Aims of the session

- To link up the experience economy from last lecture to tourism consumption
- To understand the main concepts underpinning tourism demand
- Outline processes of decision making for tourism
- Motivations for tourism, typologies and experiential dimensions of tourism
- Service quality and service gap model



Defining demand and consumer behaviour

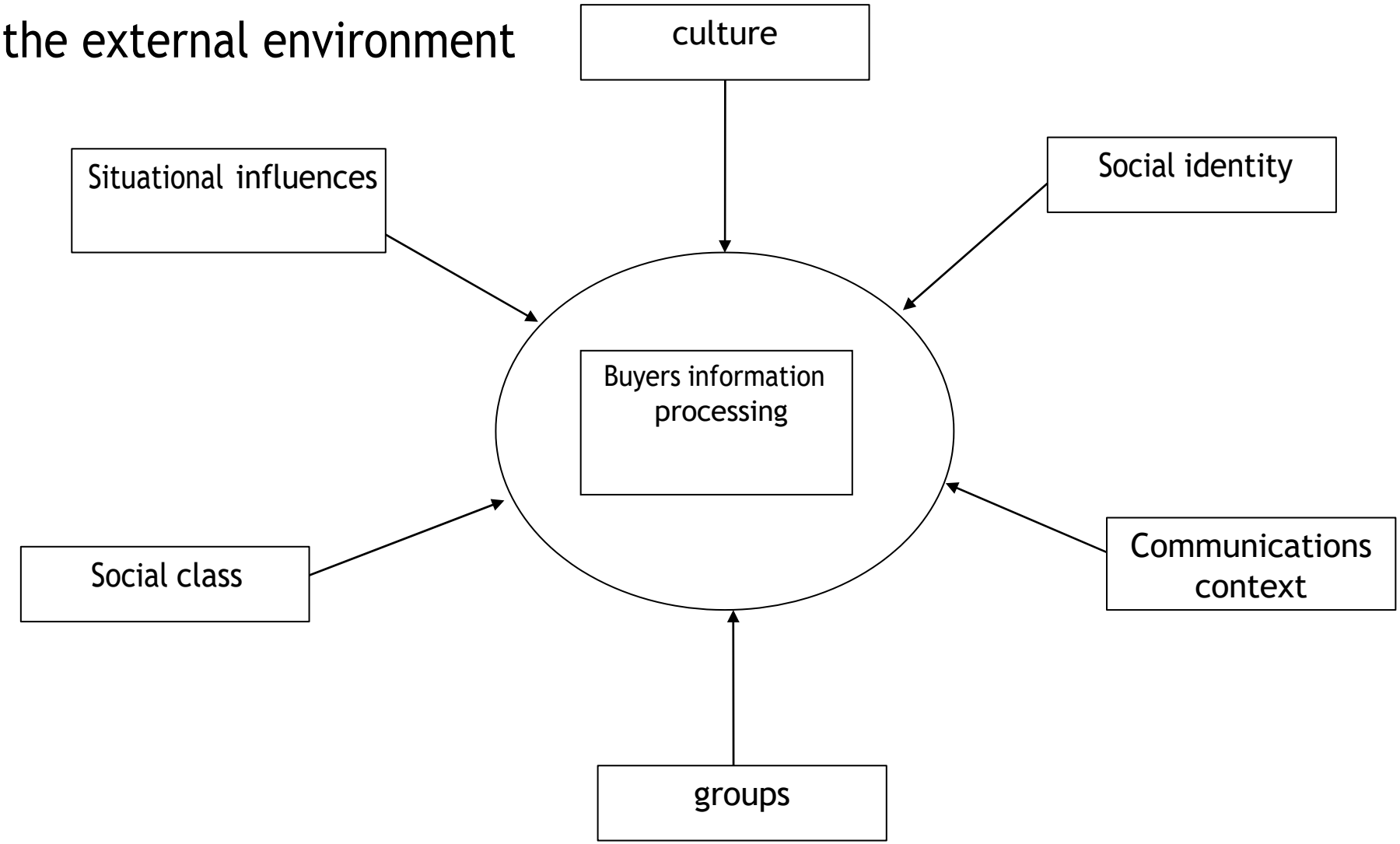
Demand is created when humans receive economic cues and make calculations regarding the amount of benefit or utility they will obtain from a purchase towards satisfying their needs (Bull: 1991).

