



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

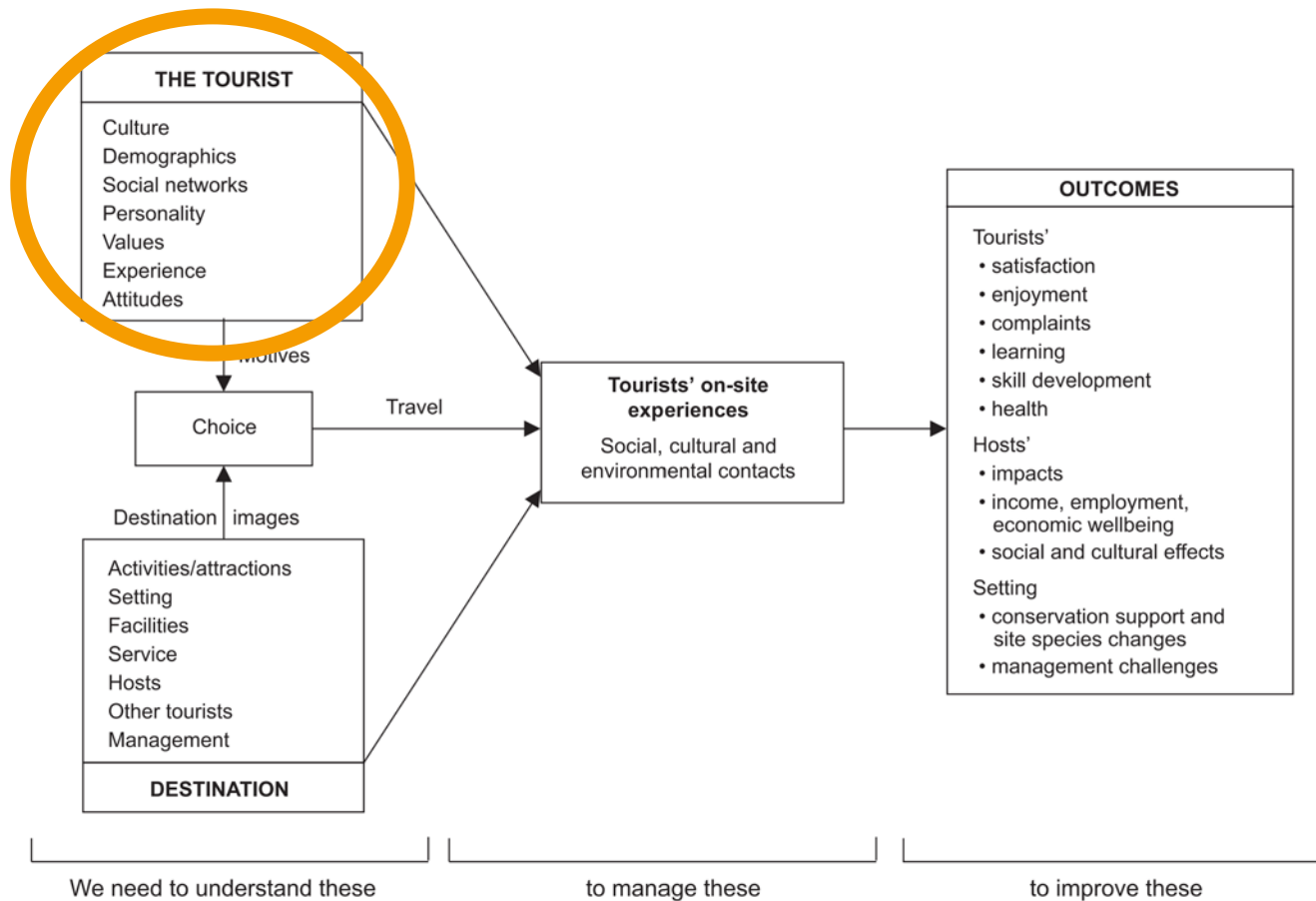
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## Overtourism? What about the tourist?



