

SOME CONSIDERATIONS ABOUT THE CONSUMER'S TOURISM PSYCHOLOGY: FROM A TOURIST MOTIVATIONS TO A TOURIST SATISFACTION

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Abstract

This article presents some aspects of tourist psychology that describe and analyze the special characteristics of groups or individuals. Thus, it is very important for the staff of the pension to know these characteristics in order to understand the behavior and mentality of tourists. Depending on these psychological types of consumers the administrators can implement strategies to satisfy and retain the tourists.

Key words: *group psychology, tourism, choosing destinations.*

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I. INTRODUCTION

The best-known theory of human motivation is that of Abraham Maslow, who made a 5-step classification of needs (the theory is known as the "Maslow pyramid").

The 5 categories of needs are: physiological needs (primary), security needs, social needs, respect needs (status and prestige) and self-realization needs (self-fulfilment). The transition to a higher step of the pyramid takes place only after all the needs on the lower steps have been met.

In order to satisfy the needs on the first step of Maslow's pyramid, any tourist destination must offer some minimum facilities: shelter (accommodation), food possibilities, running water, sewerage, electricity. A destination where these facilities do not exist will be avoided by the vast majority of tourists. (It is true that there is a certain category of tourists for whom the lack of facilities listed above is not a problem: they sit very well in the tent and eat from the supplies brought from home, but it is still a reduced number.) For some tourists. (especially those of more modest condition), the existence of the basic endowments is generally sufficient to determine them to visit the respective destination. These tourists are especially motivated by physical motivations (desire to rest, relax or do sports).

Once the satisfaction of basic needs is ensured, there is a natural concern for tourists for protection and safety at the holiday destination (second stage of the pyramid). The facilities related to this need are: hotel security, public security services (police, public guards), supervised parking, street lighting at night, firefighters, emergency medical services, the ability to keep money and valuables in safes, etc. The existence of all these services is absolutely mandatory for any destination or tourist provider with pretensions.

Many people go on vacation not only to relax and visit tourist attractions, but also with the desire to make new acquaintances, to make social contacts, to escape from the routine of daily life. This type of motivation is called interpersonal motivation and corresponds to the social needs of the third step of Maslow's pyramid. Tourists for whom social needs are important will travel in groups and will try to make friends among the locals or among the other visitors at the respective destination.

The needs on the fourth and fifth steps of the pyramid are characteristic especially of people with a very good economic situation and/or a high level of education. The desire to gain prestige and to prove his social status will determine an individual to fly a business class, to go on a cruise on the Mediterranean or to spend his vacation in the Canary Islands. Motivations related to status and prestige are the main driving force at this stage.

On the last step of the pyramid - the need for self-realization, cultural motivations come into play (although those related to status are still present). A tourist animated by such a type of motivation will be proud of the fact that he visited the Louvre Museum or the Doge's Palace in Venice or with the fact that he participated in the Bayreuth Festival etc.

Another theory of motivation belongs to Frederick Herzberg, who divided the motivating factors into two categories: factors that generate satisfaction and factors whose lack generates dissatisfaction. For example, if a

hotel lacks hot water, this could be a reason for dissatisfaction for many customers; on the other hand, the mere existence of hot water is usually not enough to satisfy customers.

Table 1. The main motivating factors of tourists in Romania

Category	The main motivating factors
Outdoor enthusiasts (13.0%)	Adventure, challenging experiences, wild nature
Sports enthusiasts (14.4%)	Participation and/or assistance in sports events
Fun seekers (14.0%)	Fun, shopping, familiarity, safety
Culture enthusiasts (16.8%)	Learning, acquiring new knowledge, contact with other cultures and civilizations
Family events (20.7%)	Visiting relatives and friends on the occasion of special family events
Family holidays (20.7%)	Existence of children's play facilities, rest, relaxation, revisiting favorite places

According to this theory, in order to ensure the satisfaction of tourists, an operator or a provider must do two things: firstly to ensure that it has eliminated all the factors of dissatisfaction, and secondly to create satisfaction factors, because the latter is the main reason why customers choose one or another of the tourist products and services.