The theory of buyer behaviour was developed by trying to 'fit' previous theories of behaviour (psychology) into the context of buying. Marketing research philosophy was integrated in trying to develop laws based upon broad patterns (and irregularities) of behaviour (Howard and Sheth: 1969).

Sociologists were traditionally engaged in work, family life, religion etc

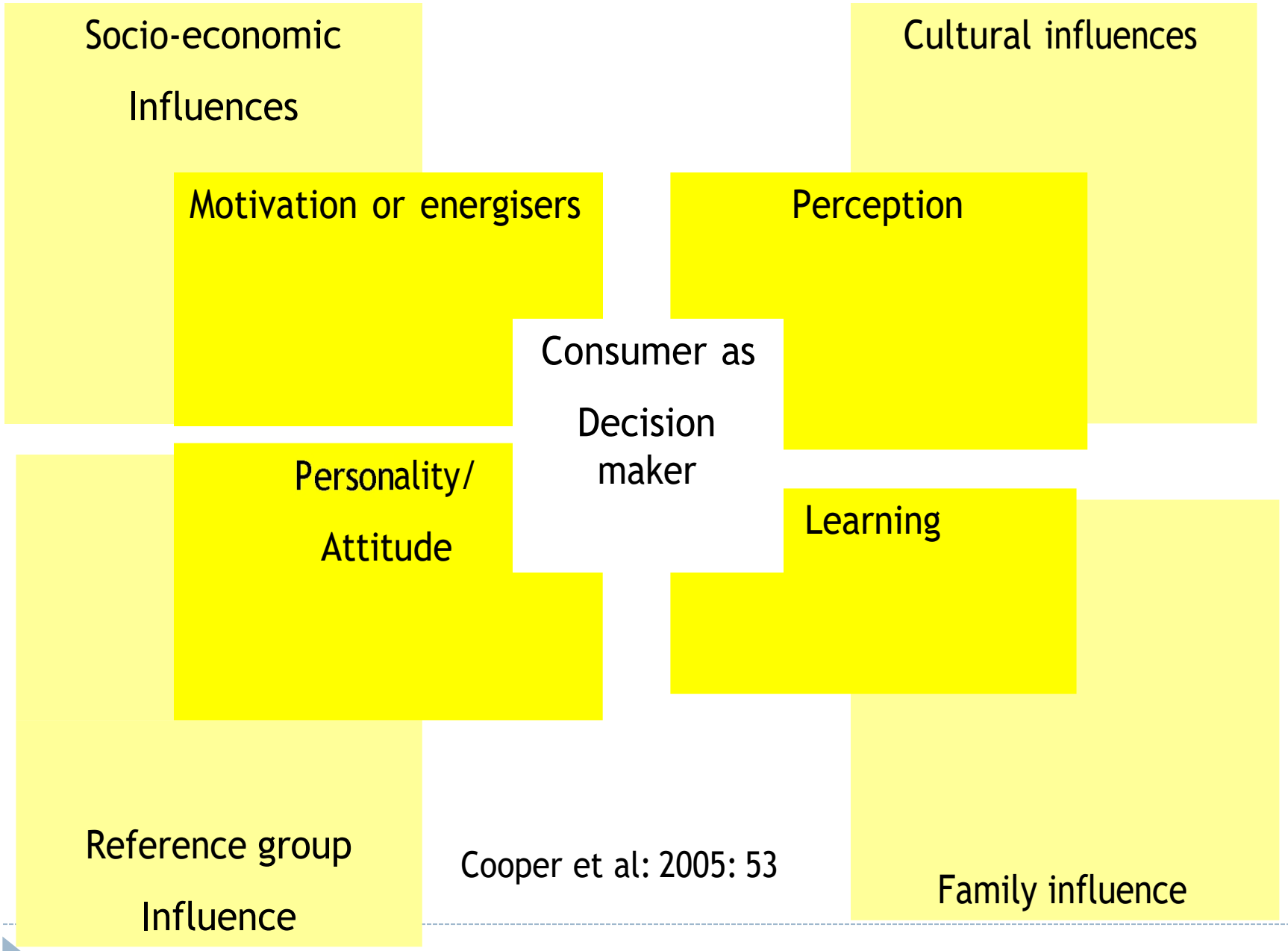


“open system” relationship between consumers and the external environment



Adapted from Fill: 2005: 142

Consumer Decision-making framework



Cooper et al: 2005: 53

