To be a or not to be a Tourist?: About the image of the tourist

Tim Harms, M.A. & Dipl.-Geogr. Julian Reif
Overtourism? What about the tourist?
Concept map for understanding tourist behaviour

THE TOURIST
- Culture
- Demographics
- Social networks
- Personality
- Values
- Experience
- Attitudes

DEFINES
- Choice
- Travel
- Destination
- Images
- Activities/attractions
- Setting
- Facilities
- Service
- Hosts
- Other tourists
- Management

TOURISTS’ on-site experiences
- Social, cultural and environmental contacts

OUTCOMES
- Tourists’
  - satisfaction
  - enjoyment
  - complaints
  - learning
  - skill development
  - health
- Hosts’
  - impacts
  - income, employment, economic wellbeing
  - social and cultural effects
- Setting
  - conservation support and site species changes
  - management challenges

We need to understand these to manage these to improve these

Pearce 2010, S. 20
“Everyone is traveling, but nobody wants to be a tourist “

Hennig 1999, S. 13
The Tourist – Stereotypes

- stupid, ugly, bad, brutal, destroyer
- tourists are fatuous, lazy, dumb
- indulgent, exploitative, lacking civility, a restricted appreciation of cultures and places
- overweight, badly dressed and less than attractive
- „(...) that tourists swarm, flock to and invade destinations“ (Pearce 2011, S. 7)
- “moving in groups, hordes or streams, that means: he has to travel guided“ (Gyr 2005, S. 93)

Dahle 2003; McCabe 2005; Crick 1989; Pearce 2010
Tourism criticism

► Long history
  ▪ Boorstin 1961 (The Image)
  ▪ Krippendorf 1975 (Die Landschaftsfresser)
  ▪ Urbain 1993 (L’idiot du voyage)
  ▪ Buzard 1993 (The beaten track)

► Criticism
  ▪ economic criticism (e.g. developing countries)
  ▪ culture criticism (e.g. destructure of culture and customs)
  ▪ social criticism (e.g. destructure of grown social structures)
  ▪ ecological criticism (e.g. land consumption)

► „one-dimensional tourist“ (Mundt 2013, S. 245)

“Battlefield of social distinctions”
(Hennig 1999, S. 18)

Hennig 1999; Kiefl, Bachleitner und Kagelmann 2005; Bachleitner 2010
Be an Explorer, not a tourist

► „De-Touristification“ (Gatterer et al. 2014, S. 114)

► Strategies of Differentiation
  ▪ travel off the beaten track
  ▪ Proximity to the people/destination
  ▪ Authenticity
  ▪ Sensibility
  ▪ Rejection of mass tourism practices

► New Products and new Business models

Hennig 1990; Own Screenshot Apple App Store, 04.03.2018
Tourist and the others: models of roles and relationships

- Cohen 1972, 1974: Tourist Roles
- Smith 1989: Tourist types and adaptations to local norms
- Ryan 2003: Tourist Guest Continuum
- Pearce 2013: Social Role of the tourist
- ...

hardly empirical studies on the image of the tourist
Tourist roles: a cluster approach

What about the German population and the image of the tourist?

low environmental consciousness, superficial guest-host-interaction

Pearce 2013, S. 36
Research Project: Aim

- Filling “data-gaps” regarding the image of the tourist
- Pre-Test for a greater study of the Tourism awareness in Germany

- Spontaneous associations with the term “tourist”
- Would tourists call themselves tourists while traveling and if not so, why?
- Sympathy of different terms regarding the tourist
- Subjectively felt semantic discrepancies between different designations of tourists
- Things that personally annoy Germans while travelling (also with regard to other tourists)
- Disturbance by tourists in everyday life
Research Project: Method

- Literature Review
- Construction of questionnaire
- IpsosCapibus (face-to-face-Omnibus):
  - Total sample size: n = 1,000 Persons
  - Representative for the German population (14 years and older)
  - Population: 69.56 million persons
  - Weighting and extrapolation according to the following characteristics: age, gender, federal state, household size, education
  - Fieldwork: 13.11. – 19.11.2017
  - Control of fieldwork by Ipsos
- Evaluation using IBM SPSS
Likeability of different denominations for tourists

How likeable are the following denominations to you?