II. PSYCHOLOGICAL FACTORS IN DESTINATION CHOICE

A person's mindset and behaviour are determined by the environment in which lives, the geography and climate of his country and his work.

The inhabitants of the northern or mountainous regions are more introverted, they spend more time inside the houses. They will prefer comfortable homes.

Citizens of the southern regions are more extroverted; their life being spent mostly outside their homes. They will prefer bright colours, warm and sunny days and will tend to live in closer relationships with neighbours. Others from the crowded cities with heavy traffic from the industrialized regions will be attracted by the wide-open places and by the solitary, quiet ones.

The inhabitants of the developing regions, predominantly rural, will look for entertainments that do not exist in their regions, but that they have heard about.

Gastronomy is a factor that has a great influence on tourists. There is a tendency and desire of tourists to adapt to the local cuisine, but they will be happy to find menus they have become accustomed to at home.

Another factor of great importance is the religious and moral conceptions of tourists. If some countries are predominantly under the influence of a religion, tourists in those countries will be implicitly influenced by the religious and moral principles of the specification from which they come. These will have an effect on their tourist activity and especially on what they want to eat. Some religions prohibit the consumption of pork, others require practitioners to be vegetarians.

Vegetarianism and religion have a strong connection in certain religions that originated in Ancient India: Hinduism, Jainism and Buddhism. On the other hand, in the Abrahamic religions: Judaism, Christianity and Islam, vegetarianism is not promoted by the religious authorities. However, within Christianity there are a number of groups that promote vegetarianism on religious grounds.

In the Individual psychology understanding the character, attitude, attitude and behaviour is very important in the tourism board administrator so that he can intuit the need to demonstrate and produce maximum satisfaction.

In terms of physical aspects, people can be informed about them:

- Fuller people, with greater endurance, care remains behind others, are in general gourmets, lovers of rich meals, peace and comfort.
- People with a well-established and proportionate body, care is fast and full of energy, they like to take on calories, be popular and stand out
- Weak people, with serious facial expressions, are in general recharge, are less sociable and prefer loneliness.

The most common classification is according to the predominant psychological type in each.

Table 2. Psychological predominant type

The introverted type	The extroverted type
<ul style="list-style-type: none"> - Self-oriented - unsociable - Shy - Hard to adapt to change - Hesitant - Suspicious - Hold - Constant - Patient - Persistent 	<ul style="list-style-type: none"> - Oriented to the outside world - Sociable - Confident - Adaptable to new - Active - Expressive - Spontaneous - inconstancy - Impatient “Lack of perseverance.”
<ul style="list-style-type: none"> - it's hard to gain his trust - talks only about things that interest him - expresses himself with difficulty - has specific concerns - he does not like to be contradicted in his beliefs 	<ul style="list-style-type: none"> - is influenced by the environment in which he lives - He is interested in the activities of the people around him - He doesn't like loneliness - any new incident can change his preferences

The administrator must try to assess the preferences of tourists and try to make every effort to ensure that the services provided are adapted to these preferences.

Both the family from which the individual comes and the family he / she establishes are environments in which the opinions and attitudes (favorable or unfavorable) regarding tourism and travel, to the different forms of tourism or tourist destinations are easily transmitted. The family of origin is interesting mainly in terms of the orientations it imprints on the individual (towards sedentarism or movement, towards risk or safety), and the second family in terms of the influences that family members have on each other in decisions about on vacations and travel.

One element that greatly affects the behavior of the tourism consumer is the family life cycle. The following table summarizes the tourism preferences depending on the stage of the life cycle.