Bildquelle: <https://skift.com/wp-content/uploads/2017/07/venice-bridge.jpg>

# Concept map for understanding tourist behaviour



Pearce 2010, S. 20

**„Everyone is traveling,  
but nobody wants to  
be a tourist “**

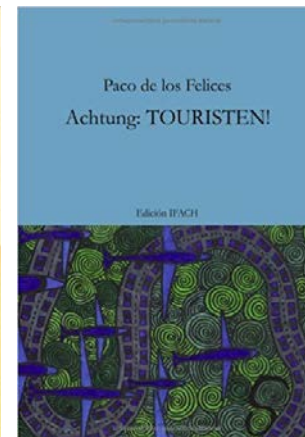
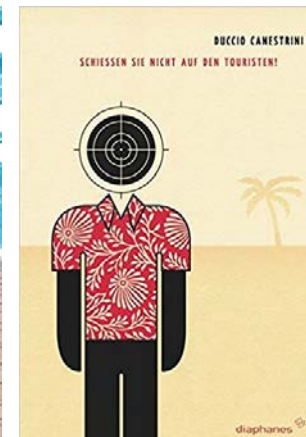
Hennig 1999, S. 13



## 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)

## 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

SONNTAG, 4. MÄRZ

Heute



SO GEHT'S

**Sei Entdecker,  
kein Tourist**



## Tourist and the others: models of roles and relationships

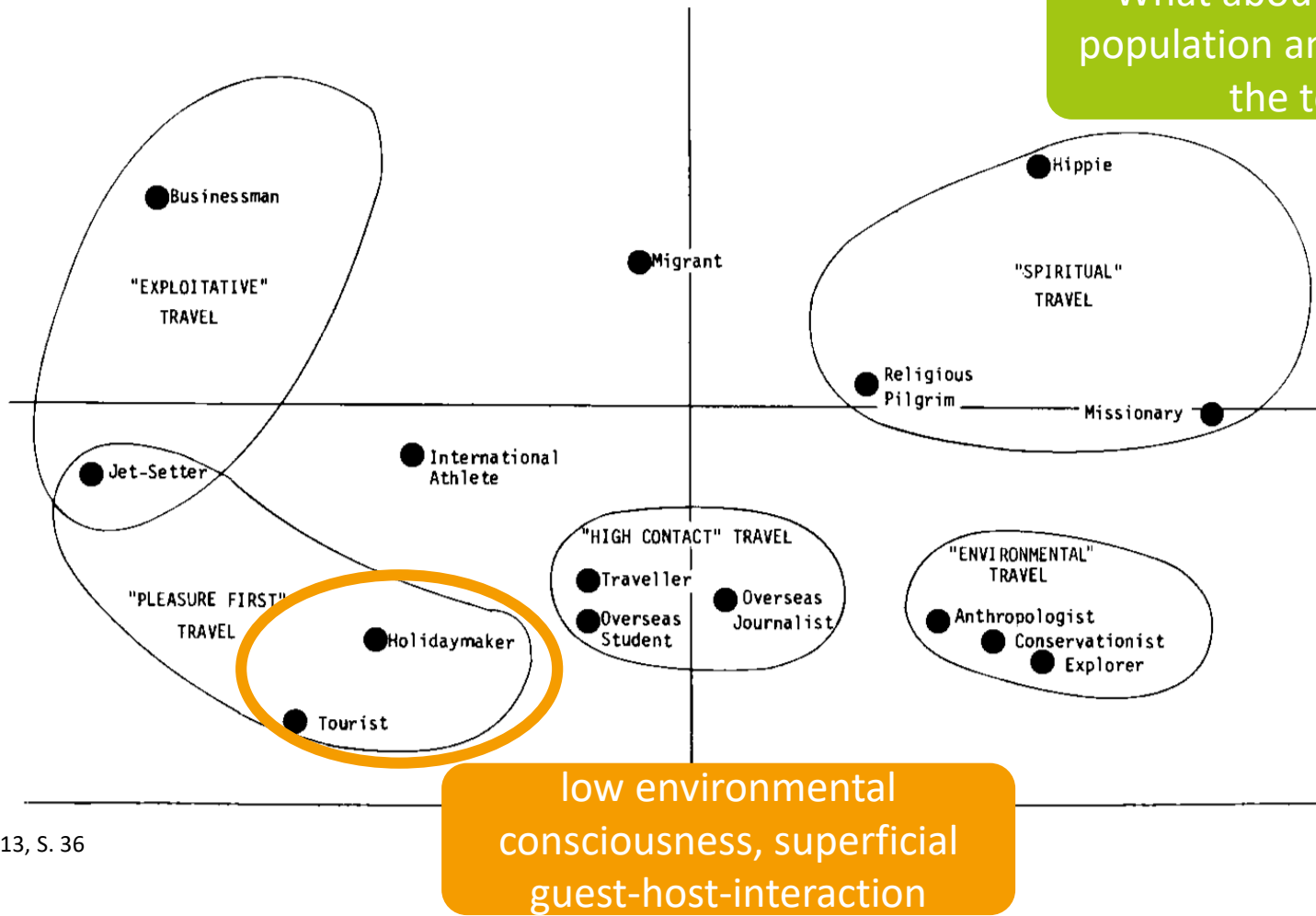
- ▶ Cohen 1972, 1974: Tourist Roles
- ▶ Smith 1989: Tourist types and adaptations to local norms
- ▶ Ryan 2003: Tourist Guest Continuum
- ▶ Pearce 2013: Social Role of the tourist
- ▶ ...

