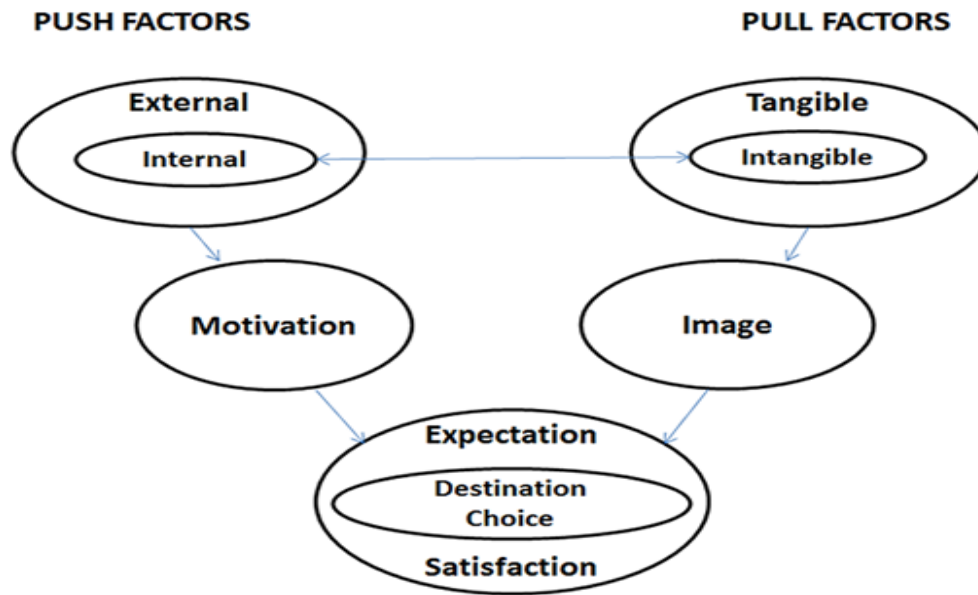
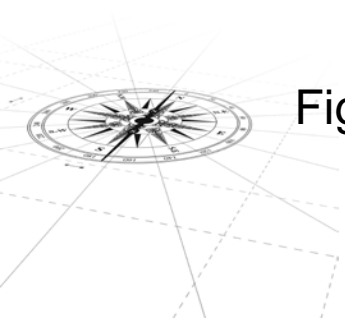


Figure 8.1 The Push-Pull Framework

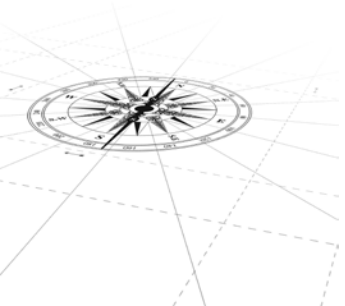


8 DEVELOPING ECONOMIES AND RURAL TOURISM

Based on Case Study 8.1- Rural Tourism in Vanuatu

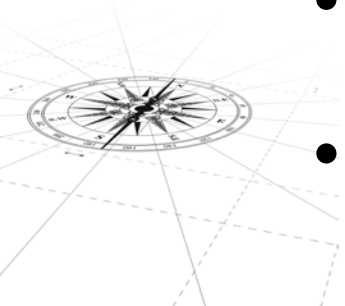
- a. Discuss the challenges that would be faced by consumers of rural tourism in Vanuatu.

- a. What would be the impact of tourists on cruise ships who visit rural areas in Vanuatu in terms of consumption of tourism products?



9 RURAL TOURISM PRODUCTS

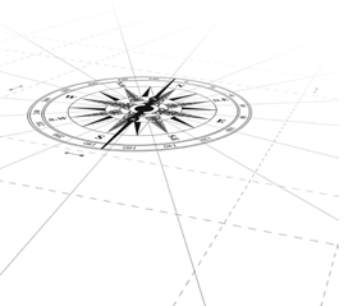
- Primary Tourism products
 - Cultural/Heritage tourism
 - Sun and sand tourism
 - Wild life/Game park tourism
 - Novelty/Adventure tourism
 - Volunteer tourism
 - Ecotourism
 - Scenic beauty/Wellness tourism
- Support facilities
- The tourism bundle



10 RURAL TOURISM PRODUCTS

Based on Case Study 8.2 - Volunteer Tourism

Discuss the pros and cons of volunteer tourism as a rural tourism related product in developing economies

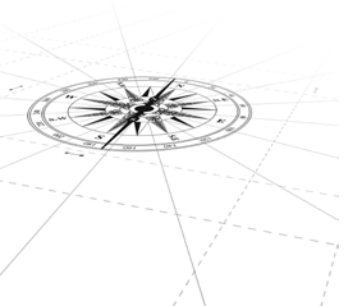


11 PROFILING CONSUMERS OF RURAL TOURISM PRODUCTS

Cohen's classification of tourists

- The organized mass tourist
- The individual mass tourist
- The explorer
- The drifter

Source: Cohen 1972



12 PROFILING CONSUMERS OF RURAL TOURISM PRODUCTS

After reading Case Study 8.3 access the following website

<http://www.thekingdomoftonga.com/>.

Using Cohen's typology and the push-pull framework construct an appropriate tourism bundle to promote rural tourism in Tonga to:

- The individual mass tourist
- The explorer

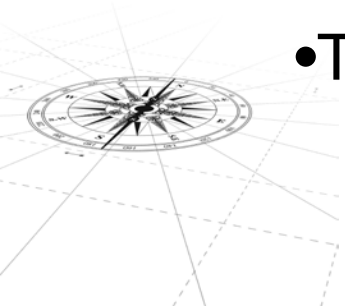
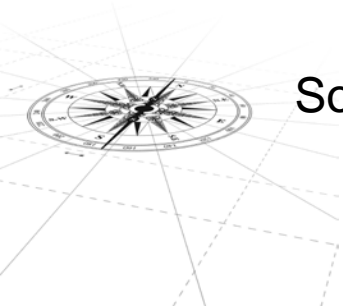


TABLE 8.4 PROFILE OF SOCIAL CLASSES

| Class Category | Status of Social, Cultural and Economic Capital |
|---------------------------|--|
| Elite | Privileged class in all three categories |
| Established middle class | Second most advantaged socially and culturally with high economic capital |
| Technical middle class | Economically the second most prosperous but more restricted socially and culturally than the established middle class |
| New affluent workers | Economically steady, socially dynamic but embraces emerging cultural activities rather than established highbrow capital |
| Traditional working class | Moderately poor in all 3 categories with home ownership and is considered similar to the usual class categorization of the working class |
| Emergent service workers | Moderately poor in economic capital, and moderate social capital and engaged in emerging cultural activities. Tend to live in rented homes |
| Precariat | The poorest class in all 3 categories |

Source: Savage, Devine, Cunningham *et al.*, 2013



14 CONCLUSION

- Tourism is primarily an intangible product with an element of risk
- Promoting rural tourism in developing economies increases the complexity of decision making by the marketeers of tourism
- The push-pull framework facilitates profiling of the tourist and the construction of a tourism bundle

