

Human Behavior Related To The Elements Of A Tourist Location

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Abstract: - Human behaviour represents the matrix that can define behaviours and attitudes. This behaviour materializes the psychosocial acquirement that can be accumulated, over a period of time. In this context, the human being has the ability to shape his behaviour as required, according to given situations, that is why the flexibility of conduct, seems to be a way of adjustment, the ways of applying it being various. For many of us, talking about a door can refer only to the trivial action of purchasing a device that enables or not, entering a certain space. But, if we will consider that the door can be the respondent of our behavioural posture conduct, then all the inserted cognitive logistic approach decodes the volitional-emotional space, where the identity of the spiritual personal matrix leaves its mark over the Ego, related to the moment, value and evolution.

The door of travelling locations, joins a cohabitation relationship: tourist-holiday; assigning it sometimes the valences of a nonconformist attitude, it never being in vacation, always living the duality: exit-entry; inside-outside, opened-closed.

Tourist behaviours towards the door complete the wide range of options targeting the conduct and expression, the choice being a personal one. Besides, we have the possibility of slamming the door because it doesn't belong to us or bless it, when we pass its threshold, thanking it that it exists. This article emphasizes on the analytical perspective of the responsible consumer behaviour, applied to a specific branch: tourism. Moreover, this key sector represents more than 15% of the global economic activity, being the leader among the activities that are specific to services. Also, the context in which tourism takes place nowadays, can change the natural behavior of the consumers of the tourism act, towards the tourist location and towards its component elements.

The position that has been adopted in this study, with accents on tourist psychology, as a consumer, is centred on the idea of a better understanding of consumers, considering it essential to the evolution of the current tourism market.

Key-Words: destination, tourist location, door, tourism, behavior; identity.

1 Introduction

Human behavior represents the matrix which can define behaviors and attitudes. It will materialize the psycho-social acquisitions that can be accumulated by a human being during a certain period of time.

The consumer behavior is an important part of marketing, „a multidimensional concept that designates all the acts of decision made on an individual or group scale, directly related to obtaining and using goods and services in order to satisfy current and future needs including decision-

making processes that precede and determine these acts. (N. Teodorescu in Florescu, Mălcomete, Pop, 2005, p.154). American, John C. Mowen, defines it as „the study of those who purchase and that of exchange processes involved in the acquisition, consumption and the arrangement of goods, services, experiences and ideas.”(Mowen,1993, p.6).

Another definition, that of the American Marketing Association, considers consumers behavior as being a „dynamic interaction between the activity and the knowledge, behavior and environment, by which people decide which trades have to be made in life” (American Marketing

Association, <http://www.marketingpower.com/mg-dictionary-view738.php>, 2006.) Their behavior involves a search of leisure experiences of their permanent interactions with the components of a tourist location of a destination with the characteristics of the places they choose to visit. (Leiper, 1997).

According to Leipner's statement, it is confirmed the fact that understanding the consumer, and a tourist doesn't imply only academic interest, but it provides relevant information for planning and the marketing of an effective tourism. Although some writers (such as Meethan, 2001; Jelincic, 1999) consider that the beliefs and the consumers behavior as tourists, is less important in the era of globalization, because tourists tend to have similar travel habits; Douglas and Wind (1987) and Kean (2003) insist on the idea that the world is not globalized yet, therefore, the behavior of a tourist consumer from each country is different and must be understood by the fact that there are several determining factors that influence the tourist supply and demand. (Horton, 1984; Assael, 1995; Sharpley, 1996). Swarbrooke and Horner (1999, p. 3). The behavior of each country is different and has to be understood by the perspective that there are a lot of factors that influence the supply and the demand of a trip. (Horton, 1984; Assael, 1995; Sharpley, 1996). Swarbrooke and Horner (1999, p. 3).

2 Problem Formulation

In this context, the tourist has the ability to shape its behavior as required, practically and in given situations, that is why a flexible conduct seems to be a version of adaptability, the options of application being numerous.