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?



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

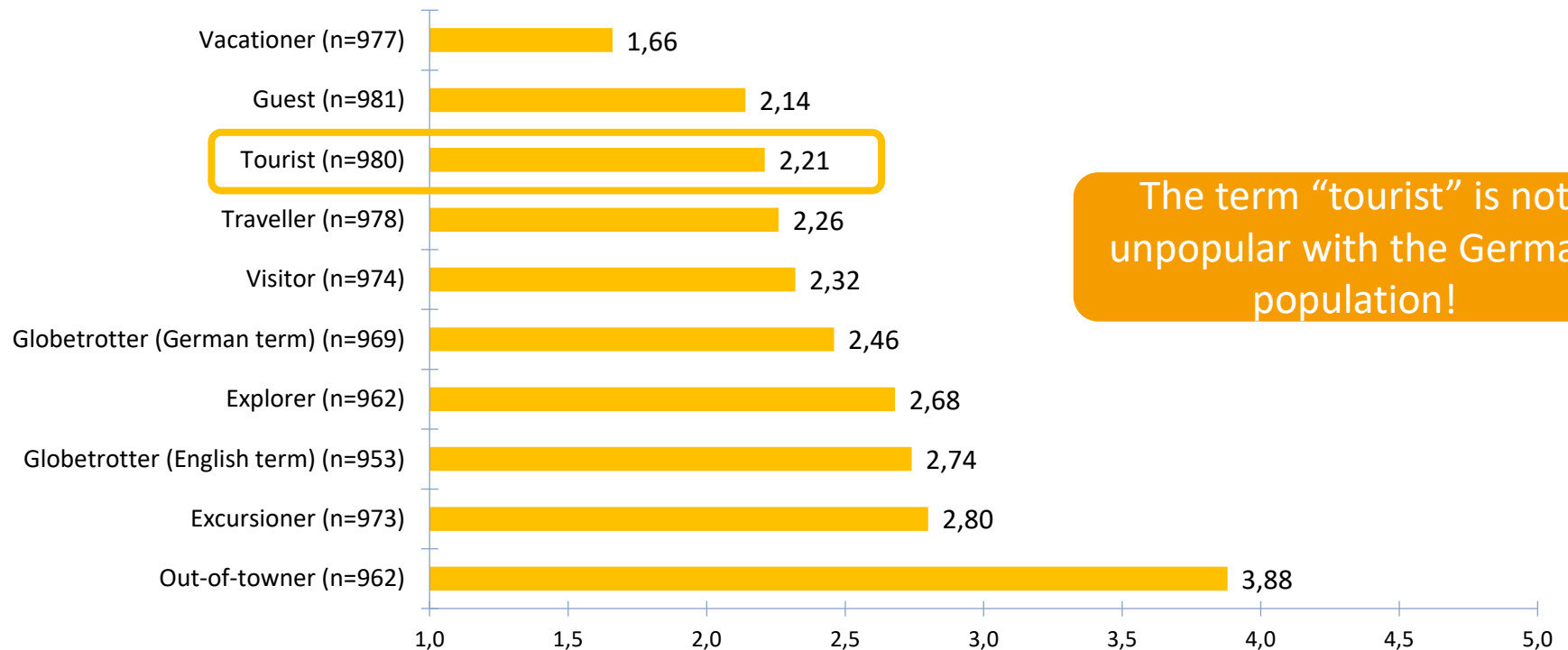
How likeable are the following denominations to you?

