

2

The Tourist

Learning objectives

After studying this chapter, you should be able to understand:

- Who is a tourist and who matters to a tour guide
- The different types of tourists and how they relate to tour guides
- The different stages of travel and visitor concerns, especially when they are arriving from a different culture
- What the guests expect a tour guide to do
- The concerns of tourists with disabilities. How can tour guides help them?
- Who is a responsible tourist, and what is expected of a tour guide?

The protagonist in this book is the professional who accompanies the visitors to a site and helps them make sense of the place and activities. In common parlance, this visitor is called a tourist, and this professional is referred to as a tour guide. However, in the strictest definitions, the customers of a tour guide are both tourists and day visitors. As a service provider, tour guides should perform to meet the expectations of their consumers. Therefore, they must understand the underlying consumer behaviour and the necessary distinctions. In this chapter, we discuss the consumers. We refer to them as tourists, including all visitors to the place. We also discuss the tourist concerns. Increasingly, and especially after Covid 19 pandemic, visitors are becoming aware of the need to be responsible. We, therefore, devote a discussion to responsible tourists. There is a realisation that tourism must not leave anyone out of its ambit. A section is therefore devoted to tourists with disabilities.

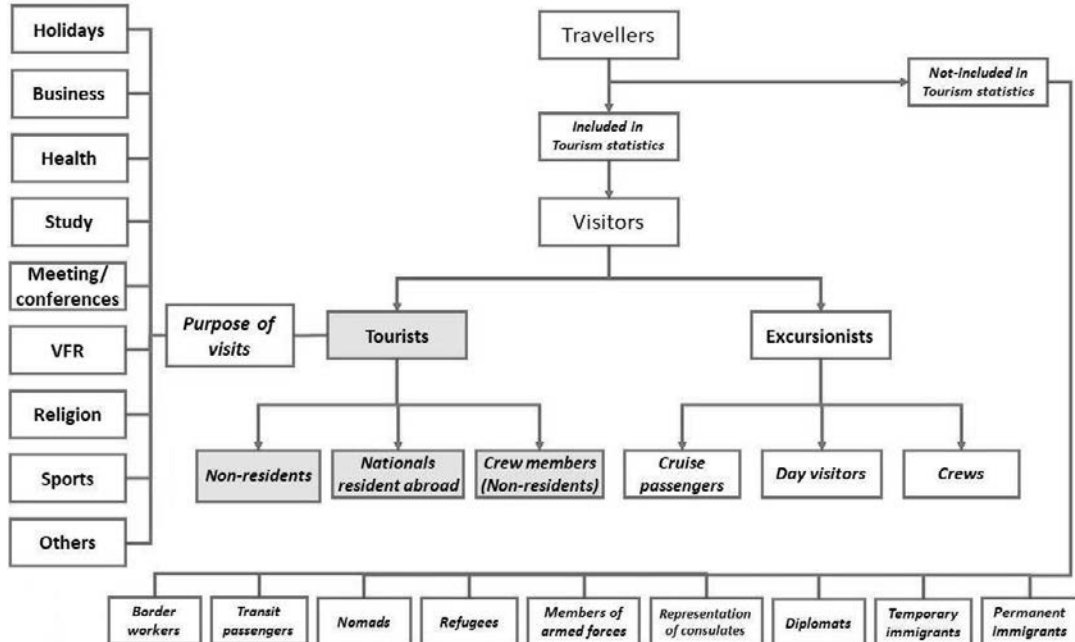
The tourist

A popular definition of tourism is that it is the activities of the tourist. So, let us begin with an understanding of the term 'tourist'. According to International Recommendations for Tourism Statistics 2008 (United Nations, 2010), a visitor is a traveller taking a trip to the destination outside his/her usual environment,

for less than a year, for any primary purpose (business, leisure, or other personal purposes) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Thus, tourism refers to the activity of visitors.

Further, a visitor (domestic, inbound, or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay or as a same-day visitor (or excursionist) otherwise.

Figure 2.1: Definition of tourist (United Nations, 2010, 2.13)



Source: Adapted from Holloway (1989)

Vasudevan, Vijayakumar, & Saroop Roy (2017) summarised the above into two: who are included as tourists and the travellers not included as tourists.

Tourists will include:

- People travelling for leisure, health, or VFR (including nationals who live permanently abroad)
- Participants travelling to attend meetings or for assignments (sports and management)
- Expatriate employees on assignment abroad for less than one year
- Business travellers (short assignments)
- Those studying abroad- students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays
- Visitors from cruise ships, even if their stay is less than 24 hours
- Transit passengers who cross the country for more than 24 hours
- Foreign airline and ship crew on a stopover in a country
- Musicians and artists on tour