

TOURIST BEHAVIOR MODELS

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ABSTRACT

The development of information technology affects all aspects of life. Especially on changes in tourist behavior. The concept of tourist behavior is related to the behavior of tourist activities in tourist destination areas. Tourist behavior is the study of the units and decision-making processes involved in receiving, using and determining tourism products. The development of the economic sector in the service sector also has an influence on tourist behavior. Mainly aimed at types of tourism products. Covers the service process for tourists which tends to be elements of tourism services. Tourists do not just expect the existence of tourism products. However, elements of service quality, social and psychological functions influence tourist behavior.

Keywords: Tourist, behavior, process, model.

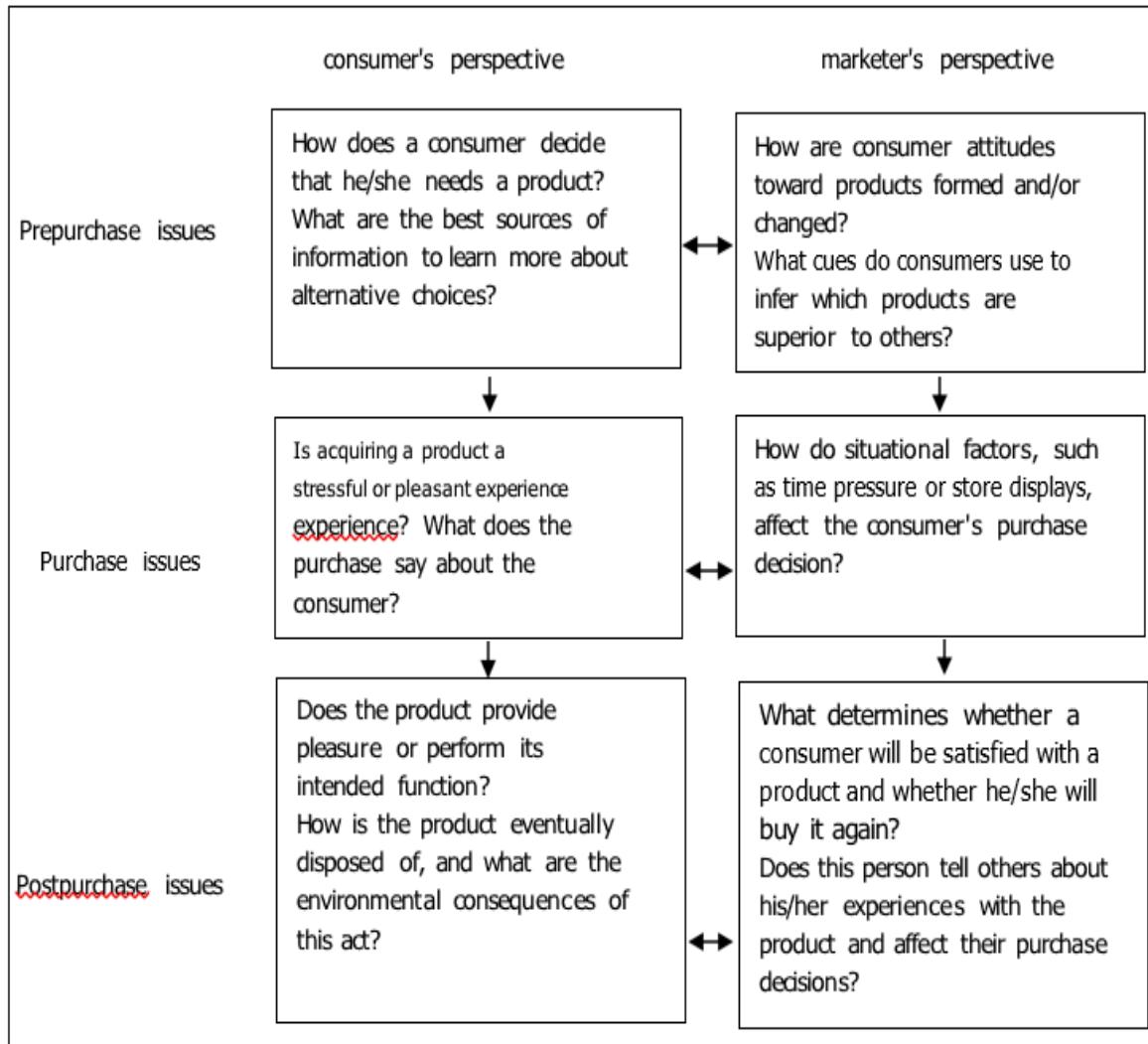
1. INTRODUCTION

Tourist behavior is part of consumer behavior. Considering that tourists are consumers who utilize tourism products. There are quite a lot of explanations about consumer behavior. Among them according Mowen, Consumer behavior is the study of the units and decision-making processes involved in receiving, using and determining goods, services and ideas. This definition explains consumer behavior as a purchasing decision making process. Purchasing decisions made by each individual or group are related to product use and selection. Where the product can be in the form of goods or services. Meanwhile, according to Schifman Kanuk, behavior Consumerism is the study of how individuals make decisions to use the resources they have for consumption related to products. Understanding consumer behavior leads to making purchasing decisions. As well as determining the available budget for the purchasing decision. Budget allocation is quite important for consumers to pay attention to. because budget is a factor that limits the amount that can be consumed. Meanwhile, according to Kotler consumer behavior as final purchasing behavior, individuals or households, buying products