(1 = very likeable to 5 = very unlikeable)

■ Tourist Image Study

▶ Basis: All interviewed who are travelling

▶ Sample size: min. 953

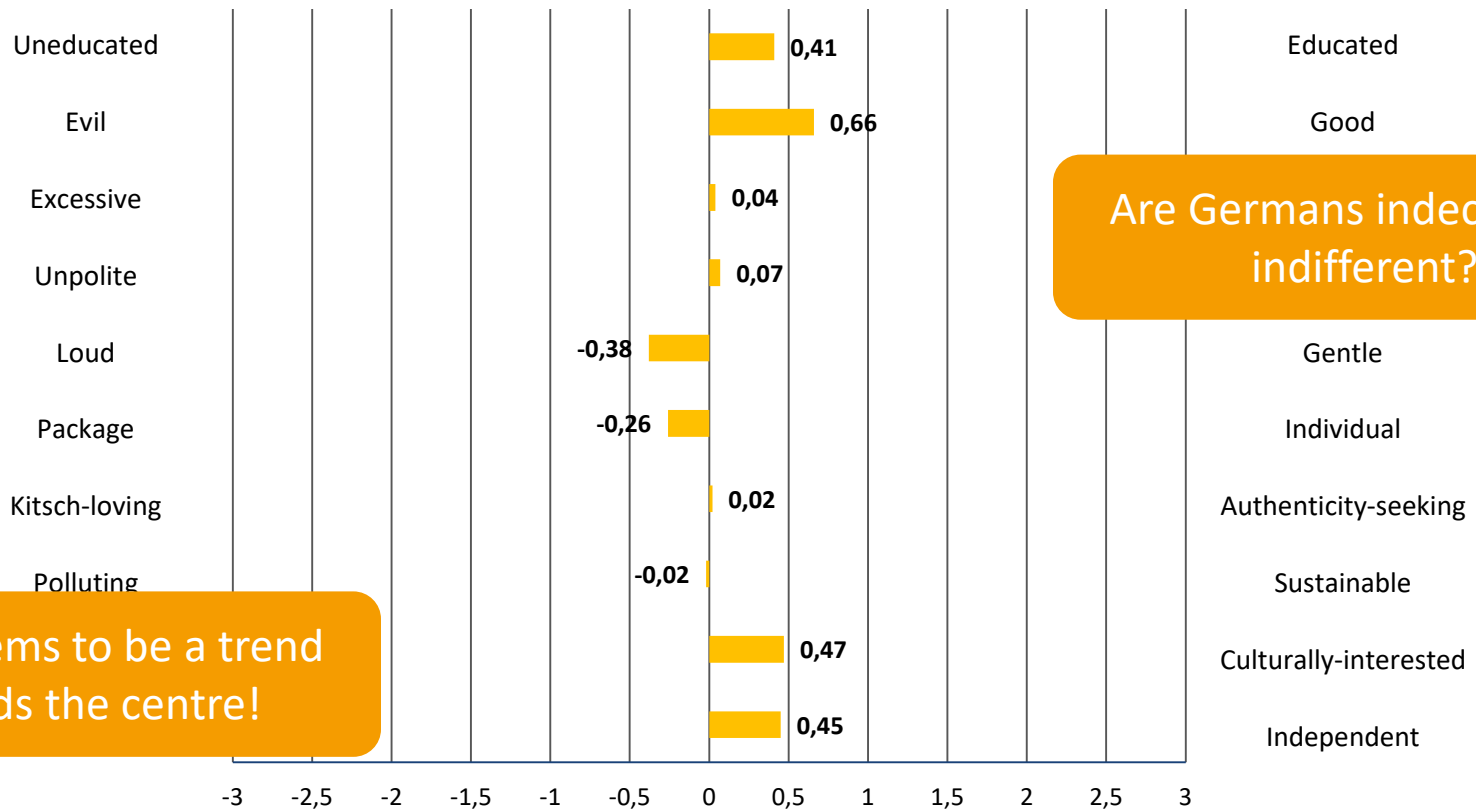


The term "tourist" is not unpopular with the German population!

