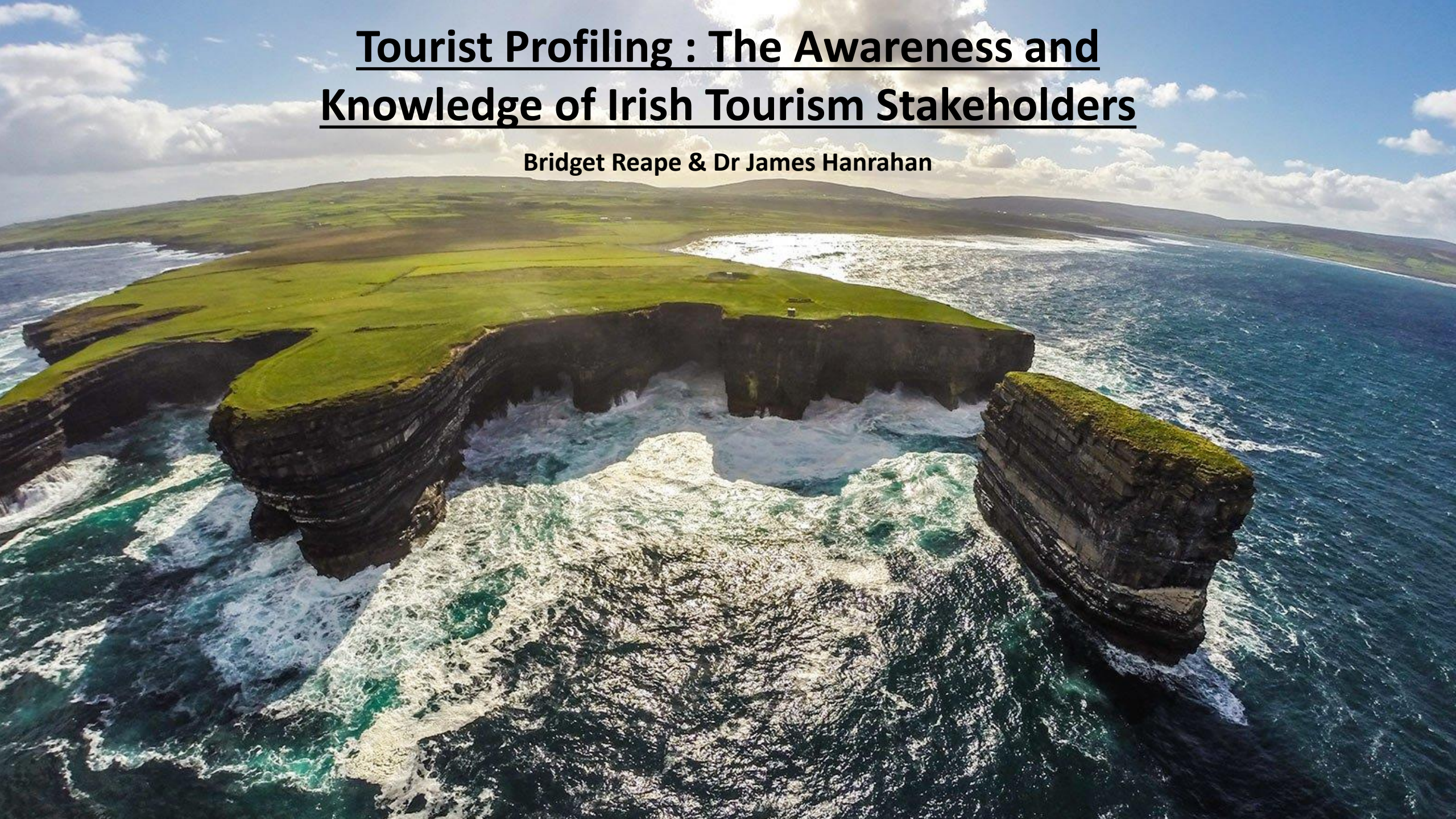


Tourist Profiling : The Awareness and Knowledge of Irish Tourism Stakeholders

Bridget Reape & Dr James Hanrahan



This paper remains part of a larger study about Profiling Inbound Tourists to Ireland. In order to complete this paper, a study was undertaken to assess if Irish Tourism Stakeholders are aware and understand Tourist Profiling





- Profiling
- Tourism & Profiling
- Tourist Profiling
- Methodology
- Results
- Conclusion

The background of the slide is a collage of various people's faces, including men and women of different ages and ethnicities, all smiling. The faces are arranged in a grid-like pattern, with some partially obscured by text boxes.

