



SEGMENTATION OF THE TOURIST MARKET. TYPES OF TOURISTS

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Abstract: This article discusses the segmentation of the tourism market and types of tourists.

Keywords: Segmentation, market, segments, intergroup heterogeneity, homogeneity, measurability, capacity.



Introduction

Buyers have different tastes, aspirations, habits, capabilities, etc. presenting unequal demand. The more consumers differ from each other, the more difficult it is to create a product (service) that would satisfy absolutely everyone and the more useless advertising becomes that targets all buyers at once. With increasing competition, manufacturers are striving to capture the slightest nuances of consumer demand in order to offer a product that is in demand in the market. However, it is not profitable for the manufacturer to produce goods (services) for each person individually, focusing on his individual desires and requests. Instead, the seller identifies broad groups of consumers with similar characteristics and characterized by relatively homogeneous demand. Such groups are called segments, and the process of identifying them is called segmentation. It is considered a key marketing technology.

Using the example of a six-buyer market, let's look at three marketing technologies. In the first case, there is no market segmentation. The second case is diametrically opposite, corresponding to the extreme degree of market segmentation. Here, each customer represents a separate segment. In the third case, the market is divided according to a selected attribute (for example, by income level). With this division, three segments are formed. Moreover, the group of buyers with the income level indicated by the unit is the largest.

Segments are interested in the same product to varying degrees. According to the classical law of marketing, 20-30% of buyers ensure the sale of 70-80% of the product (service). Correctly identifying the prospective consumers who make up the target segment (audience) is the main task of segmentation and at the same time its main difficulty.

Methodology

The picture of the market, divided into a number of segments, clarifies the choice of the company's line of business. Market segmentation determines the adoption of strategic decisions and the direct development of a marketing package.

Requirements for the market segment. Segmentation restrictions. The success or, conversely, the defeat of a company in the market depends on how well it has managed to identify consumer groups. The market segment must meet a number of conditions.

Intergroup heterogeneity. All segments should be different from each other and have different needs.

Homogeneity. Within each group, consumers should have a certain similarity, which will make it possible to develop an appropriate marketing plan for the entire segment.

Measurability. To form a market audience, the characteristics of consumers, as well as their requirements, must be measurable. Some variables, especially those related to lifestyle, are very difficult to measure.

Container. The segment must be large enough to provide sales and cover expenses. Sometimes the selected audience turns out to be too narrow, i.e. the output of a product (service) exceeds the volume of purchases made by this group of consumers. While many different ethnic restaurants co-exist in megacities, Thai, Vietnamese, Chinese and Moroccan restaurants in small towns are unlikely to survive due to the insufficient capacity of the segments.

Accessibility for the company. It shows whether and to what extent a segment is affected by advertising, as well as whether it can be serviced. It is necessary to strive to ensure that consumers united in groups are easily accessible. For example, students of American colleges should be contacted through the institute's newspapers. They are the best means of communicating with this category of customers, as they are regularly read by over 80% of students.

Other requirements for the segment are also discussed: sustainability, growth prospects, the possibility of development, etc.

Although segmentation is considered the core of marketing activities, it should not be abused. There is a danger of highlighting too small segments. Firms often, but unsuccessfully, try to compete in many, very different segments. They may misinterpret the similarities and differences of buyers, confuse consumers, or get bogged down in a shrinking market segment.

Segmentation is carried out using a number of criteria (parameters) that characterize the volume and quality of demand from a certain group of consumers for a particular product (service). In tourism studies and in practice, it is common to divide the tourist market according to various criteria (geographical, demographic, socio-economic, psychographic and behavioral), as well as on the basis of their combination.

Results and discussion

Geographical segmentation is often used by statistical authorities. They subdivide the general population of tourists into homogeneous groups according to the regions (countries) of their origin. Tourists united in one group have a certain stereotype of behavior. They are close in their preferences, expectations, and desired benefits.

Americans are willing to spend large amounts of money on vacations, but they also expect to get a lot. They are demanding of the level of service. Sometimes they complain if their expectations are not met.

The British are a very difficult segment of the tourist market. They can be naive. They never complain right away, but they can complain later.

The French are a sophisticated market. They are jealous of the English language and do not understand why the whole world speaks English and not French. They are often intemperate. They love only their national food.

The Germans are a difficult market. They are very picky, often complain, are punctual in everything and require clarity in the organization of the trip.

The Japanese are an easier market. They can be programmed and organized for any event. Extremely accurate. They have a very rough idea of the traditions and culture of the country they visit, but they want to learn as much as possible. Fans of photography: they photograph everything that moves and doesn't move, which casts a shadow and even the shadow itself. They do not like to mix with representatives of other nationalities.

Each selected market segment has a different model of tourist behavior and requires a special approach.

Segmentation by geodemographic feature. The regional breakdown is often complemented by segmentation based on "city-village" or by the level of urbanization (size of settlements). Although recently there has been a blurring of differences between the demands of urban and rural populations, residents of large and small towns, and all of them are actively involved in the field of tourist exchanges, the magnitude and nature of tourist demand still depend on the location of consumers.

A modern large city has a dual impact on human life and adaptability. On the one hand, they receive a number of economic, social, and cultural advantages, on the other hand, they break away from nature and enter an alien environment with a high population density, accelerated pace of life, polluted air, etc.

Conclusion

Urbanization, with its increased risk to human health, plays a significant role in shaping recreational needs and tourist demand. The larger the city, the greater the desire of its inhabitants to return to their natural state and the wider the circle of people who spend their holidays outside their permanent residence, regularly fleeing from environmental aggression. A survey conducted in France in the early 90s showed that the national average departure rate was 59%, ranging from 42% in rural communes (less than 2,000 inhabitants) to 73% in the Paris metropolitan area and 77% in Paris. Recreational mobility of people in urban centers is higher than in small towns or rural areas. The relationship between the size of a settlement and the volume of demand for country holidays can be traced throughout the civilized world.

Demographic segmentation consists in dividing the market into groups based on age, gender of

consumers, their marital status, family composition, etc. These and other demographic characteristics are the most common segmentation factors. One of the reasons for this popularity lies in the fact that the needs and preferences, as well as the intensity of consumption of goods (services) are closely related to demographic characteristics. Another reason is that demographic characteristics are relatively easy to measure. Even in cases where the market is described from a different perspective (for example, based on the existence of different types of personalities), demographic parameters are still taken into account.

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