Table 3. The stage of life cycle

Family life cycle phase	Behavior
Child	It prefers mountain or seaside resorts where there are play possibilities
Teenager	He prefers resorts with nightlife, group travel
Bachelor	Preferences aimed at adventure, knowledge, new experiences
Couple without children	Most often take short vacations due to time constraints
Young couple with children under 6 years old	Find suitable destinations for family vacation; children have a great influence on their parents
Young couple with school children	As in the previous stage; In addition, children are increasingly seeking independence
Mature couple with children in high school or college	Children often spend their holidays in places other than their parents
Mature couple without children	Willing to take longer vacations with various activities (time is no longer an issue)
Married or single pensioner	Prefers passive vacations

The external factors that generate the need to travel and choose a certain product are considered as: fashion, the desire for exclusivity, materialized in forms of luxury tourism; maintaining a certain social image and a status, materialized by attending those places where leaders and personalities from the client's field of reference are present; as well as the extension of the forms of incentive tourism, as a means of rewarding and motivating the staff.

The personality of the tourist is formed by the set of characteristics, beliefs, feelings and habits that define a person and distinguish him from the others.

Self-image is closely related to personality and refers not so much to the real traits of an individual as to the perception he wants to convey to others.

For example, a person who wants to look rich (even if in reality it is not so) will spend a lot of money on luxury services, especially when he is in the presence of others, and an individual who wants to look sporty will take advantage of any opportune moment to prove to others his physical condition.

The following table shows the main differences between tourists depending on the social class they belong to.

Table 4. The tourism according to social classes

Tourist belonging to a higher class	Tourist belonging to a middle or lower class
Dedicates a significant part of his time to travel and tourism	He dedicates a small part of his time to tourism
He most often travels for pleasure or business	He often travels forced by family or health problems
He generally travels alone or with his family Travel almost exclusively with luxury personal property vehicles (car, yacht, plane)	He often travels in a group to benefit from fare reductions
It has private holiday homes or uses the services of luxury hotels	Travel by public transport (train, bus)
Request a wide variety of ancillary services during the trip	Requires relatively modest quality accommodation and meals
He travels very often abroad	He most often travels short distances, within the country or region in which he lives

III. TYPES OF CUSTOMERS BY CHARACTER TRAITS

The difficult client is very pretentious, he decides with difficulty, he rejects the arguments of any kind without having a good reason. A careful, patient and tactful attitude is recommended, without contradictory discussions.

The self-aware customer is convinced of the correctness of the information he has even if it is sometimes erroneous, he does not like to be interrupted when he displays his knowledge, he is convinced that he knows more than any worker, he does not admit that he was wrong, even if this is true. . he recommends a benevolent attitude, without contradicting him, guiding you according to the principle “you say like him and you do like you”.

The economical customer thinks hard until he makes a decision, he looks carefully at the price, he wants the best quality, at the lowest possible prices. It is recommended that staff insist more on prices, choosing appropriate arguments, having a careful and benevolent attitude.

The enthusiastic customer is impressed by the name or the way of presenting the products, he also praises the other consumers, he excessively appreciates the products according to subjective criteria. A calm, polite attitude towards this type of consumer is recommended to strengthen his enthusiasm, appreciating his choice.

The methodical client wants to penetrate the essence of things, clarifying each aspect separately. He likes detailed explanations. He prefers analysis, less the synthesis of things. He is a trusted client of a boarding house, but if he decides to change it, he will never return. Present the situations with all possible details. This way you can gain his trust.

The silent (quiet) client does not agree with meaningless conversations, because he himself is not very talkative. He expresses his wishes in short and categorical terms. If he is asked for his opinion, he will express it, but he does not accept to be contradicted. Don't use too many arguments when talking to him, but don't shy away from anything that is essential.

The shy client should be treated cordially and assisted when he has discomfort or encounters an obstacle. He never argues, even when in doubt. His feelings are hurt when he is not satisfied or when things are not as he wants them to be. Be very careful, because sometimes you can confuse him with the ideal type of customer.