Profiling

Defined as “the act or process of extrapolating information about a person based on known traits or tendencies” (Mirriam-Webster, 2019)



Tourism & Profiling

Selecting homogeneous groups in an otherwise heterogeneous tourist market makes it possible to better tailor services, provide higher satisfaction, achieve repeat visitation, achieve more revenue for businesses, and, ultimately, create a more dynamic and vibrant destination.



By being able to specialise in catering to the travel needs of a particular tourist segment, DMOs can gain an edge compared to other competing destinations (Dolnicar, 2008).



Tourist Profiling

Methods of Tourist Profiling

- Psychographic Approach
 - Lifestyle & Demographics
 - Activities, Interests & Opinions
 - Values, Attitudes & Social Class
- Consumer Typology Approach
 - Loyal Consumers
 - Discount Consumers
 - Impulsive Consumers
 - Need based Consumers.
- Consumer Characteristics Approach
 - Convenience Driven
 - Connectivity Driven
 - Personalisation Driven

Tourist Buying Behaviour & Decision Process

Assortment of Segmentation Variables

- Demographic
- Geographic
- Socioeconomic
- Psychographic
- Behavioural

Tourist Profiling

Tourist Behaviour

Consumer Behaviour Typologies

- Habitual buying behaviour
- variety-seeking behaviour
- dissonance-reducing buying behaviour.
- complex buying behaviour.

Factors Influence of Consumer Behaviour

1. Psychological (motivation, perception, learning, beliefs and attitudes)
2. Personal (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self concept)
3. Social (reference groups, family, roles and status)
4. Cultural

Ethical & Sustainable Consumption

Intrinsic & Extrinsic Motivations in Consumer Behaviour

Tourist Market Segmentation



Profiling has helped to distinguish the typology of tourists and their motivation for travel to a specific destination. An understanding of visitor perspectives towards tourism and related developments is vital if the industry is to be managed in a sustainable fashion (Stewart & Draper, 2007; Cunha, 2010, Drabkova, 2013).





Tourist profiling:
The Awareness and Knowledge of Irish Tourism Stakeholders

Methodology



To assess the awareness and knowledge of Irish Tourism Stakeholders on Profiling Tourists :

- A literature review undertaken to develop a theoretical perspective of what profiling is in regards of tourism
- An analysis of tourism & tourist statistics in Ireland
- Qualitative structured questionnaires were also completed by Irish Tourism Stakeholders
- Video Recordings recorded from Irish Tourism Stakeholders
- Results were then analysed and discussed



Sampling

To successfully understand Irish Tourism Stakeholders awareness and knowledge of tourist profiling, the researcher wanted to ensure inclusivity of all tourism providers.

This was to accurately determine the Irish Tourism Stakeholders awareness and knowledge of tourist profiling. The sample was identified through an understanding gained from theory and published content.

For the purposes of this study, and following Aas et al. (2005, p.4), the sample, tourism stakeholders, include any individuals or groups involved, interested in, or affected by tourism





What Irish Tourism Stakeholders had to say about their
Awareness and Knowledge of Tourist Profiling..