East (1997) identifies three different paradigms in consumer behaviour

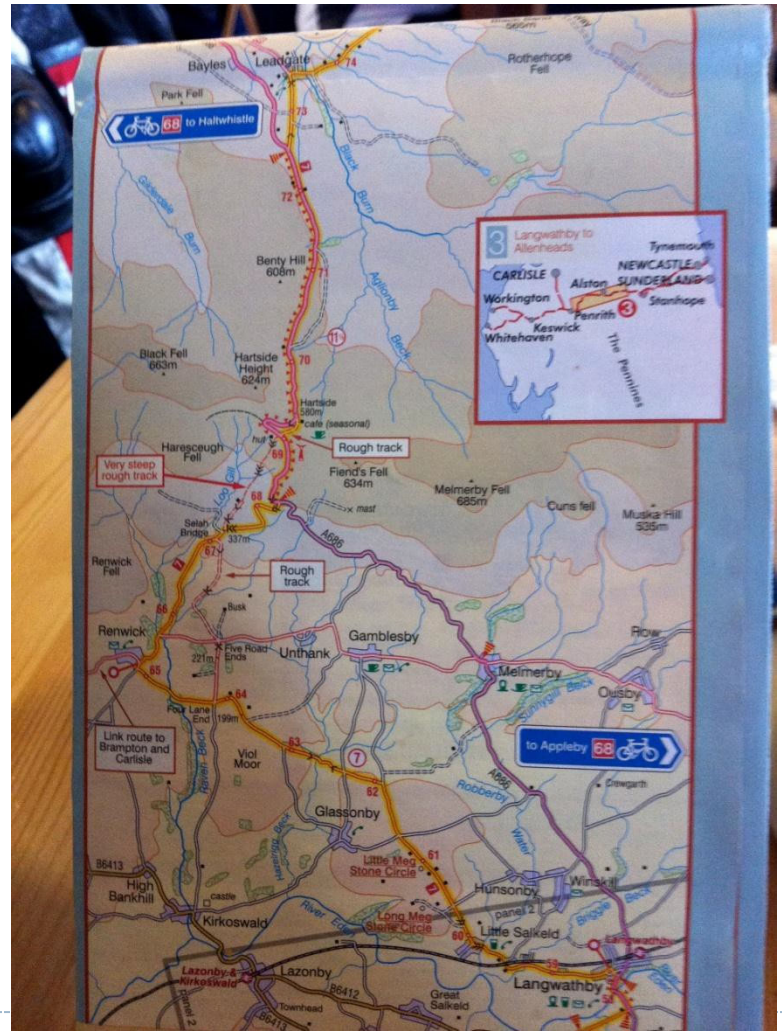
the cognitive approach
(purchases are seen as problem solving decisions);

the reinforcement approach
(consumption is learned behaviour);

habit
(the routine production of behaviour in particular contexts).



Stages in Tourist Decision-Making – cognitive approach



Felt need/travel desire

Information Search/evaluation of image

Travel decision/choice

Travel preparation and experience

Travel satisfaction outcome and evaluation

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