The distrustful customer always lives under the impression that someone wants to fool him or disappoint him. He suspects anyone and everything. If things are presented to him in all seriousness and you succeed in convincing him, you will have an excellent client in him, because, in fact, he is looking for someone to put all his trust in.

The pessimistic customer sees things in a negative way. He likes to complain even because of unreal problems, because he fears that they will not come true in the future. It is necessary to instill optimism in him and to be made to realize that, even in the case of small incidents, life can take a pleasant turn.

The prudent client does not like to be too much advised in making a decision. Act with caution, following the lengthy weighing of the actions you will need to take. Introduce the essentials as concisely as possible to the silent type.

The undecided client has something in common with the shy guy. He is always in doubt when he has to decide on something, he gets involved in many difficult actions that are outside his own initiative. You can assist him, giving him very few choices, otherwise he will be very confused.

The kind customer does not impose his opinion. He approves of the opinions of others, but he still keeps his own. You can influence it with very precise and substantial arguments.

The lunatic client changes his attitude from one moment to the next. Sometimes he acts without any logic and the slightest incident in his life can change his feelings. He considers all his strange ideas correct and wants them to be carried out as he wishes. It takes a lot of patience and adaptability to get used to it. Try to satisfy him within reasonable limits.

The rushed customer is always on the run. Eat on the run, talk nervously. Sometimes, this state of mind is caused by the various concerns he has in mind, but also because he does not know how to use his time rationally. Serve him promptly and you can accept this uncontrollability.

The impulsive client is quick to make decisions, and when he makes a wrong one, he admits his mistake, but blames someone else. Impose your advice tactfully and discreetly.

The aggressive client is always on complaints, always on the offensive and often has education gaps. He likes to get on the map with the world and for small misunderstandings or unimportant things. Listen to his complaints calmly and politely and make him understand that his bad mood will make him unpopular with other customers.

The competent customer is the opposite of the self-aware type. He is a careful observer and sometimes even an expert in tourism issues. If he asks for explanations, give them as accurately as possible. He does not like to express his opinion; he prefers prompt services and a cordial reception.

The talkative client talks non-stop. It easily moves from one argument to another, without any coordination. She likes to listen to herself and often congratulates herself for what she said. He is not a difficult customer. Listen to him without raising too many issues, otherwise you won't get rid of him.

The important client feels very important, sometimes over the social class he belongs to. In general, he is very conservative and expects the same from others. She likes good manners, but not compliments.

The confident customer is the ideal customer. He believes what he is told, because by his confident nature he expects the same trust. Always be honest and accurate with him, because if he finds out that he is fooled, he will not return.

The merchant customer always wants, in principle and out of habit, to pay less than he should. He likes to tell stories about how he received the same services elsewhere, at a much lower price. In talking to him, emphasize the quality and benefits of the services you provide.

The conceited (affected) client is the type who likes to stand out, to attract attention. Avoid showing irritation.

The impatient customer is always restless, impatient, but also pretentious, he likes to receive an efficient and objective service, and to keep the conversation at a certain level. Don't show him you're intimidated.

The usual dissatisfied customer will complain about anything. Evaluate his complaint and make a decision. If it turns out to be unfounded, explain this to him, but still suggest that he write a complaint. Be firm in attitude, but polite. If he insists on complaints, tell him there's no point in continuing.

IV. THE PSYCHOLOGY OF AGES

There are four categories of customers by age. Children are influential, sensitive to vivid colours, very emotional, can't clearly express their preferences. Adolescents show independence in making the purchase decision, imitate adults, but do not want this feature to be noticed and prefer the new one. They are shy when they are alone, they become bold in a group. It is recommended to adopt a careful, serious attitude, advising and helping them in their choices. Adults have a constant behaviour in consumption, they prefer the same units, if they have been well served, they generally decide on their own, knowingly. Represents the most important segment of consumers. It is necessary to adopt a differentiated attitude according to their temperamental and behavioural characteristics.