for personal consumption. Consumer is an individual who uses the product for his own benefit. Not for resale like a trader. The products purchased by consumers will be utilized by the consumers concerned. Is a manifestation of the use of the inherent function of the product. Meanwhile, according to Engel et al Consumer behavior leads to actions to acquire, product consumption, and the purchasing decision process. This definition shows consumer behavior as part of the act of purchasing a product, and the process after purchase. From several definitions of consumer behavior it can be concluded. If consumer behavior is an activity related to buying and using a product. The process before and after a purchasing decision. As well as using appropriate budget allocations related to purchasing decisions.

Tourist Behavior Model

1. Solomon Model of comparison process
2. Stimulus-Response Model of Buyer Behavior, Middleton
3. Model of Travel-Buying Behavior by Mathieson and Wall
4. Gilbert, Consumer Decision-Making Framework
5. Integrated Model of Self-Congruity and Functional Congruity in Explaining and Predicting Travel Behavior, Sigry and Grewal

2. COMPARISON PROCESS MODEL



In the comparison process model or model comparing the consumer decision process. It is a model that divides into two points of view about consumer behavior. Between consumer perspectives as product users. And the entrepreneur, in this case the marketer, is the observer and determines the strategy related to the behavior of consumers who have become the target market. So in principle, this model explains the comparison of consumer decision perspectives (consumers perspective) and the perspectives carried out by marketers (marketers perspective).

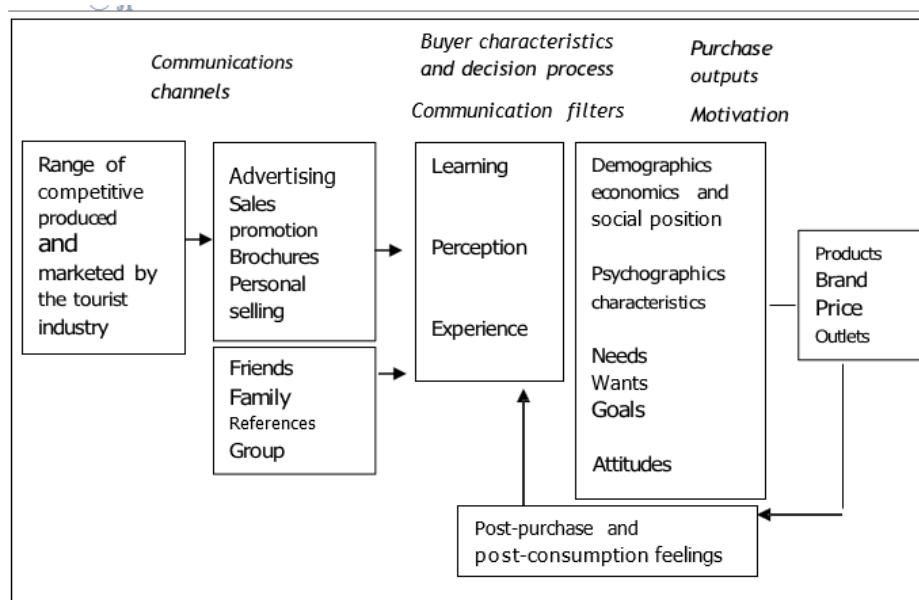
There are three stages of the decision process including the process before purchasing (prepurchase issues), purchasing (purchase issues), and after purchasing (postpurchase issues).

These three stages are compared between the consumer's perspective and the marketer's perspective. Prepurchase stage, for consumers, it is a problem related to need.

