

ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

DEMAND SIDE: Leisure Tourists Behaviour



Tourism demands has many facets, sources and results.

Now we will look at the actual behaviour of (leisure) tourists.

What different kind of tourists/travellers behaviour would you distinguish - or are all behaving in the same way?

Beyond personal perspective

Emic and Etic views of tourism behaviour

Why look into Tourism Behaviour?

Social roles

"Travel career pattern"

Social contacts

On-Site Experiences

Search for Authenticity

Tourist behaviour as part of tourism product



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