

Project

Sport & Tourism



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Factors That Influence How and Where Tourists Travel Factors That Influence How and Where Tourists Travel It is a well-known fact that several factors are put into consideration before a tourist embarks on an adventure. Like any other product, preference varies across an array of consumers. The preferences are directly related to demographic characteristics of the consumers for example age, income, ethnicity and household type. Tourists have different motivations for travelling. Sometimes, although one may have the desire for travel, one or more factors may hinder them from realizing their dream. Usually, income plays one of the biggest roles when one is deciding where to visit. However, it is important to note that this is not the only factor that is considered. This paper shall give an in depth analysis of the factors that are considered before one embarks on a tourist adventure. In essence, the question being answered here is ‘ what affects the way one travels?’ This paper shall concentrate on two articles that are relevant to the topic at hand.

Szromek, A. R., Januszewska, M., & Romaniuk, P. (2012). Demographic phenomena and demand for health tourism services correlated in Poland. *American Journal of Tourism Management*, 1(1), 10- 20.

Summary of the Article

The demography of societies varies. These changes remain one of the key factors that affect the economic and social life in the world today. This particular article makes an attempt at identifying the chief changes in demography that influence health tourist services’ demand. The article zeroes in on Poland’s situation. This is because the country records the lowest levels of the basic indicators of demography in Europe in recent years. The effect of key aspects was examined through the relationship <https://assignbuster.com/project-essay-samples-5/>

between the time series of these factors and the demand for health tourism services. After the results were analyzed, it was realized that changes in demography are major factors affecting health tourism in Poland. It was also concluded that the recent upward trend in the demand for the same but with high probability of the demand decreasing.

Discussion

It is evident that the article has a direct correlation on the topic at hand. Thus, it is important to note that using the approach of analyzing demographic changes on the current economic and social processes, inclusive of tourism is narrow. This is because some of the factors are interdependent. Therefore, it is important to note that the factors should be increased. These factors should not be interrelated with demography. Without a doubt, the changes in family patterns influence the demography and in turn tourism. These determine the way a family chooses to spend time with each other their leisure time. Indeed, this is the very bases on which income, gender and other factors lie.

Aluri, A. (2010). The influence of demographic factors on consumer attitudes and intentions to use RFID technologies in the US hotel industry. *Journal of Hospitality and Tourism Technology*, 2(3).

Summary

This article explores the impact of demographic factors including gender, age, income level and education on consumer attitudes in the tourism industry. Additionally, it researches on their intention to use RFID in the hotel sector. A quantitative research was conducted to establish this impact. The study used casual and descriptive modeling tests to assess data collected and web survey method to collect and analyze data. The estimation model <https://assignbuster.com/project-essay-samples-5/>

was tested using confirmatory factor study.

From the results, it is clear that there are minimal differences in consumer outlook and intentions concerning demographic factors. In conclusion, consumer differences can be linked to consumer attitudes that are dependent on age. Findings from other demographic factors that are gender, education and income show no considerable disparity in attitudes and intentions of customers to use RFIDs.

The study has several limitations. To begin with, the study failed to cover the complete list of the tourist population. Secondly, future studies should concentrate on the issues of security and privacy concerning consumer demographics.

Discussion

Apparently, the articles relates to the topic in question since it analyzes the influence of demographic factors on consumer attitudes that in turn affect travel in the tourism industry.

References

Aluri, A. (2010). The influence of demographic factors on consumer attitudes and intentions to use RFID technologies in the US hotel industry. *Journal of Hospitality and Tourism Technology*, 2(3), 19- 27.

Szromek, A. R., Januszewska, M., & Romaniuk, P. (2012). Demographic phenomena and demand for health tourism services correlated in Poland. *American Journal of Tourism Management*, 1(1), 10- 20.