

Introduction to tourism essay



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The material used are from secondary source, however the reliability of these sources have been taken into account. 1. Literature review 2.

4 The five phases of tourist experiences Most literature on the experience of tourists is based on the model developed by Clawson and Knetsch's 1966 model. This model includes five phases: (1) an anticipation phase (2) travel to site (3) on site activity (4) return travel and (5) recollection. (Botterill & Crompton, 1996) Planning Travel to Recollection Return travel Travelers' Experience

Jennings and Nickerson, (2006) cite various authors and their views of the phases of the tourist experience. Figure 1 by Killian (1992) views the tourism experience a circular activity, in contrast to this Clawson represents the experience as a linear process with a specific beginning and end point. A further variation of Killian's model is where the phases may be repeated as when travelling to multiple destinations (Jennings 1997). Craig-Smith and French provide a simplistic model which sees the tourist experience in three phases.

Namely the anticipatory phase, experiential phase, and the reflective phase.

Figure 1. 2 Figure 1: the travel experience (Killian, 1992 after Clawson (1963)) Anticipatory Phase Experiential Phase recollection Phase Figure 2: the three phases of the vacation experience (Craig - Smith & French, 1994)

2. 5 Tourist motivations 'Travel motivation is the motivation to travel and refers to a set of needs that predisposes a person towards a certain tourist activity' Pizam, Neumann, and Reichel, (1979) cited by Kao, Patterson, Scott, and Li (2008) Fodness (1994) cited by (Correia & Pimpao, 2008, p. 37) argue

that the theories of motivation describe ‘ a dynamic process of internal psychological factors (needs, desires and goals) which generate a level of tension in an individual and influence him or her towards purchase. ’ in the case of a tourist to purchase a tourism product such as a trip or accommodation.

The most accepted model of motivations is based on the research of Crompton (1979) his model represents the two forces which motivate tourists they are the push and pull factors cited by Correia and Pimpao, (2008).

Chan and Baum (2007) describe the push factors as the socio-psychological (examples of socio-psychological motives are: escape from a perceived mundane environment, relaxation, prestige and enhancement of kinship relationships. Cultural motives (the pull factors) include, for example, novelty and education. (Hui, Wan, & Chi, 2008)) needs that encourage a person to travel, whereas a pull factor is one that the person is motivated or aroused by towards the destination. They further state that the pull motivations determine which destination a person may chose, while push motivations explain the needs and desires for travel. .

6 Tourist typologies Cohen (1972) was the first to recognise that the tourist market could be divided into distinct groups based on their own preferences and their motivations for travel. These typologies are theoretical in nature; never the less will be discussed. Figure 3 shows a summary of the tourist types, based on Mehmetoglu’s 2004 article. Mehmetoglu states that Cohen(1972) based his typologies on a continuum from those preferring

familiarity to novelty, institutionalised was that of a more familiar nature where as the non institutionalised was for a more novelty seeking traveller.

In 1977 Smith observed a sample and their behaviours and based his findings on the effect the tourist had on the place. Smith's typologies were less applicable than those of Cohen's (1972), in 1979 Cohen proposed a new continuum based on different tourist experiences. Figure 3: tourist typologies (Mehmetoglu, 2004)

Organised mass tourist	Individual mass tourist
Cohen(1979)	Cohen(1972)
Non Institutionalized	Explorer Institutionalized
Drifter Smith (1977)	explorer Elite tourist
Off beat tourist	Unusual tourist
Charter tourist	Mass tourist
Incipient mass tourist	recreational divisionary
existential experiential	experimental

2. Personal holiday experience My holiday was last year December, in Graskop, Mpumalanga. 3.

7 Phases of holiday 3. 8. 1 Anticipation phase the holiday began with a need to escape from the city, we were motivated by the fact that we could visit popular places such as Gods window, the Bourke luck pot holes etc, and that the accommodation was affordable, these were a mix of push and pull factors.

We decided who was going with and booked our holiday, because it was in a high season we booked a month ahead increasing anxiety and desire to travel.

This phase has the search for information, decision making, planning, and formulation of expectations all of which are effected by motivations.

(Higham, 2003) 3. 8. 2 Travel to site The trip was long about six hours on the

way we stopped at various other sites such as Pilgrims Rest this made it seem as though the trip had began before we got to the actual destination.

Travelling to the destination influences the length of the stay and the infrastructure and services required by the tourist. (Higham, 2003) 3. 8. 3 On site activity things that happened that made the holiday memorable was the awful weather conditions and the fact that a tent got washed away, other than that the holiday was filled with fun excursions as previously mentioned.

During on site activities the experience is being evaluated with preconceived expectations developed in the anticipatory stage, if these expectations are not met this disappointment may affect future experiences and decisions.

Lee, 2007) 3. 8. 4 Return travel The journey back was less intense than the travel to and only meant that the holiday was over and that the breaking down and unpacking would begin. So this phase has fewer expectations. This phase may overlap with the recollection phase as the return journey may evoke memories and the recollection of the experience.

(Lee, 2007) 3. 8. 5 Recollection This phase may be a time after the return trip and includes the recall of the experience. This may be through photos, talking with friends or those who travelled along. Bristow, 2009) 3. 8

Motivations Push factors of the holiday arise from the need to relax, and leave the normal environment while the pull factors where the places we could visit.

The pull factors made us choose Graskop, over going to Durban- where there is less culture and activities to engage in as families. 3. 9 Tourist typologies On this holiday according to Cohen's 1972 typologies we went for the more

familiar activities therefore the institutionalized activities as individual mass tourists.

As we were motivated by the pull factors we were more inclined to join in with those who visit popular sites. According to Cohen's 1979 types we were tourists seeking recreation 3.

Conclusion The link between the tourist phases and motivations has been identified in that the tourist activities are motivated by certain factors and therefore lead to the phases of the experiences. The experiences of the tourist are different for each tourist and depending on his or motivation may be categorized into different types of tourists which were identified by authors such as Cohen and Smith.