

## ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

### DEMAND SIDE:

#### **Parts of product as viewed by demand side: Preparation-Travel-Aftermath**

#### **After the tour is before the tour**

"Vorfreude ist die schönste Freude" - pleasant anticipation and pleasant memories as the important parts of the vacation itself.

### **Preparation**

Step 1: Decision-making on traveling or not

Influences:

- ? Cultural background
- ? Cohort travel behaviour
- ? Personal situation
- ? Situation in preferred destination

Step 2: Decision process on traveling when and where to

Influences:

- ? Cultural background
- ? Cohort travel behaviour
- ? Personal situation
- ? Climatic / political / security Situation in preferred destination

Step 3: Decision process on the purchase process for ackage tour / tickets / accomodation:

- \$ Personality of the purchaser
- \$ Point of purchase
- \$ Role of the sales person / website
- \$ Frequent or infrequent purchaser of tourism products
- \$ Prior experience of the destination / of traveling

**How do you decide on a purchase of tourism products?**

**Please describe.**

**What influences do you see on the perception of  
\$ price / value for money**

## \$ distance to destination

### Sources of Information for preparation

"Post-industrial societies are literally saturated with tourist culture, which originates from increasingly widespread and intensive channels of information, so that motivation and anticipation are now packed with meanings that would have been impossible to note 15 years ago." (Parrinello 1993)

Information channels have increased from  
the traditional forms of travelogues, guidebooks, travel tales of friends  
to films, TV programs including special travel channels  
to virtual reality (Internet)  
with new developments still arriving (f.i. mobile phone real-time pictures instead of printed postcards)

Some examples for Germany from DZT website / Guide books / tourism science books:

<http://www.germany-tourism.de/>

<http://www.lonelyplanet.com/destinations/europe/germany/index.htm>

*"Germany has a lack of domestic attractions. The climate is not good for summer sun holidays and there is a relative lack of stylish coastal resorts and picturesque cities."* (Swarbrooke/Horner 1999, p. 41)

Example: Around 1990, Japanese Tourists visiting Canada became fascinated with the TV character "Anne of Green Gables". This was something they expected to see when they came to Canada. Before Anne was on Japanese TV, there was no such demand. Also it was unknown to other.

f.i. German, tourists.



## Example New Zealand

**Let us look at our image of a destination, taking the example New Zealand**

**Let us make a ranking by giving each of the following images of New Zealand a score according to its fitting (0=not fitting, 10= very fitting):**

**Clean, green, fresh**

**Diversified landscape**

**Farm life, agricultural**

**Beautiful scenery**

**Friendly, safe**

**Like Great Britain**

**Low population**

**Maori culture**

**Peaceful, slow pace of life**

**Open space, freedom, room to move**

**Table 11.1** Images of New Zealand held by Australian, British, Japanese, Korean and Taiwanese tourists before their visit

Image of New Zealand	Australia % (n=62)	Japan % (n=36)	Korea % (n=41)	Taiwan % (n=32)	UK % (n=84)
Clean, green, fresh	55	75	85	78	31
Diversified landscape	21	8	5	0	21
Farm life, agricultural	19	42	37	40	21
Beautiful scenery	16	8	7	37	25
Friendly, safe	11	19	15	40	12
Like Britain	5	0	0	0	39
Low population	3	33	44	6	12
Maori culture	2	3	2	31	7
Peaceful, slow pace of life	2	6	5	0	10
Open space, freedom, room to move	0	64	54	59	7
Other	27	28	29	18	37

Source: International Visitors' Survey, Rotorua fieldwork, 1996.

**How can you influence positively the expectations of tourism customers before they start their travel?**

**And what will happen if your product can not deliver on the positive expectations?**



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