This brings us to decode the behavior of a person that changes its social status, for a certain period of time, in that of a tourist having theories and models that are necessary for its internal structures. Of the known and appreciated ones, by the specialists, which can be applied in our context, have:

- a) **The Pavlovian model** – based on the learning theory, that is founded on the four main concepts: momentum, suggestion, response and relapse and in this case the model measures tourist identities, aimed on his behavior towards the door
- b) **The Freudian model** – where from our point of view, besides the psycho-analytic

theory that refers to the human being, the motivational research of behavior, it is being insisted on attitudes and opinions that generate behaviors of the tourist towards the door.

- c) **The Veblenian model** – known as being socio-psychological, taking into account the external motivations that target the social influences of the human behavior as well, because of the level at which point the society has an impact on it.

Important to these identities, remains the tourist behavioural conduct, manifested through various situations, often starting from simple statements, ascertainment's and assessments related to certain holiday services and that end up in having an attitude and precise reaction towards some elements of tourist locations, in this case talking about the door, as a necessary accessory, useful and important for this certain institution. If we would turn to the definitions of the Dictionary from 1978 we would have the certainty that the door is:

a) - a regular shaped opening, left in the wall of a building, on a vehicle, on a piece of furniture, to allow entry (and exit);

b)- the ensemble that consists of something stable to which it is attached a mobile board of wood or metal; that closes or opens this aperture, the humdrum consisting of the fact that besides a purely technical and explanatory information, the message doesn't convey emotion, the emotion being described certainly at another page of the dictionary. But, when in front of a door (taken as *grosso modo*), we give ourselves answers to questions such as [Paşca MD 2008]: what do we do in front of it?, how do we behave?, where can it lead us?, how long do we stand in front of it?, what does it provide us?, who decides all?, or why do we stand here? .Then, through the attitude of our Ego, we find the key of the volitiv-emotional manifestations that, as spiritual matrix, represents us at a certain point.

In this context, human behavior towards the door leads to emotional states that manifest themselves on a base that has gathered: emotions; experiences, events attitudes and conducts that can develop in some cases as skills and/or moral perceptions.

All these arise when everyday applications, the emotional stress, the stress and even the style

and quality of life become the imprint of special and unmistakable attitudes. Thus some emotional states are triggered, Pasca Maria Dorina (2008):

a)- affective ones = where self-esteem and self-image increases due to the existence of feelings and mainly positive personal experiences, the door remaining opened;

b)- conflictual ones = that occurred during moments that lead to tensions in the relationship between the transmitter and the receiver, the door being an impediment;

c)- behavioral ones = being the consequence of failures that appeared in the mitigation of conflicts between the parties, the door being the element that supports: anger, violence, aggression and even disappearance;

So we are generally used to describe the behavior towards the door of the house but our everyday experience intercepts our outbursts liked to that of other locations, such as:

a)- institutions (education, health, justice, art, ecclesiastical)

b) - means of transport (train, subway, bus, street car, trolley, car, plain, etc.)

c) – work place (public, private)

d) – tourist locations

e) - variable,

Basically, the consequences of personal attitudes being barred by the objects, those are around us at a certain point, especially, the door.

3 Problem Solution

Having certain characteristics, the door of tourist locations establishes a logistical relation of general cohabitation between the tourist and the vacation, offering it the valences of a sometimes non conformist attitude, it never being on vacation, always living the duality of concepts such as exit-entry, inside-outside, opened-closed, defining a temporal-spatial identity in a certain given context.

3.1. The seasonality of tourist locations

Thus, it is interesting to analyse the door in correlation with the attitudinal-behavioural elements in permanent relation with the tourist unit that can be found both at the seaside and in the mountains, having as identity:

- At the seaside: hotel; pension; cottage; caravan

In the mountains: hotel; cottage; pension; caravan, the type of accommodation insuring certain independence, even of the social status.