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



Are Germans indecisive or indifferent?

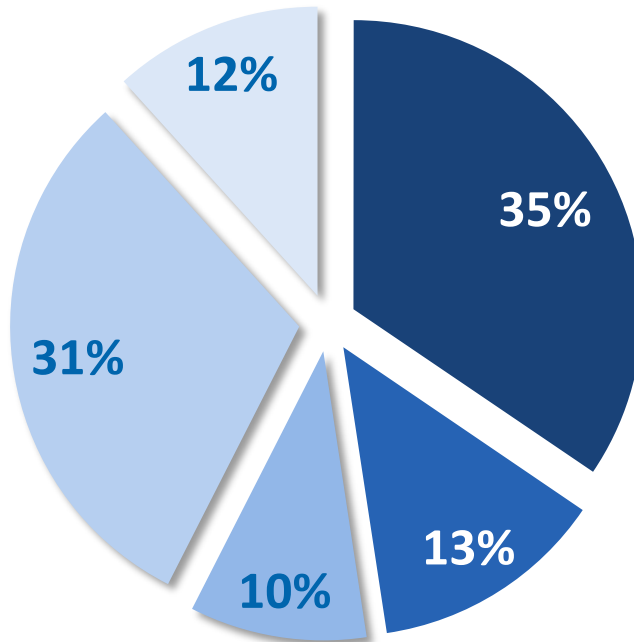
There seems to be a trend towards the centre!

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

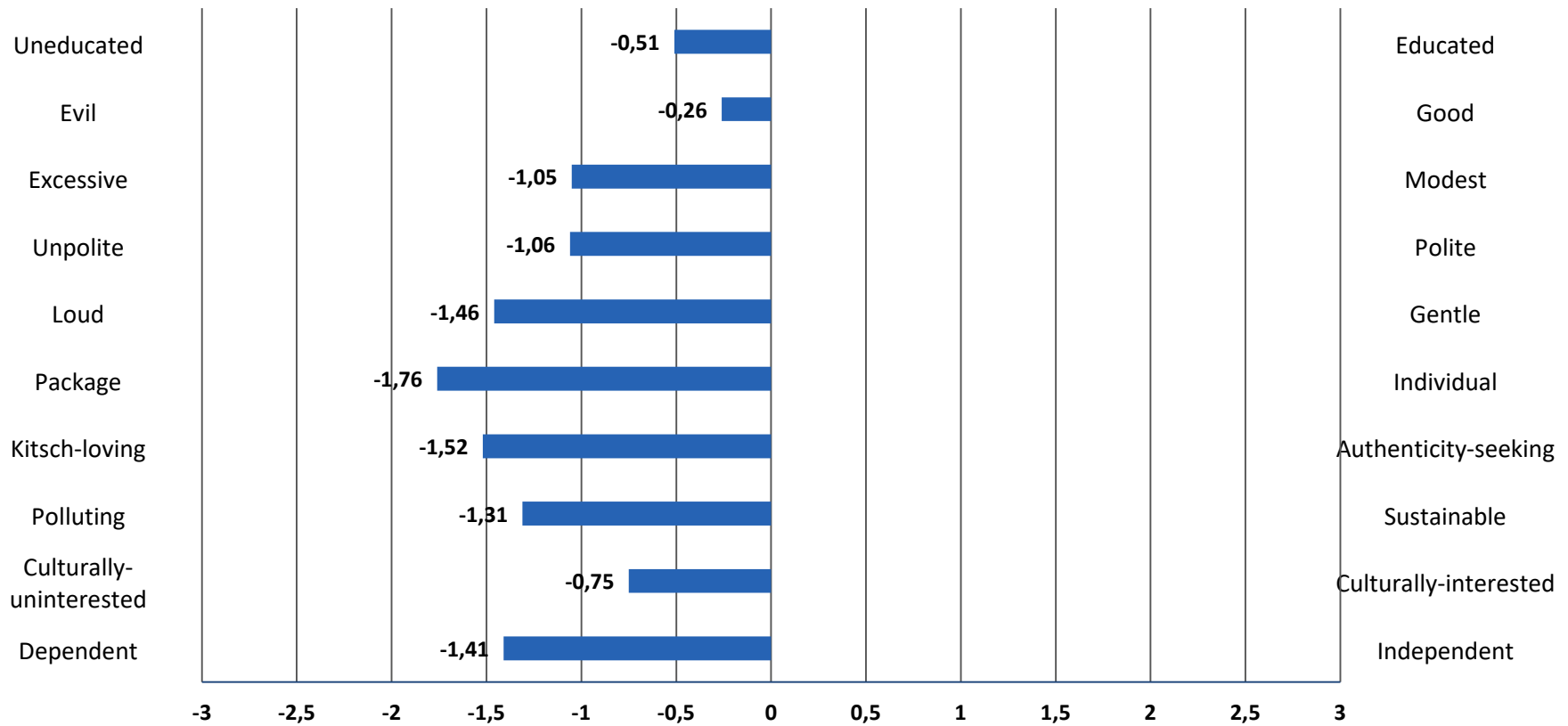
Institut für Management und Tourismus (IMT), 2018