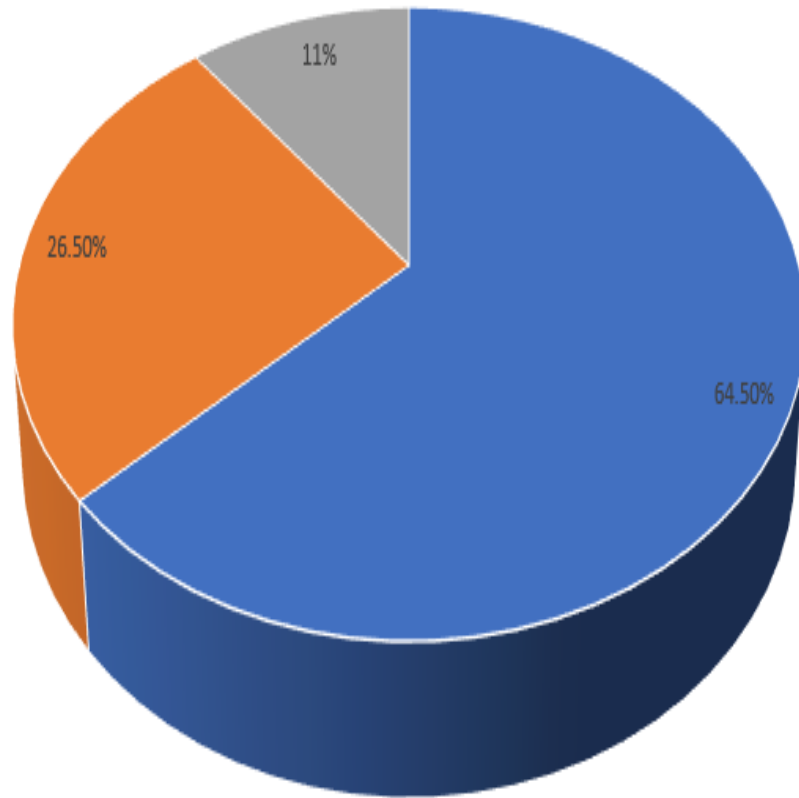
Video 1

Video 2



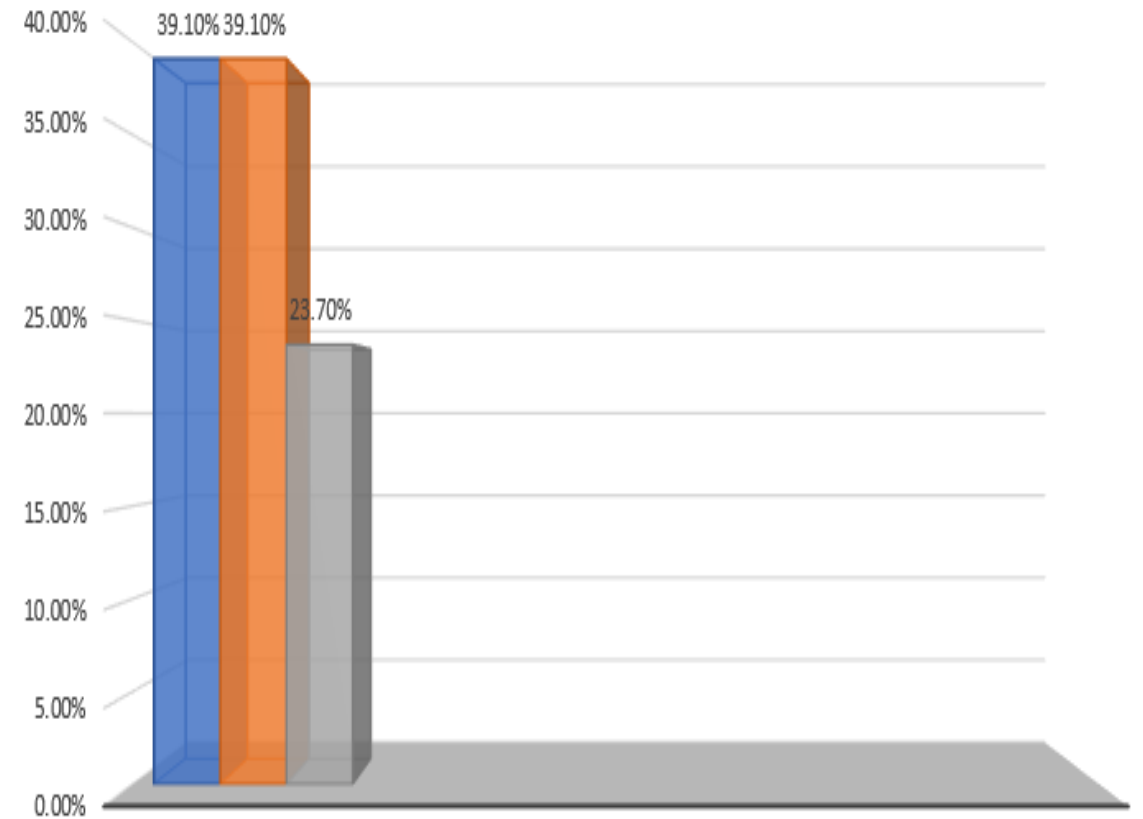
Results

Are you aware of the term "Tourist Profiling"?



