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## HOW DOES THE STUDY OF DEMOGRAPHICS AND PSYCHOGRAPHICS AFFECT TOURISM?

Is it possible to please everyone? Based on the previous learning regarding reasons people travel, Maslow's Hierarchy and Plog's Continuum, people have a variety of needs when traveling. So, how do suppliers determine who to sell to? Suppliers are trying to reach a particular market, rather than the population as a whole. It is too expensive to market a product to everyone in town because only a certain number will have any interest in it. Breaking down a market into smaller, similar groups is known as **market segmentation**. There are two ways of segmenting a market – **demographics** and **psychographics**.

### Demographics:

- Age
- Gender
- Income
- Marital status
- Education
- Address
- Etc.

### Psychographics:

- Lifestyle
- Hobbies
- Special interests
- Clubs
- Magazine subscriptions
- Etc.

### Demographics and Psychographics

**Demographics** are facts about a person that can be easily identified or measured, such as age, gender, income, marital status, and so on. Marketers look for ways to reach a specific population. For example, research has shown that mature singles and couples who are retired and have a large discretionary income may enjoy escorted tours. An escorted tour operator would want to focus the majority of their marketing energy and budget to reach that market.

**Psychographics** is another means of segmenting a market. You can segment your target market by lifestyle, hobbies, special interests, clubs, magazine subscriptions or any other interests.

### Understanding Market Segmentation

**Marketing** is a way of doing business, in which businesses and organizations (including governments) design products and services to meet customer needs and wants. These businesses and entities generally focus efforts on those people most likely to buy their product rather than the entire mass market. They also develop marketing efforts that fit into their overall business plan.

Hospitality and tourism businesses often make the mistake of attempting to be all things to all people. It is difficult to develop marketing strategies for the mass market. It is much more effective to focus on one particular market segment.

For example, it would be difficult to develop a destination resort that would be equally attractive to psychocentric and allocentric travelers. Or one which appealed to both boaters and fishermen.

## WHAT IS IT LIKE TO BE AN INCENTIVE TRAVEL AGENT?

*Brenda Wu works in the incentive travel department of a large retail travel agency*

I am an incentive travel agent. I started working here part-time while I'm in college majoring in public relations. I love my job because it is so varied and I meet so many people. I also have the opportunity to do some traveling, although that is not a major component of my job, especially now while I'm in school.

Incentive travel is travel "earned" by employees. Corporations ask us to plan travel programs to suit their needs, and then they advise employees what requirements are to be able to take the trip. Our firm plans all of the travel, including transportation, accommodations, meals, entertainment and any other items the corporation requests.

When I first started, I was in charge of helping put the ticket and information packets together, making sure the luggage tags were in order and confirming reservations. Now I am able to assist in putting the trips together. It is a lot of work to make sure everything is just right. We have some pretty big clients and they expect extra touches such as ordering matching tote bags with the company logo, gift baskets in hotel rooms, attraction tickets, dinner reservations, tee times at the local golf courses and similar items.

I help get presentations ready for us to take to corporations to "sell" them on the idea of having us plan their incentive travel. I hope someday soon I will be allowed to make the presentations and bring new clients to the agency. I really have put my math skills to the test as I have to figure out costs – what it costs us and what we need to charge to pay for our time. I use my computer skills making the slides for the slide show which explains what we do.

We have booked groups as small as ten travelers up to nearly 600. We have booked destinations from Key West, Florida to Paris, France and everything in between. We have made arrangements for employees to travel on their own, all-expenses paid, and for large groups to travel together. Incentive travel is fun because it is so varied. I also enjoy planning the little details of every day and working with tour operators, hotel

representatives, ground operators and others to make a perfect trip.

### ***Keys to Success***

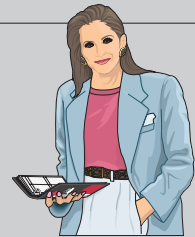
- ✓ Flexibility
- ✓ Detail-oriented
- ✓ Communication and customer service skills
- ✓ Presentation skills
- ✓ Math skills
- ✓ Computer skills

## SECTION I - CHAPTER CHECK UP

1. What does FAA stand for and what are its responsibilities?
2. Which of the following is an internal factor affecting air travel?
  - A. High fuel costs
  - B. Frequent flyer programs
  - C. Deregulation
  - D. Economic growth
3. How can media exposure about a destination increase air travel?
4. List two things airlines have done to become more popular.
5. Name two GDSs in use in the United States.
6. In order to fit a large amount of information in a small space, airlines use what to represent themselves, cities and airports?
7. What is a PNR and what is its significance to air travel?

### What's Your Opinion?

Agree or disagree. The growth of air travel is the single most important factor in the development of the hospitality and tourism industry.



### WHAT WOULD YOU DO IF...?

You are a tour operator. You rely heavily on air transportation to get your customers from their home town to the city of the tour. Airline service has become increasingly poor, with flights delayed or canceled, baggage lost and travelers stranded. How can you protect your tour company and still utilize airlines for transportation?