## Semantic-differential: Cluster 2: The Very Critical

### What are tourists to you?

- Tourist Image Study
- ▶ Basis: All interviewed who are travelling
- ▶ Sample size: 119



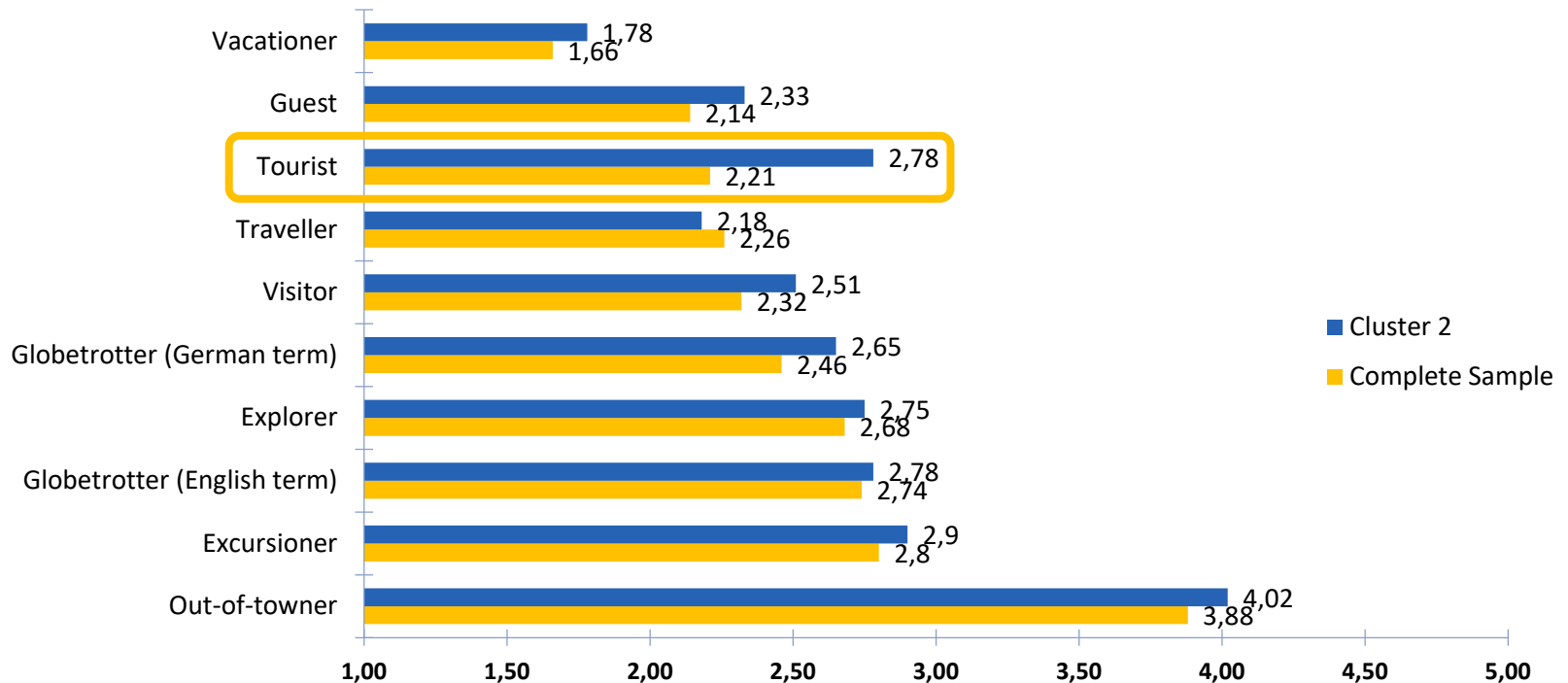
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## Likeability of different denominations in Cluster 2

