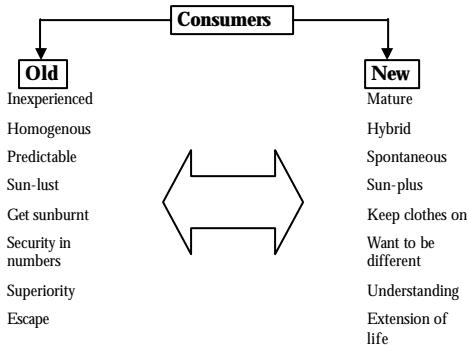


# REC 3033 Commercial Recreation and Tourism

## Dominant Western Environmental Paradigm vs. Green Paradigm (Ideal Types)

Dominant Western Environmental Paradigm	Green Paradigm
Humans are apart from nature	Humans are part of nature
Humans are superior to nature	Humans and nature are equal
Reality is objective	Reality is subjective
Reality can be compartmentalized	Reality is integrated and holistic
The future is predictable	The future is unpredictable
The universe has order	The universe is chaotic
The importance of rationality and reason	The importance of intuition
Hierarchical structures	Consensus-based structures
Competitive structures	Cooperative structures
Emphasis on the individual	Emphasis on the communal
Facilitation through capitalism	Facilitation through socialism
Linear progress and growth	Maintenance of a steady state
Use of hard technology	Use of soft technology
Patriarchal and male	Matriarchal and female

## Old and New Tourists



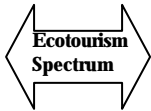
## The Green Consumer and Green Traveler

- Evidence of a gap between attitudes and behavior “vener environmentalism”
    - traditionalists—adhere to dominant western environmental paradigm (29% of American population)
    - cultural creatives—adhere to green paradigm (24%), segment growing rapidly
    - modernists—adhere to basic tenets of old paradigm but are more moderate in their view (47%)
- “As with overall consumption patterns, the traveling public expresses a high level of awareness and sympathy for the environment but apparently does not translate this attitudes into a consistent pattern of consumer behavior” (Weaver, 2001 p. 42)

## Hard and Soft Ecotourist Types

### Hard (active deep)

Strong environmental commitment  
 Enhance sustainability  
 Specialized trips  
 Long trips  
 Small groups  
 Physically active  
 No services expected  
 Deep interaction with nature  
 Emphasis on personal experience  
 Make own travel arrangements



### Soft (passive, shallow)

Moderate or superficial commitment  
 Steady state sustainability  
 Multi-purpose trips  
 Short trips  
 Larger groups  
 Physically active  
 Physical comfort  
 Shallow interaction with nature  
 Emphasis on mediation  
 Rely on travel agents and tour operators

## Market Segmentation

- Motivation, attitudes, and behavior
  - hard ecotourist—strong biocentric attitude, preference for physical activity and challenge, close contact with nature, don't require on-site services
  - Soft ecotourist—anthropocentric, preference tangential engagement with natural environment
- Geographic location
  - Developed vs. Developing Countries
  - Country of origin
  - Intra-country regions
- Demographics
  - Gender—increasing feminization of ecotourism sector
  - Age—mixed data, generally older
  - Education—ecotourists have more formal education
  - Income—more affluent
  - Employment—more professional occupations

## Basis for Segmentation in Consumer Markets

- Geographic
  - Region
  - Size of area
  - Population density
  - Climate
- Demographic
  - Age
  - Gender
  - Family size
  - Family lifecycle
  - Generation
  - Occupation
  - Income
  - Ethnicity
  - Nationality
  - Religion
  - Social class
- Psychographic
  - Activities
  - Interests
  - Opinions
  - Attitudes
  - Values
- Behavioristic
  - Usage rate
  - Benefits sought
  - Brand loyalty
  - User status: potential, first-time or repeat
  - Readiness to buy
  - Special occasions
- Customer Needs
  - Requires market research

## Size and Growth of Ecotourism Market

- Ecotourism market estimated to be 10-15% of total tourism market but figures are unreliable
- Growth in ecotourism market is likely growing at slightly greater rate than general tourism market

## Example of Market Segmentation

## Attitudes toward tourism development options

PART 5. Future development options for the Cheong region.

Q-14. There are many development options for the Cheong region. Please tick in whether you *strongly* or *oppose* the following new types of development for the Cheong region. (Please circle *1-5* response for each item.)

	STRONGLY FAVOR	FAVOR	NEUTER	OPPOSE	STRONGLY OPPOSE	
	1	2	3	4	5	
Accommodation	High level hotel development	1	2	3	4	5
	Small hotel in an Cheong township	1	2	3	4	5
	Home-based hotel in a rural setting	1	2	3	4	5
	Service apartments	1	2	3	4	5
	Dispersed campsites (not caravan parks)	1	2	3	4	5
	Caravan parks	1	2	3	4	5
Services Development	Hot and tourist accommodations	1	2	3	4	5
	Dispersed camping (not in very forested regions)	1	2	3	4	5
	Cafe	1	2	3	4	5
	Restaurants	1	2	3	4	5
	Fast food outlets	1	2	3	4	5
	Harbour development	1	2	3	4	5
Other	Marine service centre	1	2	3	4	5
	Commercial retail centre	1	2	3	4	5
	Industrial/manufacturing facilities	1	2	3	4	5
	Botanic gardens	1	2	3	4	5
	Wild farms	1	2	3	4	5
	Other	1	2	3	4	5
Any comments?						

## Demographic Variables

PART 7. Information about yourself

- Q-18. What is your age? \_\_\_\_\_ YEARS
- Q-19. What is your gender? (Please circle *1-2* response.)  
 1 Male  
 2 Female
- Q-20. What is the highest level of formal education you have completed? (Please circle *1-5* response.)  
 1 None  
 2 Primary/Basic Secondary School  
 3 Secondary School  
 4 Postgraduate  
 5 Trade and/or career
- Q-21. What is your occupation? OCCUPATION \_\_\_\_\_
- Q-22. Which employment category best describes you? (Please circle *1-10* response.)  
 1 Agriculture  
 2 Commerce  
 3 Government  
 4 Education  
 5 Professional services  
 6 Commercial/retail  
 7 Tradesman  
 8 Homeowner  
 9 Retired  
 10 Other (please specify) \_\_\_\_\_
- Q-23. Which category best describes your work? (Please circle *1-6* response that apply)  
 1 I work in a tourism business  
 2 Someone in my household family works in the tourism business  
 3 No household family owns a tourism business  
 4 No other friends or associates work in the tourism business  
 5 I have no association with tourism at all  
 6 Other \_\_\_\_\_
- Q-24. Which category best describes your home life? (Please circle *1-4* response.)  
 1 Live alone  
 2 Couple with children  
 3 Couple (no children)  
 4 Other \_\_\_\_\_
- Q-25. Do you consider yourself an advocate for the environment? (Please circle *1-3* response.)  
 1 YES  
 2 NO  
 3 SOMEWHAT

Class exercise: Segment the GMC student "market" for off-campus food by identifying at least five segmentation variables and their attributes. Estimate the proportion of students falling in each variable attribute category.

Class exercise: Segment the GMC student "market" for weekend travel by identifying at least five segmentation variables and their attributes. Estimate the proportion of students falling in each variable attribute category.