1. Describe the characteristics which are analyzed in profiling of tourists.

Ans: Trying to understand how tourists may behave in environments that are foreign to them is the object of this article and is of direct interests to those working in tourism or studying the subject. In this article it is explained, that with tourism activities, it is not about what a destination can offer or what tourists want from a destination, rather it deals with what at any given destination can serve each type of tourist. For some time now there have been a series of attempts to classify these ‘types’ of tourists for scientific as well as mercantile purposes. First of all a summary will be presented of the main stream developments regarding tourists’ profiles and their practical uses. Then a framework is presented that may help identify the ends tourists are after and how they can be matched at a destination.

2. Types of attractions and types of tourists

Tourism is about the encounter between tourists and their holiday destination and therefore it is this particular relationship we shall embark on. Tourists have their sensory intake from sources, called impact sources. Similarly, other terms used are ‘toured objects’ or ‘experience clues’. Holiday tourists may look all the same with their bright-coloured clothing, expensive bags, cameras and funny caps, but in fact each of them experiences their vacation differently. When tourists enter their holiday destination local identities – cultural, sociological or natural – become associated with a significance they may have for tourists, whereby these identities turn into impact sources. In other words each tourist attributes some value to the impact source he or she is confronted with through association, recognition, comparison or imagination, among others. The question how we can differentiate among these attributed values leads to an inventory of tourists’ reactions to impact sources, that is to say to the results of their internal processing of sensory intake tourism deals with what at any given destination can serve each type of tourist, emphasizing the binomio tourist-destination as nucleus of the tourism activity. However, it would be erroneous to describe the encounter between destination and tourists just as a stimulus-response model. Once we interpret the encounter between destination and tourists as the convergence of emotions and activities being an existentially authentic process of interactions that may lead to experiences for both sides, we shall be able to reach a much broader understanding of the phenomenon called tourism.

Impact sources themselves can also be differentiated on the basis of economic value among others. Tourism destinations consist of tourism services, such as hotels or restaurants, and also of tourist attractions, whereby a distinction can be made between the main attraction embodying the destination’s pulling power and side attractions taking advantage of the tourists’ presence. The former can also be called main impact source and the latter side impact sources. For those attractions that are specifically developed or adapted for tourism, visitors will have to pay. In other words these sources represent economic value and are market dependent.

Next there is the general ambiance of a place, its normal daily life and cultural heritage, which is there anyway with or without the presence of tourists. The destination shares these impact sources or experience clues with tourists and hence they can be called Shared Impact Sources and they form the basic ingredient of any (tourism) destination. One characteristic is, that tourists do not pay for their use and therefore these do not represent direct economic value in tourism. In most cases locals do not receive money for the tourists’ presence either, other than from additional economic activities such as selling souvenirs or by improved local infrastructure, for example, it must also be clear, that main or side tourism attractions are just expression of a destination’s culture and not its embodiment. This is an important observation, since it is in contrast to most marketing techniques following the ruling economic approach, whereby marketing is restricted to these impact sources with economic value, while the rolling hills, neat little churches or the locals’ colourful dresses are used as background for the promotion of specific tourism attractions. In marketing what is of importance to the locals – their daily life and surroundings – is pushed backstage to create the opportunity for visitors to spend. Returning to the subject of the encounter whereby tourists convert local identities into impact sources – which may remain unnoticed or intensively lived – setting up a typology for tourists and their likes and dislikes prompts an additional question: any of such typologies may be used for a number of different purposes, each of which may require a specific starting point and development. Predicting what type of holiday or destination tourists may like is one reason for such typologies, another may be the design of a tourist attraction and there is also the direct interest of the marketing sector. It seems that predicting tourists’ destination preferences has received the bulk of research interests and more practical approaches have been designed for this purpose. Afterwards some more theoretical methods will be analyzed concerning the general disposition tourists have and which may serve more the marketing sector.

2. How would you plan and prepare for a city tour?

Ans: Step 1: Decide Where You Want To Go

Defining where you want to go sets a goal to work toward. A lot of people talk vaguely about travel. They never say where they are going, just that they are going. Picking a destination is immensely important, as it gives you a definite goal. It’s a lot easier to mentally get behind “I am going to Paris” than “I’m going to Europe” or “I’m going somewhere.” Not only will your trip become more concrete for you and easier to commit to, but it will make planning easier as well…because you know what to work towards.

Step 2: Decide the Length of Your Trip

How much does it cost to travel? I have no idea without knowing for how long you’re going away. You can’t figure out how much you need to save if you haven’t decided on how long you’ll be in your destination. After you say “I’m going to Paris,” add “for 10 days.”

Now, you have a concrete plan to work from. “I am going to Paris for 10 days” is a trip that you can plan for.

Step 3: Research Your Costs

So you know where you’re going and how long you’ll be there, but to really nail down how much money you need, your next task is to research the costs in your destination at the style of travel you want. Do you want to backpack, or would you rather stay in luxury hotels? How much are hostels, hotels, restaurants, and attractions? Knowing will allow you to estimate how much money you’ll need for your trip. Here is how to research costs:

- Buy a guidebook.
- Ask on community websites like our forum and Facebook group or Lonely Planet.
- Google prices for specific things you want to do.
- You don’t need to do more than that. There’s so much information on the web that if you go down the rabbit hole of overplanning, you’ll get lost and confused by the firehose of information. Stick to those four things and you’ll be set!

In our example, if you are going to Paris for 10 days and need $75 a day (not including your flight), you know you need to save $750 (though round up to $800 since it’s good to have extra) for your trip. If you were to travel around the world for a year, you’d need $50 a day.