And how to find information related to product problems that are needed and desired. Meanwhile, according to the marketing perspective, the pre-purchase stage is an effort to find out how consumers' attitudes meet these problems. When to make a purchase, and where to make a purchase. Purchase stage According to the consumer's perspective, it is part of the answer to the evaluation process of problems related to brands and products. And whether the product is able to answer consumer needs and desires. Meanwhile, from a marketer's perspective, it is a marketer's effort to understand how consumers make purchasing decisions.

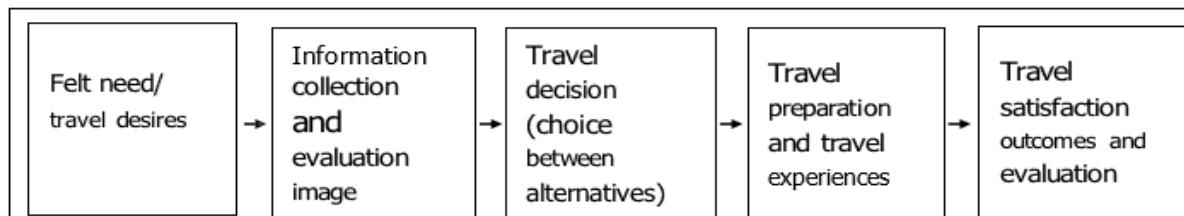
As well as understanding the situational factors that influence purchases. Stage after purchase, from the consumer's perspective, this stage is how the product is able to perform its function well. And how the product works so that it can achieve consumer satisfaction. Meanwhile, from a marketer's perspective, this stage is the stage of understanding the condition of consumer satisfaction or dissatisfaction with the product. As well as the continuation of consumer behavior when product evaluation has been carried out. So that marketers can evaluate the existence of their products.

Stimulus-Response Model



In the stimulus response model or consumer response to marketing encouragement, this is a series of consumption behavior processes carried out by tourists. In principle, this model is divided into four process stages. Stage stimulus input, communication channels, buyer characteristics and decision process, purchase outputs. Stage input stimulus or the stage of response as a result of encouragement or stimulation from marketers in the tourism industry. As well as encouragement from other tourism organizers such as alternative tourism products. Before carrying out tourist activities, tourists receive or obtain promotional information from marketers and other competing products. This input is needed by tourists to determine the product of the tourist destination they will visit. Stage communication channels, in this stage tourists will look for information related to planned tourist destinations. The necessary information can be obtained from advertising, sales promotions for tourism products, related brochures with tourism products and other alternative tourism products (brochures), the existence of tourism marketers provided by tourism organizers (personal selling), as well as public relations which can clarify information about the existence of tourism products and their advantages (public relations). Stage buyer characteristics and decision process, is the most important part of the consumer behavior process because at this stage consumption decisions are made. This stage is divided into two areas, communication filters And motivation. Fields related to communication filtering (communication filters) this includes the learning process (learning), the presence of views according to tourists towards the product (perception), as well as experiences and actions that consumers have taken with the product (experience) . Meanwhile, the field of motivation places more emphasis on the role of demographic structure, socio-economic class position (demographic economic and social position), psychological characteristics of tourists (physical characteristics) has a role in each tourist's behavior, attitude (attitudes) as well as the needs, desires and goals of tourists regarding tourism products (needs, wants, goals). Stage purchase outputs, is the next step in the purchasing decision process, including product type, brand, price, and location of product purchase (product, brand, price, outlet). After this, as a conclusion, tourists will carry out an evaluation regarding the tourism decision. The evaluation results will determine the next travel decision process (post purchase and post consumption feelings).

