
Analysis of Consumers Profile as an Important Tool for Tourism Development

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Tourism plays an important role in contributing to cultural exchange and sustainable development. On the one hand, it involves a short-term consumer experience of other locales. Tourist can play and leave, remaining isolated from negative impacts at the local level. On the other hand, tourism may increase recognition of the importance of respecting cultural diversity and developing an identity as a world citizen. Consumer can play a major role in the transformation of societies towards sustainability. Tourism is heterogeneous in nature, made up of many different types of traveler, seeking a wide range of tourism products. Tourist demand depends on the availability of time and money, on images, perceptions and attitudes. Tourists want experiences not places.

This paper has aimed to give motivations and behaviors of tourists and new trends in seeking of destinations, which are very important about the tourist supply.

The results of the analysis for the tourist's profile can be used by actors of tourism in the area, who are interested in planning and development of tourism.

Keywords: motivations, profile's tourist, consumer, cultural diversity

JEL Classification: M30, M39

Introduction

Researches on tourist behavior should begin with information search (Moutinho, 1987). One of the most influential factors in the purchase of a tourist product is information about goods and services. Moreover, tourists differ in the information sources they use before making a decision. (Arturo Moline and al, 2010).

It is important to realize that the management of tourism will be ineffective without an understanding of the way in which tourism consumers make decisions and act in relation to the consumption of tourism products. We need to study a tourist's consumer behavior to be aware of:

- The needs, purchase motives and decision process associated with consumption of tourism
- The impact of the different effects of various promotional tactics.
- The possible perception of risk for tourism purchases
- The different market segments based upon purchase behavior
- How managers can improve their chance of marketing success

We can view the tourism consumer decision process as a system made up of four basic elements:

- **Energies of demand.** These are the forces of motivation that lead a tourist to decide to visit an attraction or go on a holiday.
- **Effectors of demand.** The consumer will have developed ideas of a destination, product or organization by a process of learning, attitudes and associations from promotional messages and information.
- **Roles and the decision-making process.** The important role is that of the family member who is normally involved in the different stages of the purchase process and the final resolution of decisions about when, where and how the group will consume the tourism product.
- **Determinants of demand.** The consumer decision-making process for tourism is underpinned by the determinants of demand. Even though motivation may exist, demand is filtered, constrained or channeled due to economic, sociological or psychological factors.

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how: (Lars Perner, 2010)

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers).
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media).
- The behavior of consumers while shopping or making other marketing decisions.
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer.
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Determinants of demand for tourism

Goeldner and Ritchie have utilized four categories of motivation:

- Physical motivators: those related to refreshment of body and mind, health purposes, sport and pleasure. This group of motivators is seen to be linked to those activities which will reduce tension.
- Cultural motivators: those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, dance, etc.
- Interpersonal motivators: this group includes a desire to meet new people, visit friends or relatives and to seek new and different experiences.
- Status and prestige motivators: these include a desire for continuation of education. Such motivations are seen to be

concerned with the desire for recognition and attention from others.

Although an individual may be motivated to travel. The ability to do so will depend on a number of factors related to both the individual and the supply environment. Once a decision to travel has been taken, the ability to undertake the trip and the nature of that trip will be determined by a wide range factors. These are:

- Life-styles factors-include income, employment, holiday entitlement, education attainment and mobility.
- Life-cycle factors, where the age and domestic circumstances of an individual affect both the amount and type of tourism demanded.

Pearce and Stringer(1991) and Ross(1998),emphasize the relevance that motivation has to tourism and the 1980 and 1990 saw a huge surge in research, theories and models of motivation and tourism, and decision making/ of travel and tourism.

Parinello (1993) shows that *“the importance of motivation in tourism is quite obvious; it acts as a trigger that sets off all the events involved in travel”*. But Fodness (1994) writes that *“the reason people give for their leisure travel behavior represents the psychological functions the vacation serves for the individual”*.

Methodology of research

In realizing this study, a methodology combining primary and secondary data was used. A series of secondary sources, such reports from international organizations and other publications were provided through using electronic libraries of American, European universities and other sources like Internet and reports of important national and international organizations such as: World Tourism Organization, Eurostat, Bank of Albania, Ministry of Culture, Tourism, Youth and Sports and Ministry of Environment.

As far as tourist sample is concerned, there was created one made of 100 persons, selected by chance in the tourist destination or the accommodating units of the area considered in study.

The questionnaire asked to tourists provided general information on tourist market profile, considering the object of visiting the destination, the information source used, the expenses; Such information helps in determining new tourist developments in the destination which relies on nature activities aiming to preserve the tendency of tourist visits.

General information about tourists

The city of Korca is situated in southeastern part of Albania. The area occupied by the city today is a former Illyrian settlement. The potential for tourism development in Korca and the surrounding area is high thanks to its historical, cultural and natural wealth. Korca is mentioned as a castle in 1280 and in 1431, as an inhabited castle. After 1484, the city started to expand and development gaining the feature of an urban and regional centre. The city has participated historically in intensive exchange of culture and trade with Byzantium and Greece. Korca's region illustrates and encompassed three of these areas: historical tourism; archaeological tourism, religious tourism.