(1 = very likeable to 5 = very unlikeable)

- Vacationer (n=977) - 1.66
- Guest (n=981) - 2.14
- Tourist (n=980) - 2.21
- Traveller (n=978) - 2.26
- Visitor (n=974) - 2.32
- Globetrotter (German term) (n=969) - 2.46
- Explorer (n=962) - 2.68
- Globetrotter (English term) (n=953) - 2.74
- Excursioner (n=973) - 2.80
- Out-of-towner (n=962) - 3.88

The term “tourist” is not unpopular with the German population!

Institut für Management und Tourismus (IMT), 2018
Semantic-differential: What are tourists to you?

Tourist Image Study
- Basis: All interviewed who are travelling
- Sample size: min. 950

Uneducated vs. Educated

- Evil: Educated > Uneducated
- Excessive: Educated > Uneducated
- Unpolite: Educated > Uneducated
- Loud: Educated > Uneducated
- Package: Educated > Uneducated
- Kitsch-loving: Educated > Uneducated
- Polluting: Educated > Uneducated

Mood: There seems to be a trend towards the centre!

Institut für Management und Tourismus (IMT), 2018
Cluster-Analysis

5-Cluster-solution based on the semantic-differential

- Tourist Image Study
  - Basis: All interviewed who are travelling
  - Number of respondents: 912
  - Method: WARD

The German society seems to be split between the two extremes!

- Cluster 1: The slightly critical
- Cluster 2: The very critical
- Cluster 3: The very positive
- Cluster 4: The slightly positive
- Cluster 5: The ambivalent

Institut für Management und Tourismus (IMT), 2018
Semantic-differential: Cluster 2: The Very Critical
What are tourists to you?

- Uneducated
- Evil
- Excessive
- Unpolite
- Loud
- Package
- Kitsch-loving
- Polluting
- Culturally-uninterested
- Dependent
- Educated
- Good
- Modest
- Polite
- Gentle
- Individual
- Authenticity-seeking
- Sustainable
- Culturally-interested
- Independent

Institut für Management und Tourismus (IMT), 2018
Likeability of different denominations in Cluster 2

How likeable are the following denominations to you?

(1 = very likeable to 5 = very unlikeable)

Tourist Image Study
► Basis: All interviewed who are travelling
► Sample size: min. 953
► Size Cluster 5: 119

Cluster 2
Complete Sample

Vacationer
Guest
Tourist
Traveller
Visitor
Globetrotter (German term)
Explorer
Globetrotter (English term)
Excursioner
Out-of-towner
**Disturbances at home as an indicator of overtourism?!**

Are there situations in your daily life, in which you feel disturbed by tourists at home? Yes because of...

- Tourist Image Study
  - Basis: All interviewed who are travelling and who feel disturbed by tourists in daily life
  - Sample size: max. 911
  - Size Cluster 2: max. 119

<table>
<thead>
<tr>
<th></th>
<th>Cluster 2 – The Very Critical (n=64)</th>
<th>Rest of the sample (n=258)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noise</td>
<td>46,5</td>
<td>42,0</td>
</tr>
<tr>
<td>Trash</td>
<td>63,6</td>
<td>54,5</td>
</tr>
<tr>
<td>Crowding</td>
<td>48,3</td>
<td>50,9</td>
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<tr>
<td>Prices</td>
<td>36,5</td>
<td>35,1</td>
</tr>
</tbody>
</table>

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Research Project: Results

When travelling, would you refer to yourself as a tourist?

> Percentage in percent

- Tourist Image Study
  - Basis: All interviewed who are travelling
  - Number of respondents: 983

Institut für Management und Tourismus (IMT), 2018
Conclusion and outlook

► The discussion about tourists is much influenced by „ideological ballast“ (Hennig 1999, S. 26) and stereotyping.
► The term “tourist” is among the less negatively connoted within a range of possible designations.
► The German society seems to be rather split when it comes to rating tourists and their image.
► The vast majority of Germans do not mind to call themselves tourists when travelling.
► A Part of the Germans seems to have a problem with tourists in general.

► Further research is needed!
  ▪ Can the results be connected to certain geographical and social attributes?
  ▪ Possible dissolvement of the “Chicken and Egg-Situation”?
    Is the image of the tourist influenced by overtourism or vice versa?
Literature


