

**E- Content**

**Typology of Tourists**  
**(Module: II)**

**MTTM C- 101: Tourism Principles, Policies and Practices)**



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## 1. Learning Objectives

- to introduce and make familiar to the students about the various typology of the tourists

## 2. Introduction

It is basically the study of various tourists. Its motive is to increase the knowledge of consumer behaviour in tourism. It helps in making important decisions on product development, product pricing etc. and also helps in predicting future trends in tourist behaviour. Different authors have classified different categories of tourists as below:

## 3. Cohen`S Tourist Typology (1972)

Cohen`s divided tourist in four categories:

**i) Organized mass tourists:-** Organized mass tourists are highly dependent on environmental bubble. They are characterized by fully packaged holidays. They usually take up Western style accommodations.



*Figure 1.1 Cohen's Typology of Tourist*

**ii) Individual mass tourist:-** Individual mass tourists use institutional facilities of the tourism system e.g. scheduled flights, centralized booking etc. They like to travel individually and they stay on the beaten track.

**iii) Explorer:-** This is the kind of tourist which aims at newness along with comfort. They like to stay off the beaten track. They rely on the modern amenities.

**iv) Drifter:-** This kind of tourist seek the innovations at any cost even discomfort and danger. They immerse completely in the local society. And there term of stay is long.

***Cohen described two types of tourist as -***

1. First two as Institutionalized tourists, and
2. The latter two as non-institutionalized

#### **4. Smith's Tourist Typology**

**Smith`s divided tourist in seven categories:**

**i) Explorer:-** They are lust to explore new destinations. They accept the lifestyle of their hosts. They live as active participants.

**ii) Elite tourists:-** They are rarely seen. They take up the pre arranged facilities. They adapt fully but temporarily to local norms.

**iii) Off beat tourists:-** They do something beyond norms. They always want to be away from tourist crowds.

**iv) Unusual tourists:-** These are occasional in number. They prefer to travel in an organized tour. They buy an optional one day package tour.

**v) Incipient mass tourist:-** It is steady flow of people seeking western amenities and comfort.

**vi) Mass tourists:-** These are the visitors of middle income. They prefer to visit in groups.

**vii) Charter tourists:-** They have minimal involvement with people and culture of the visited country. They too demand the western amenities.

#### **5. Amex`s Tourist Typology**

**Amex divided tourists in five categories:**

**i) Adventurer:-** These are the educated tourists. They like to try new experiences.

**ii) Worriers:-**These type of tourists are having lacking in self confidence. They are nervous about flying. They tend to take domestic holidays.

**iii) Dreamers:-** They have high aspirations about travel and exotic destinations which are not born in actual travel out in the actual travel experience which tends to be rather ordinary destinations.

**iv) Economizer:-** They perceive that travel does not add any value to their lives. They are always engage in travel thinking. They see no worth in paying extra for special amenities.

**v) Indulgers:-** They are wealthy travelers. They pay for the extra comfort. They tend towards staying in five star accommodations.

## **6. Plog's Tourist Typology (1977)**

**Plog classifies tourists into three categories as described below –**

**i) Allocentric (The Wanderers):-** A tourist who seeks new experiences and adventure in a wide range of activities. This person is outgoing and self-confident in behavior. An Allocentric person prefers to fly and to explore new and unusual areas before others do so. Allocentric enjoy meeting people from foreign or different cultures. They prefer good hotels and food, but not necessarily modern or chain-type hotels. For a tour package, an Allocentric would like to have the basics such as transportation and hotels, but not be committed to a structured itinerary. They would rather have the freedom to explore an area, make their own arrangements and choose a variety of activities and tourist attractions.

**ii) Psycho Centric (The Repeater) :-** A tourist falling in this category is usually non-adventuresome. They prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect. Such tourists prefer to drive to destinations, stay in typical accommodations, and eat at family-type restaurants.

**iii) Mid-centric (Combination):-** This category of tourists covers the ones who swing between the above said two types.

## **7. Typology Of Tourism**

The tourism industry, which is one of the world's largest industries is ingrained into the lives of people around the Globe. The movement of people is not only within their own country but also to neighboring and distant countries. Tourists may travel to experience

a change in climate and place, to see and learn something new, enjoy pleasant scenery, or to learn and know more about the culture of a destination.

## **8. Types Of Tourism**

**i) Domestic tourism:-** Domestic tourism involves the residents of one country travelling within that country. It involves the local excursion, regional trip and national level travels. It is the tourism of resident visitors within the economic territory. It supports seasonality and contributes to regional economy. Domestic destinations are nearer. Historically speaking domestic tourism is infact the first form of tourism that was practiced and today it continues to account for the most part of this activity by far. Domestic tourism is a multi-billion dollar industry. Domestic tourism contributes to regional economies Domestic tourism supports commercial accommodation. Domestic tourism supports seasonality. In contrast to international tourists, domestic tourists know the destination, its language, its customs, its laws, its climate, its cultural context domestic destinations are nearer as the destination is nearer and land transport is used more, the cost of trips is lower.

- ***Domestic Tourism In India***

Lowered room rates and discounts offered by hotels and resorts and airlines are pushing up the countries domestic tourism. According to new research domestic tourism is up by 23.05% during the monsoon as compared to 18.05% last year. Tamil Nadu with 32.7 crore domestic tourists and Uttar Pradesh with 18.2 crore domestic visitors maintained the first and second rank, respectively, in 2014.

### **ii) International Tourism**

It mainly compromises the activities of person travelling and staying in places outside their usual environment. They travel to a nation other than own country. They stay for not more than a consecutive year. They stay for leisure, business and other purposes. Effects the economy of the destinations. Many countries depend on the funds that result from international tourists. Generates money in the visited country. Helps in increasing the standard of living of that country. Revenue generated so helps in financing the BOP (balance of payment) deficit. International tourism are categorized under two types:

- **Inbound International tourism:-** This include non residents travelling in given country.
- **Outbound international tourism:-** Residents travelling in other country. It affects economy of destinations. Helps in increasing standard living of that country.
- **Intra regional tourism:-** Intra regional tourism includes tourism within regions primarily includes domestic tourism. Some countries created specialty regions such as wine region in California.
- **Inter regional tourism:-** It include travel between different regions. This could be both domestic and international. It is undertaken for both business and pleasure

## 9. Term End Questions

Q1. Define International Tourism and its various Types.

Q2. Discuss the Cohen's Typology with the suitable examples.

Q3. Discuss the Smith's and Amex Tourist Typology.

Q4. Discuss the difference between Intra Regional and Inter Regional Tourism give the suitable examples.

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