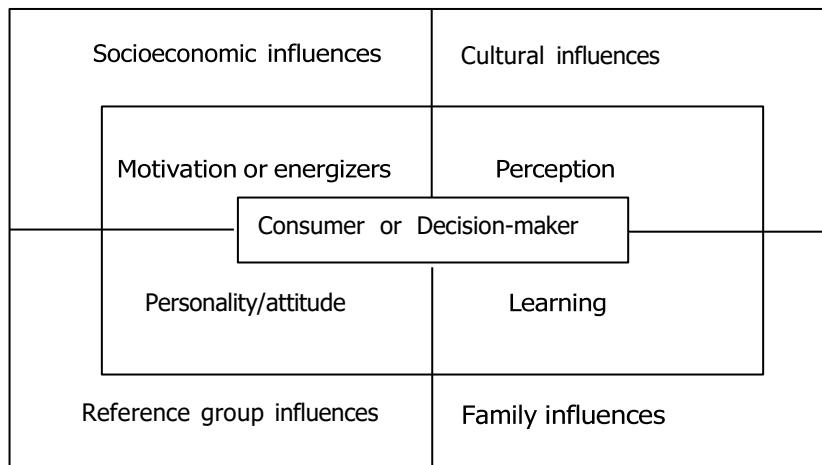
Model of Travel-Buying Behavior



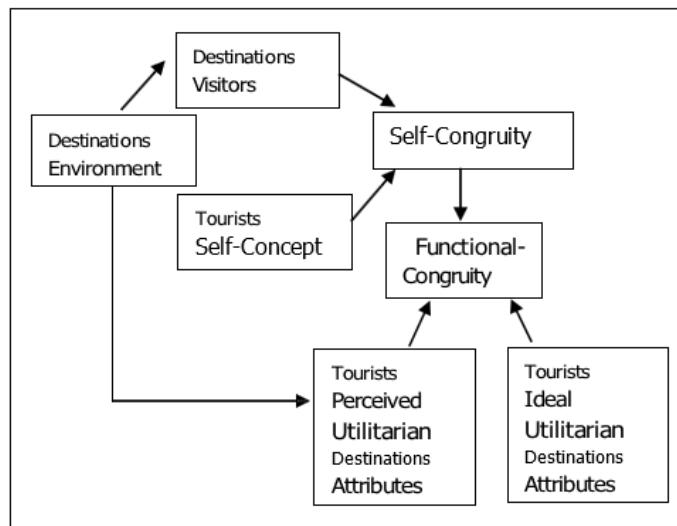
In this tourist behavior model, it is a development of a form of consumer behavior by emphasizing conventional consumer behavior processes. By going through several stages such as recognizing the problem, collecting information, selecting information, decision process, and evaluation after purchase. In this model, this stage of the consumption process is carried out by tourists. Thus the stages start from feeling the need to travel (felt

need/trave desires), followed by collecting information and evaluating all information related to tourism products. (information collection and evaluation images). Deciding which tourism product to use and comparing alternative products (travel decision-choice between alternatives). Make preparations before going on a tourist trip and try other possible tourist trips (travel preparation and travel experiences). Then follow up with an evaluation after the tour. Does it provide satisfaction or dissatisfaction with traveling? Then further evaluation is carried out in preparing future tourism plans.

Consumer Decision-Making Framework Model



This model is part of the main framework for the consumption decision making process (consumer or decision maker). The consumption process is influenced by four areas of the consumer's internal part. Such as motivation and ability, consumer perspective, consumer learning process, consumer attitudes and individual character (motivation or energizes, perception, learning, personality/attitude). These internal fields are influenced by external factors. Such as socio-economic influences (socioeconomic influences), the influence of habits and culture (cultural influences), environmental and family influences (family influences), as well as the influence of reference providers and role model groups. Integrated Model Travel Behavior



In this model, it is a form of suitability and function process carried out by tourists regarding tourism products. Tourist destination environment as a factor that encourages potential tourists (destination environment). The tourist destination environment will build tourists' impressions about the tourist destination in question (destination visitor image). Apart from the understanding and concepts that tourists have regarding tourism products (tourist self-concept). Furthermore, encouraging self-adjustment then influences the function of conformity (functional-congruity). This condition is influenced by two other attribute components such as what tourists receive, benefits, and tourist destinations (Tourist Perceived Utilitarian Destination Attributes). As well as the component attribute benefits desired by tourists (Ideal Utilitarian Destination Attributes). And in the end as a result of the functional benefits felt by tourists. Will lead to the benefits of tourism activities that can be felt by tourists themselves (Self-Congruity).

3. CONCLUSION

Tourist behavior is an activity that involves factors that influence and are influenced. Influencing factors can be internal and external factors. Internal factors such as tourist characteristics and tourism marketing strategies. Meanwhile, external factors can be the environment outside management. A model can be used to simplify the explanation of the influence of each factor in the tourism decision process. Because the function model makes it easier to explain the flow of relationships between each component that influences each other. Without changing the flow of the relationship between each factor towards tourist decisions. So a model that is considered to be close to the actual conditions is part of a tool to clarify the relationship of each influencing factor. A model certainly has a model function that explains the components in the conditions described. Among the functions of the model is being able to serve as an explaining function (descriptive). Explain the relationship between each stage. So that it can be made to explain and conclude the conditions that occurred. The function of the model is also to be a medium for predicting future events (predictions). The model must also be able to function as a deeper explanation (explanation) of the condition being represented. Explain the relationship between each stage and the other stages. The model function should also be able to be a controlling factor (controls) of what might happen.

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