Historical tourism encompasses the design, planning and application of historic elements used by tourism as a source of cultural attraction, such as monuments, tangible and intangible recourses and architecture.

Archaeological tourism is very important for many tourists. So, Korca's region is well-known for the artifacts housed in the Archaeology museum, some of which date back to the early Iron Age, with others from the Hellenic, Roman and Byzantine periods. This year has inaugurated "Tumble of Kamenica" museum, which gives information's and scientific data about rites, way and lifestyle, culture until to professions, social position etc. This museum is a object which will visited by the domestic and foreign tourists.

Religious tourism may be considered as the oldest manifestation of tourism. Korca's region is well-known for old churches and monasteries, such as Orthodox Cathedral, which is the biggest in the Albania.

Korca destination as a city should not be seen as separate from the touristic villages surrounding it, since tourists coming to the city also

demand to visit the touristic villages around, to take part in their activities or to enjoy their accommodations and traditional dishes. Municipal programs concerned with transforming Korca into "The City of Holidays" do not only help to increase the vibrancy of community life, but they also aim at making Korca a famous city in Albania and the neighboring countries. In other words, these activities help to increase the number of foreign and domestic tourists in rural areas, especially in summer time owing to their favorable climate and fresh air. To sum up, we argue that combining tourism development of the city and with that of the touristic villages will lead to the sustainable development of Korca as a touristic destination, in general.

In this analysis were completed 100 questionnaires from visitors in Korca's Region. Country of residence was: 72.3%- from Albania;12.8%- from Greece;4%-from Italy; 3.8% from Macedonia, others- 7.1% .So Greece market was a important market, due to Greece has two international border crossing points with Korca. Most of the domestic tourists came from Tirana-48%; Durrës-15%; Elbasan- 15.7% ; Vlora- 6.2 %; other-The tourist number from Tirana was higher, due to the continued improvement of the Tirana-Korca road.

These data show that the interest of native tourists is still continuous and according the information gathered from the hotels of the area, there is a tendency of tourists to come during winter time to enjoy the snow and be able to skiing. It is exactly the suitable climate during winter and summer seasons and infrastructural improvements that make the owners of accommodating units feel optimistic about these rural areas.



Figure 1: Reasons why to chose this destination

General information as demographic characteristics and other information to visitors are important for understanding the psychological, educational and other needs of visitors. The respondents were studied concerning the following: "How many times have you visited this destination?" The responses were: 43%- 1-2 times; 24%- visited it for the first time; 33%- more than twice. Taking chance of the results, we are able to notice that there is a continuous interest to visit these areas, enjoy the fresh air and the landscape, and also traditional cuisine that is often the main reason of visiting these rural areas.

The needs and preferences of visitors are directly related to the characteristics and specifics of an ecotourism destination with activities oriented toward natural and cultural heritage. An important question to understand the tourists' profile is: "What is the goal of visiting this destination?"

The surveyed tourists responded to the above question: 33% of them come to enjoy the wonderful nature; 23% come to know about the culture of these areas; 21% are fond of hiking and 15% are fond of sports.

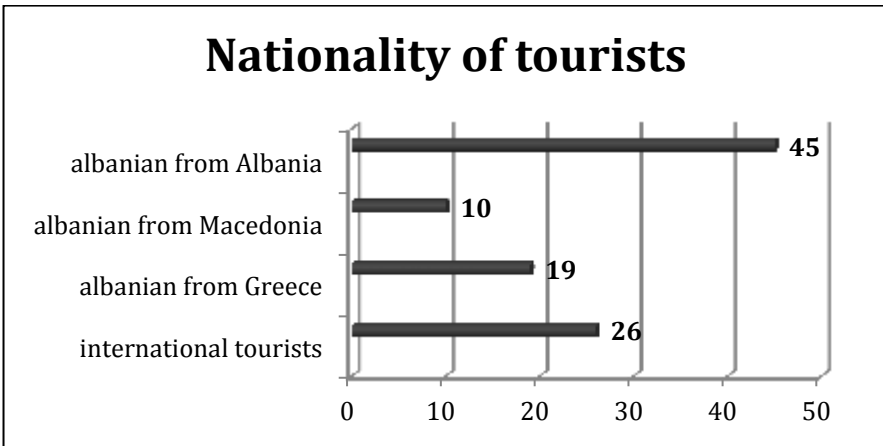


Figure 2: Nationality of tourists

These data show that the tendency of being attracted by nature still persists. It is present in these rural areas during all the year, but there is a need to look for a more vivid environment and adding services in the destination; attraction by culture inherited from generation to generation shows that these areas are attractive in this aspect, which makes tourists go and visit these areas even though most of them are accommodated in town.

They spend an overnight or half a day with outdoor activities or enjoy the traditional cooking. Sport activities let us know about their early tradition, but those tourists who spend more time in destination should have the opportunity for organized activities such as riding horses as well as ski and mountain-climbing during winter time, going on thus with the sports tradition of these areas.

From the data it resulted that they preferred the destination because they: come usually here; are interested in natural and cultural heritage; there are suitable places for accommodation and food and need to stay away from noises.