The elderly shows a strong attachment to a location and the traditional way of serving. They are more careful about spending and prefer to be served by older employees, whom they obviously trust. A very careful and polite attitude is recommended, full of patience and tact, exemplary correctness.

At the same time, we will have to pay attention to the tourists by sex. Women have an accentuated sensitivity, they are influential, they can be convinced with appropriate arguments. Shows preference for novelties, proving attention and exigency to their price and quality. It is recommended to adopt an attitude full of attention and kindness, to use the entire baggage of knowledge, to attach special importance to aesthetics.

Men have a behaviour characterized by: decision, determination, they have quite a lot of confidence in themselves, so they do not easily receive advice. It is recommended for male clients to adopt a sober, polite attitude, which shows that their authority and skill are appreciated.

Of great importance in carrying out successful tourism activities is the knowledge of the basic elements regarding the psychology of ages.

The administrator of the tourist boarding house must take into account the age of the group members; each age has certain special needs that must be met.

Until the age of 25, there are two genetically conditioned types of specific behaviours that will no longer be predominant after the age of 25 and are based on a permanent search for a value system and close people, as well as locomotion. in the physical as well as in the social space. Aesthetic values play an essential role in making educational choices. A characteristic of young people is the desire to organize their own time.

School period (6-11 years) - the stage of the inferiority crisis:

- the need for fun, playful activities;
- the need to meet friends of the same age;
- the need to meet with nice mature animators.

Puberty and adolescence (12-18 years) - the stage of the identity crisis:

- the need to run away from the family environment;
- the need to live various experiences, especially in the company of the opposite sex;
- the need to find a pleasant environment in which to express oneself freely.

Youth period - young adults (18-25 years) - the stage of defining personality:

- the need for useful, sports, cultural activities;
- hunger for friends and exchange of information;
- the need to allocate responsibilities in the group of friends or in the external social environment.

Adults - the period of defining a system of values, of an existential frame of reference

- certainly, distinguish between essential, fundamental, primordial and secondary, depending on the hierarchy of personal values;
- permanently performs syntheses, analyses, evaluations of what is happening;
- they show common sense and personal balance;
- live according to what they think is authentic
- test personal autonomy, developing and maintaining positive and constructive social relationships with others;
- test understanding, acceptance, tolerance and empathy;
- changes, creates, imagines, questions different information they come in contact with.

Elderly - period of biological regression, inhibition and isolation

- the need for rest and calm, the pace of work must be slow and unobtrusive;
- the need for social and physical security;
- does not easily assign responsibilities;
- makes difficult decisions;
- they need to be maximized and integrated in the group in which they join;
- they are anxious about social isolation.

V.EVALUATION OF TOURISTS BY THE ADMINISTRATOR

In order to best meet the needs of customers, the administrator must have a minimum knowledge of the evaluation of tourists who are in the pension, whether they are individuals or groups.

To properly assess a group, at least three cognitive approaches must be followed:

- analysis of the past;
- analysis of the present;
- evaluation of the future.

Analysis of the past it targets facts, events from the past of the group's life that have marked and still mark the behaviour of the group members.

Analysis of the present:

- How do group members' feelings about the present influence group goals?
- Are the current events neutral or do they essentially mark group life?

Analysis of the future:

- What objectives will the group have in the future?
- What behaviours need to be changed and at what price?
- What new means should be used?

Based on these cognitive approaches, the pension administrator can use two types of evaluation of the group of tourists within the pension. According to the evaluation moment, directly related to the concrete events, the evaluation can be:

- spontaneous;
- takes place when an event supports it;
- punctual - scheduled long in advance.