We choose:

a) – **the hotel** for: comfort, star rating, category, location, offered services, security, social status, privacy, ambiance, sea view, mountain view, etc.

b) – **the pension:** less cost, comfort, nonconformity, facilities, family atmosphere, returning to nature, food, etc.

c) – **the hut:** privacy, nonconformity, special conditions, living far away from the city noise, facilities, youthful atmosphere, fun, relaxation, good mood

d) – **the cottage:** cheap, unpretentious, short period of time, minimum comfort, privacy, etc

e) – **the trailer:** cheap, house on wheels that exempts you from the bills of your flat, adventure, nonconformity, freedom and unlimited in time and space

In these locations the door can be made of:

a) – **wood**, assuring quality, elegance; comfort and warmth, peace, safety and joy, when at the hotel, cottage, guesthouse, lodge, you are allowed to decorate the room according to the season, with Christmas ornaments, flowers, bells, leaves, mistletoes, wreaths, posters and even accessories for the bathroom, beach and the list can be continue;

b) – **glass**, emphasizing a chic style, a daring one, based on elegance and light, being generally sliding and seen in hotels that have a high star rating, customizing the wellbeing that of entrance in a special and magical place that demands respect and attitude

- c) – **metal**, found at trailers, where safety and protection have to banish uncertainty and mistrust, rarely left opened or decorated, often being impersonal and rigid;

Also as **mean of entrance**, the door evolves from the romantic **key**, passes through the impersonal **lock**, evolving to the modern card, that can „trigger your nerves” when your attention isn’t focused on the sound and the(green) light, your time of reaction being slower. Here we can find as well, the **sliding door**, **the door that can be swung** but also the **heavy door** that is hard to reach, which door after succeeding to open it you let it go, at which point it automatically slams, considering that your effort has been rewarded and the obstacle was passed.

We come across as well, at the doors of travel locations, on **the handle** of different shapes and sizes, especially in hostels and mountain chalets where the popular ethos is present, being the strong point of these locations, following afterwards **the latch** of some cottages, as spear element, along with the rich imagination of „the beauty maker” when we come to speak about the interior door where the handle is shaped as: a ball, a tongue, an animal, a line or different shapes, their positions being according to size and the material of which the door is made of, the voice of the door being „the tip of the iceberg”.

3.2. Tourist identity

Facing such constructions with a psychological impact that leads to a special conduct and human behavior, the beneficiary (the tourist) of the tourist locations isn’t only complex, but also special identifying himself with the:

1. - **Occasional tourist**, who came for:

-Special family or work place **events** (weddings, baptisms), promotions, birthdays, colleague reunions, retirements

-**The weekend**, for a few hours of sunbathing and skiing

-**Vacation**, consisting in a moderate price program, having bought the tickets in advance, in hopes of spending a couple of nice days, the success of this vacation having the power of making this habit a permanent one

-**Business**, stays of a day or two, and delegates when efficiency often takes the place of appearance and comfort

-**Scientific meetings** where „the circuit” between the room=restaurant=conference room, implies a sort of personal imprint, given by the job, role and social status of the one who is in a similar context, the relationship towards the door of the three segments being different;

This occasional situation can lead to totally opposite moods, so that the door has to and becomes the witness of the wellbeing, of the relaxation and of the unforgettable days, that is why, Paşca MD(2008) the doors of these locations have to create a space and capture as much of the landscape it can, especially that of the seaside, but mountains can also enter this picture, along with the fresh air, that passes through the door that is wide opened, giving it a sense of freedom, fulfilment and special personal experiences.

The same **occasional**, can also unleash all its anger, anxiety and frustration, these rooms door being the witness of some physical and mental abuse, the one in this situation having the certainty that „i payee, i do what i want, i can afford it because it is a hotel and i don’t care, because i am not at home”, which underlines a risk conduct of behavior, the door ending up to be hit, slammed, broken, scratched, removed from the hinges or even confiscated by the subject of this matter, that considers the door as „a personal good for which he payee”, that can be taken....home.