The question “Where do you provided information?” the tourists responded: 54% of them were informed from their previous visits”; 42% of them were informed from accommodation brochures; 58% of them do not get information from travel agents and 68.% were informed from their friends”.

The results showed that the information still was provided much more from friends or previous visits' impressions and few from promoting materials or travel agents.

This shows that the way of being informed was not effective and non-professional in many cases. Being informed from friends is a characteristic of rural areas and such limited information limits also the tourist market remaining thus a casual market.

The average length of stay in the region was 3.7 nights, but visitors who resided with friends/family stayed the longest, averaging 6.3 nights. But the visitors were more satisfied with accommodation and least satisfied with the service in restaurants and shopping facilities in the region. So, it is important to improve the shopping and attractions offer, which can increase the length of stay of visitors, in particular leisure visitors.

Tourists ask for accommodation separated elements as important elements respectively shown above and their responses were about how "important are the prices in the accommodation with the services they offer, they appreciated 25.7% -" moderately important "54.1%" important "and 14.9%" very important. "

In relation to "service" in accommodation, tourists found 47.3% "moderately important," 37.8% "important" and 8.1% "very important".

Tourist ask for equipment rooms thought that: 44.6% are moderately important, 27% are important and 23% very important.

Thus, we say that a combination of development of town tourism and tourist villages will help the sustainability of the development of Korca as tourist destination in general. Based on theory arguments of tourism scholars and the characteristics of the area intended for study, let us propose the following hypotheses:

- **Hypothesis 1:** the higher the interest for the rich nature, the higher the frequency of visits in destination.

For the Hypothesis 1: The higher the interest for the rich nature, the higher the frequency of visits in destination, the following results were found: χ^2 llog=12.31, df= 8, p=0.04, χ^2 tab= 15. 5, F= 4.88 for p < 0.05.

So, $\chi^2 \text{ llog} < \chi^2 \text{ tab}$, that is why the Hypothesis 1 was proved. This showed that the rich nature of destination makes tourists come back again resulting in a factor which would increase the frequency of tourists' visits, making thus possible tourist sustainability from this viewpoint and specifically ecotourism one.

Table 1: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.314	8	.138
Likelihood Ratio	15.351	8	.053
Linear-by-Linear Association	4.626	1	.031
N of Valid Cases	100		

- **Hypothesis 2:** the more satisfied tourists during their vacation, the more recommendations will they give to other people about the destination affecting thus its image.

For the Hypothesis 2 – The more satisfied tourists during their vacation, the more recommendations will they give to other people about the destination affecting thus its image, the following results were found: $\chi^2 \text{ llog} = 7.11$, $df = 6$, $\chi^2 \text{ tab} = 12.59$, $F = 5.105$; $p = 0.02$. So, $\chi^2 \text{ llog} < \chi^2 \text{ tab}$, that is why the Hypothesis 2 was proved. This shows that the image of destination created from tourists will be an “advertisement” of the destination to other people.

Table 2: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.113	6	.010

Likelihood Ratio	9.179	6	.164
Linear-by-Linear Association	4.818	1	.028
N of Valid Cases	100		

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.353	1	1.353	5.105	.027
	Residual	18.019	68	.265		
	Total	19.371	69			

Conclusions

Tourism marketing will become more effective if it develops a fuller understanding of what influences the tourist's consumer behavior. This requires an appreciation of the way consumers behave and the way they recognize specific needs for the travel, search for and evaluate information, make purchases and then evaluate what has been consumed as part of the tourism experience. This involves the need to understand some of the approaches to how motivation may function, the roles we adopt as tourist and how sociological changes will affect demand. The understanding of the consumer is enhanced by the incorporation of the different variables into simplified models. Although these need improvement, they act as a guide to current thinking of how tourism demand may function.

As far as tourists' characteristics are concerned, records about new tourists coming to accommodations need to be kept. Meanwhile, indicators of tourists' needs and preferences will be in the center of a continuous monitoring, regardless the visitors are new or repeated in destination.

The greatest market visiting the area was the domestic market; therefore the development policies will focus on it, aiming to expand the market of foreign tourists. Tourists who visited repeatedly the destination were considerable in number, which shows that the environmental and cultural sustainability were the main source of this flow. Thus, its retention would require high service quality to tourists.

As tourists frequented the area because of its natural features, the community would be encouraged not only to preserve the natural landscape, but look for opportunities of developing such activities as: riding, mountain-climbing, etc, required from tourists as the area possesses such environmental features.

New forms of tourism such as family tourism, ecotourism, cultural tourism intertwine with each other very naturally. But there is a clear tendency to organize camping for youth groups, which do not require luxurious accommodations but difficult mountainous terrain and adventure. Perceptions of the visitors are associated with eco-tourism product features that provide these rural areas - scenic beauty surrounded by cultural and natural heritage.

The exploitation of the weekends would be very fruitful if package tours offering attractive prices and accommodation for groups of tourists are organized. Tourists who visited repeatedly the destination were considerable in number, which shows that the environmental and cultural sustainability were the main source of this flow. Thus, its retention would require high service quality to tourists.

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