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



Institut für Management und Tourismus (IMT), 2018

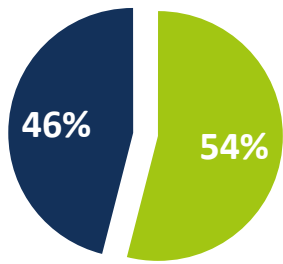
## Disturbances at home as an indicator of overtourism?!

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

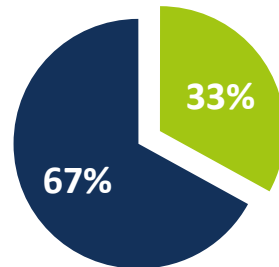
■ **Tourist Image Study**

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

Cluster 2 – The Very Critical (n=119)      Rest of the sample (n=792)



■ Yes ■ No



■ Yes ■ No

	Cluster 2 – The Very Critical (n=64)	Rest of the sample (n=258)
Noise	46,5	42,0
Trash	63,6	54,5
Crowding	48,3	50,9
Prices	36,5	35,1

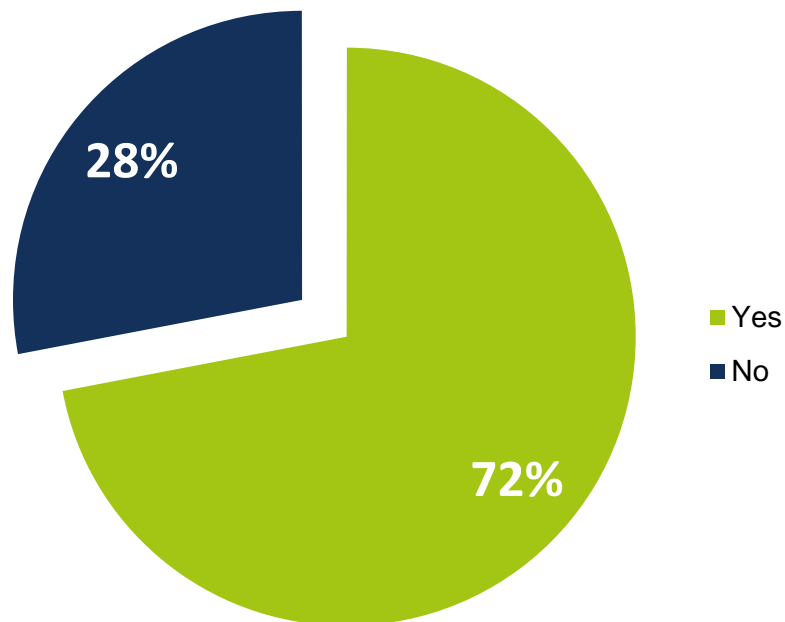
## Research Project: Results

### 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 dissolvment of the “Chicken and Egg-Situation”?  
Is the image of the tourist influenced by overtourism or vice versa?

## Literature

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