The permanent beneficiary (2) is considered the one who has:

- a) – a delegation of several weeks, and the hotel or/and the pension becomes a second home, the conduct being generally a balanced and a consistent one, if we take into account its educational and social status, proving our fidelity and responsibility;
- b) – permanent vacations and holidays in the same locations eighteen in the mountains or/and the seaside, which is in fact a cohabitation through knowledge and mutual acceptance, familiarity playing this time an important role along with respect, consistency and understanding;

- c) – part time home for students or different people who, are part of the „house staff” with all its known and unknown;

In this case, between the two sides, it is established a habitat that is based on mutual understanding, so that the beneficiary reduces its adversity and accepts some minimum required standards, knowing the consequences of such behavior, that is why his behaviors are perceived in a different way of the relationship between partners. In special cases, the administration of tourist sites knows how to defend their property to have the right to choose.(fig.1)

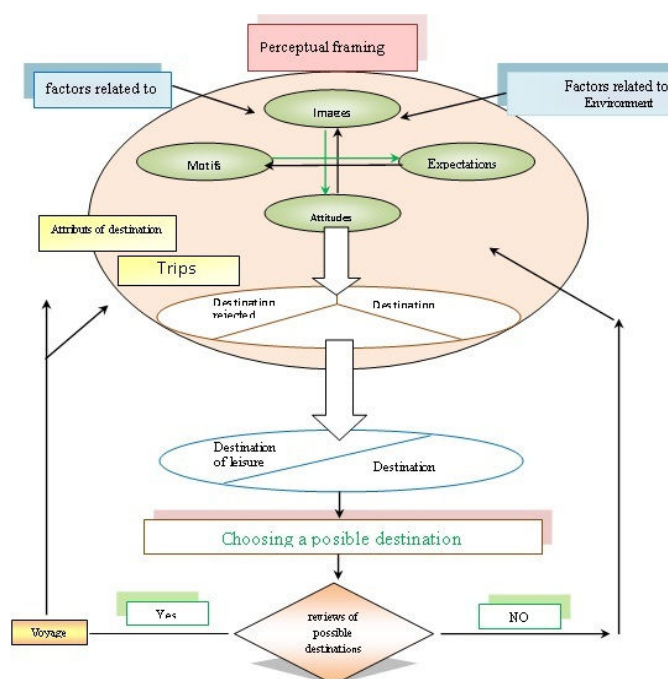


Fig. 1.Factors influence the behavior of tourism

So tourist events, the expression that groups the beneficiary’s identity according to the door of these tourist locations, complete the large scale of options referring to conduct and expression, the choice being a personal one. Thus, the doors personality, starting from the discreet knock to announce your presence and until the indiscreet presumptuous and ostentatious message hung on the shameful door handle: „do not disturb”, „do not have time for you”, „go away”, moment when beyond it , the unknown, the unpredictable, the uncertainty and why not, in opposition, but still rarely, the joy and happiness, everything could coexist in a certain balance.

4 Conclusion

The facts that have been logistically captures until the present can be regrouped in signs that do/don’t mark a conduct and an attitude of he who wants and even benefits of the services of tourist locations. That is why, the habit of behaving civilized in a community and being „in the citadel and not outside it” (obeying the rules) denote the way in which, education in general and turistical education in particular, can give value to the will of participating in a certain field in which the communication, networking and the fellowship between people are enlightening and beneficial. However, it is also present at tourists nowadays, besides the identities that can ascribe them as: (Nedelea, Alex – 2003) „sedentary-shy, sedentary-mobile, rejuvenate and normal” behavioral-attitude connotations such as: caring, careless, arrogant, docile, impressive, satisfied, unsatisfied, indifferent and the categories can go, the listing being able to decode at a certain point, the social impact of the group to which our tourist relates.

All gathered under the identity of the daily tourist, judging by its behavior, we reach to the stratagem of „escape” as well, (see Deer Valley) of the metropolis for the „social disabling that is so necessary, so that only the triad education-awareness-involvement can represent a new attitude matrix of the person concerned.

Then we could even paraphrase: „ tell me how you behave towards the door of a tourist location and I will tell you what kind of tourist you are”, taking care not to slam it but to bless it when we pass its threshold, thanking it that it exists, often knowing our personal information and our secrets, proving that we hold its mark judging by our behavior, always remaining opened for the Ego’s knowledge, giving value to the spiritual matrix that we hold, just as Goodal says (1991) insisting on consumer’s motivation in tourism (Fig.1) stating that „ the interaction of the vacation consumer with its environment determines not only travelling opportunities but also the conditions that influence these motivations and preferences”.

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