Depending on the sample being evaluated, this may be:

- individual evaluation - each member of the group speaks in connection with the analysed phenomenon, according to the mass tour technique; the results of these monologues are summarized, but a free dialogue can also take place between the members of the group; another form of evaluation is for them to write their comments on anonymous tickets, which will be subject to content analysis by the administrator

- evaluation in subgroups - if a group is too numerous to be evaluated individually, it can be divided into several subgroups, where individual evaluations can be performed; the results that will be analyzed by the administrator are gathered

- evaluation in a single group - when the group consists of 12-15 members, the evaluation can be done in a single group, through free discussions, which will refer to either technical aspects (procedures and methods to achieve the objectives, aspects materials, know-how issues), or related to relational aspects (interpersonal relationships made between group members). Know-how represents the set of formulas, technical definitions, documents, designs, recipes, procedures and other similar documents, which serve to manufacture and market a product.

VI. ATTITUDE TOWARDS DIFFICULT TOURISTS

The rule “treat customers the way they want to be treated” is used, but we must not go to “the tourist is always right” because it will undermine the morale of those who perform services.

In the activity with all the tourists, not only with the difficult ones, it is good to take into account some key points: attitude, clothing, prompt response, oratory and kindness.

Table 5. Professional skills vs. personality traits

Professional skills	Personality traits
punctuality	politeness
receptivity	elegance
organization	patience
flexibility	sociability
efficiency	order
style	nonviolence
inventiveness	attractiveness
honesty	loyalty
naturalness	initiative
sobriety	tact
motivation	held education

The self-employed person has three main characteristics that the pension administrator must know and capitalize on:

- conscience - person must be lucid; all artificial man-made coverings of the adult must be removed; it is important for him to seek information about himself, whether it causes him pleasure or displeasure; In the face of a difficulty, everyone must ask himself what is degrading his position in life; your whole existence must be coloured by his person, you must always know who you are, what you do and how you feel.

- spontaneity - person must be free to choose the full range of feelings and behaviours of the parent, adult and child living in him; we need to perceive the many choices we have and adopt the behaviour's that can best apply to us in certain situations to our goals.

- intimacy - the person must express feelings of warmth, tenderness and friendship that the child feels towards others; if there is intimacy, the position of life is strengthened.

The position and role of the administrator depend on the types of objectives pursued in the animation process. Animation is the analysis and ongoing evaluation of the operations undertaken by group members and their behaviours:

- discussion: the administrator ensures the participation of all group members in the free discussion; causes agreements and disagreements; performs a final synthesis.

- information: the administrator informs the group about an object or event that the group members are tempted to ignore; he must be well acquainted with the information presented; favors the reactions of the members and admits that they interrupt him, asking him questions.

- exploration: this goal is achieved when the topic is known by the group long before, and they come with information, documents, photos and data about the topic; the administrator proceeds as in the case of the discussion, remaining objective throughout this stage.

- work: this objective aims at producing a concrete task; the work must be undertaken by all, and the result must be the fruit of a general commitment; the administrator distributes the responsibilities, coordinates the activity and gathers the results.

- training: the group wants training, familiarization with an unknown activity; the administrator has a technical role here, focused on procedures, means, behaviours and results.

- evaluation: issuing a judgment on an activity, describing the path taken, depending on the goals and objectives previously targeted.

- entertainment: the purpose of the meeting is fun, entertainment, creating pleasant and cordial moments, through games, meals, songs, music, dance, jokes, tricks, all focusing on the atmosphere; the role of the administrator is to contribute to this environment like any other member. he must also support this with technical support: speakers, discs, board games, surprises.

VII.CONCLUSION

In order to best meet the needs of customers, the administrator must have a minimum knowledge of the evaluation of tourists who are in the pension, whether they are individuals or groups.

The most important elements, in this context, are given by the habit of tourists to express themselves orally, to say what they want and to formulate clearly and concisely their problems and grievances.

To treat someone the way he wants to be treated means to analyse his qualities and defects, to use his knowledge and to guide them in the desired direction, while giving him the impression that everything is going as he wanted.

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