Rural Tourism and Enterprise Management, Marketing and Sustainability

Edited by
ADE ORIADE AND
PETER ROBINSON

CABI TOURISM TEXTS
CHAPTER 8
Consumers and Rural Tourism in Developing Economies
LEARNING OBJECTIVES

The chapter will enable you to:

• Appreciate the advancement in theoretical ideas and models of consumer behaviour.
• Reflect on the differing characteristics of developing economies within the context of a service oriented sector.
• Understand and explain the nature of consumers of rural tourism and related rural products in developing economies.
• Examine the impact of social class on the consumption of rural tourism products.
1 INTRODUCTION

- Review of theoretical ideas and models of consumer behaviour
- Application of these ideas to tourism
- Examination of developing economies and rural tourism
- Discussion of rural tourism products
- Profiling consumers of rural tourism in developing economies
- Assessment of the impact of social class on consumers of rural tourism in developing economies
2 PLOG’S PSYCHOGRAPHIC SCALE OF TOURISTS

1974 Classification
• Allocentric
• Near-allocentric
• Mid-centric
• Near-psycho-centric
• Psycho-centric

2001 Classification
• Venturer
• Near-venturer
• Centric venturer/centric
• Dependable
• Near-dependable
• Dependable
PUSH AND PULL FACTORS

- Push factors are associated with the socio-psychological motives for travel (Dann, 1977; Crompton, 1979).

- Pull factors are allied to the destination of choice that satisfies the motives for travel (Crompton, 1979).

- Socio-psychological aspects of an individual’s motivation to travel can be further classified as external (Table 8.1) and internal (Table 8.2) influences (Moutinho, 1987).
RISK PROFILE AND PERCEPTION

Risk Profiles
- Risk-neutral
- Risk-averse
- Risk-seeking

Perceived Risk
- Financial Risk
- Hazard Risk
- Prestige Risk
- Effort and Time Risk
5 MOTIVATION, IMAGE FORMATION AND CHOICE

• Motivation (based on socio-psychological push factors), affects the formation of expectations by a tourist, and thus it influences the formation of satisfaction (Gnoth, 1997)

• Destination image based on tangible and intangible pull factors as well as psychological factors affects destination choice (Beerli and Martin, 2003)
### TABLE 8.3 SUMMARY OF PUSH-PULL FACTORS

<table>
<thead>
<tr>
<th>Push Factors (Motivational)</th>
<th>Pull Factors (Based on Destination Attributes)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External Push Factors (Social)</strong></td>
<td><strong>Tangible Pull Factors</strong></td>
</tr>
<tr>
<td>1. Information Sources</td>
<td>1. Destination attributes – culture, heritage etc.</td>
</tr>
<tr>
<td>- Personal (social media contacts, close friends, family and travel agent).</td>
<td>2. Food services - Restaurants (low to high budget), food stores, cooking facilities.</td>
</tr>
<tr>
<td>2. Culture and Subculture</td>
<td>4. Transport facilities – ease of access to destination and internal travel</td>
</tr>
<tr>
<td>4. Demographic factors - age, gender, marital status and race</td>
<td>6. Family members resident in destination countries.</td>
</tr>
<tr>
<td>5. Situational factors - economic, time-based, environmental and family based.</td>
<td></td>
</tr>
<tr>
<td><strong>Internal Push Factors (Psychological)</strong></td>
<td><strong>Intangible Pull Factors</strong></td>
</tr>
<tr>
<td>1. Personality (including risk profile)</td>
<td>1. Mental image of destination (cognitive aspect)</td>
</tr>
<tr>
<td>2. Learning</td>
<td>2. Ambience of destination based on previous visit (affective aspect)</td>
</tr>
<tr>
<td>3. Attitude</td>
<td>3. Experience of destination from previous visit (affective aspect)</td>
</tr>
<tr>
<td>4. Motivators (needs, wants and goals)</td>
<td>4. Political/Social aspects - safety</td>
</tr>
<tr>
<td>5. Motivation</td>
<td>5. Environment – weather conditions</td>
</tr>
<tr>
<td>7. Experience</td>
<td></td>
</tr>
<tr>
<td>8. Mental image of destination (affective aspect)</td>
<td></td>
</tr>
</tbody>
</table>
Figure 8.1 The Push-Pull Framework
DEVELOPING ECONOMIES AND RURAL TOURISM

Based on Case Study 8.1- Rural Tourism in Vanuatu

a. Discuss the challenges that would be faced by consumers of rural tourism in Vanuatu.

a. What would be the impact of tourists on cruise ships who visit rural areas in Vanuatu in terms of consumption of tourism products?
RURAL TOURISM PRODUCTS

• Primary Tourism products
  • Cultural/Heritage tourism
  • Sun and sand tourism
  • Wild life/Game park tourism
  • Novelty/Adventure tourism
  • Volunteer tourism
  • Ecotourism
  • Scenic beauty/Wellness tourism

• Support facilities

• The tourism bundle
RURAL TOURISM PRODUCTS

Based on Case Study 8.2 - Volunteer Tourism

Discuss the pros and cons of volunteer tourism as a rural tourism related product in developing economies
PROFILING CONSUMERS OF RURAL TOURISM PRODUCTS

Cohen’s classification of tourists

- The organized mass tourist
- The individual mass tourist
- The explorer
- The drifter

Source: Cohen 1972
After reading Case Study 8.3 access the following website http://www.thekingdomoftonga.com/.

Using Cohen’s typology and the push-pull framework construct an appropriate tourism bundle to promote rural tourism in Tonga to:

- The individual mass tourist
- The explorer
### TABLE 8.4 PROFILE OF SOCIAL CLASSES

<table>
<thead>
<tr>
<th>Class Category</th>
<th>Status of Social, Cultural and Economic Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elite</td>
<td>Privileged class in all three categories</td>
</tr>
<tr>
<td>Established middle class</td>
<td>Second most advantaged socially and culturally with high economic capital</td>
</tr>
<tr>
<td>Technical middle class</td>
<td>Economically the second most prosperous but more restricted socially and culturally than the established middle class</td>
</tr>
<tr>
<td>New affluent workers</td>
<td>Economically steady, socially dynamic but embraces emerging cultural activities rather than established highbrow capital</td>
</tr>
<tr>
<td>Traditional working class</td>
<td>Moderately poor in all 3 categories with home ownership and is considered similar to the usual class categorization of the working class</td>
</tr>
<tr>
<td>Emergent service workers</td>
<td>Moderately poor in economic capital, and moderate social capital and engaged in emerging cultural activities. Tend to live in rented homes</td>
</tr>
<tr>
<td>Precariat</td>
<td>The poorest class in all 3 categories</td>
</tr>
</tbody>
</table>

Source: Savage, Devine, Cunningham *et al.*, 2013
CONCLUSION

- Tourism is primarily an intangible product with an element of risk

- Promoting rural tourism in developing economies increases the complexity of decision making by the marketeers of tourism

- The push-pull framework facilitates profiling of the tourist and the construction of a tourism bundle