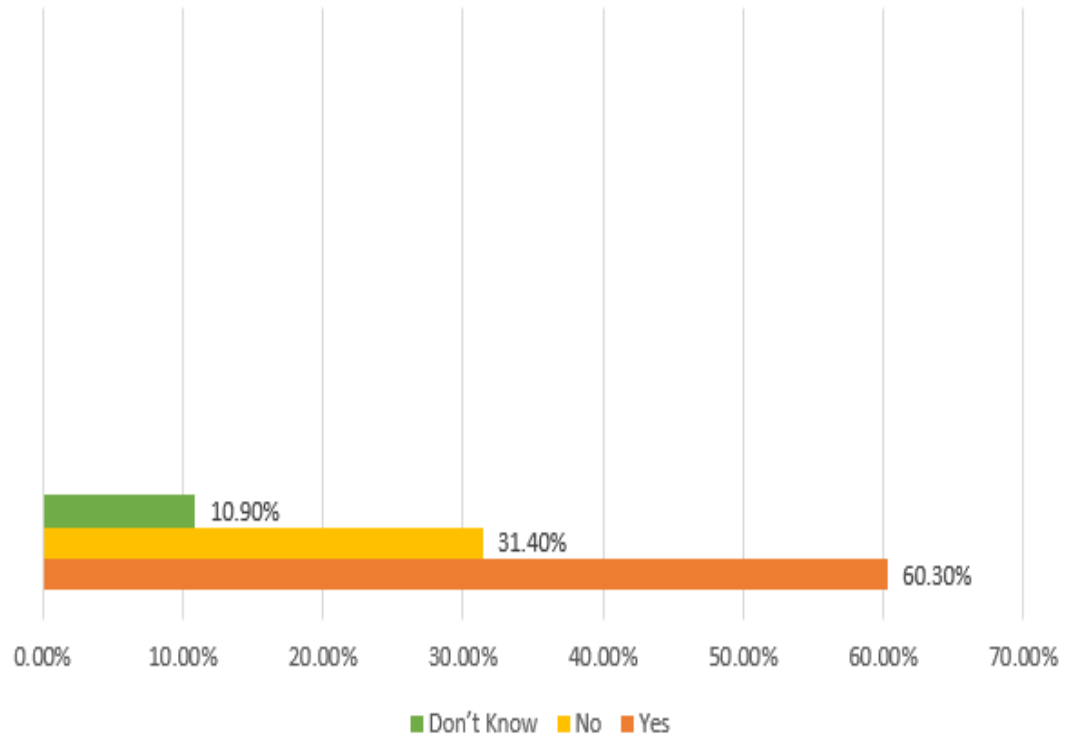
■ Yes ■ No ■ Don't Know ■

DO YOU FEEL THAT YOU HAVE ENOUGH KNOWLEDGE
ON TOURIST PROFILING IN IRELAND TO MAKE
INFORMED DECISIONS?

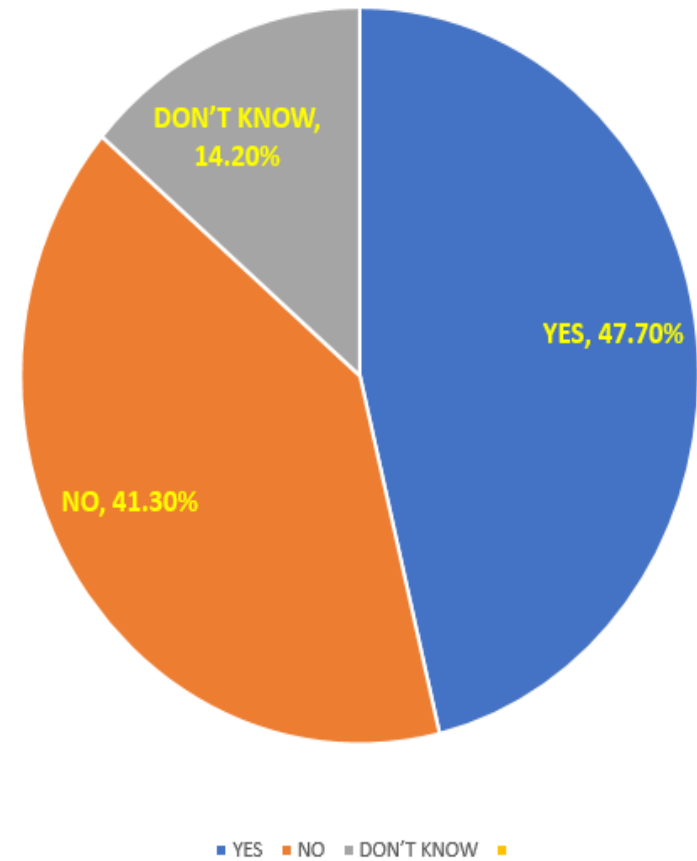


■ YES ■ NO ■ DON'T KNOW

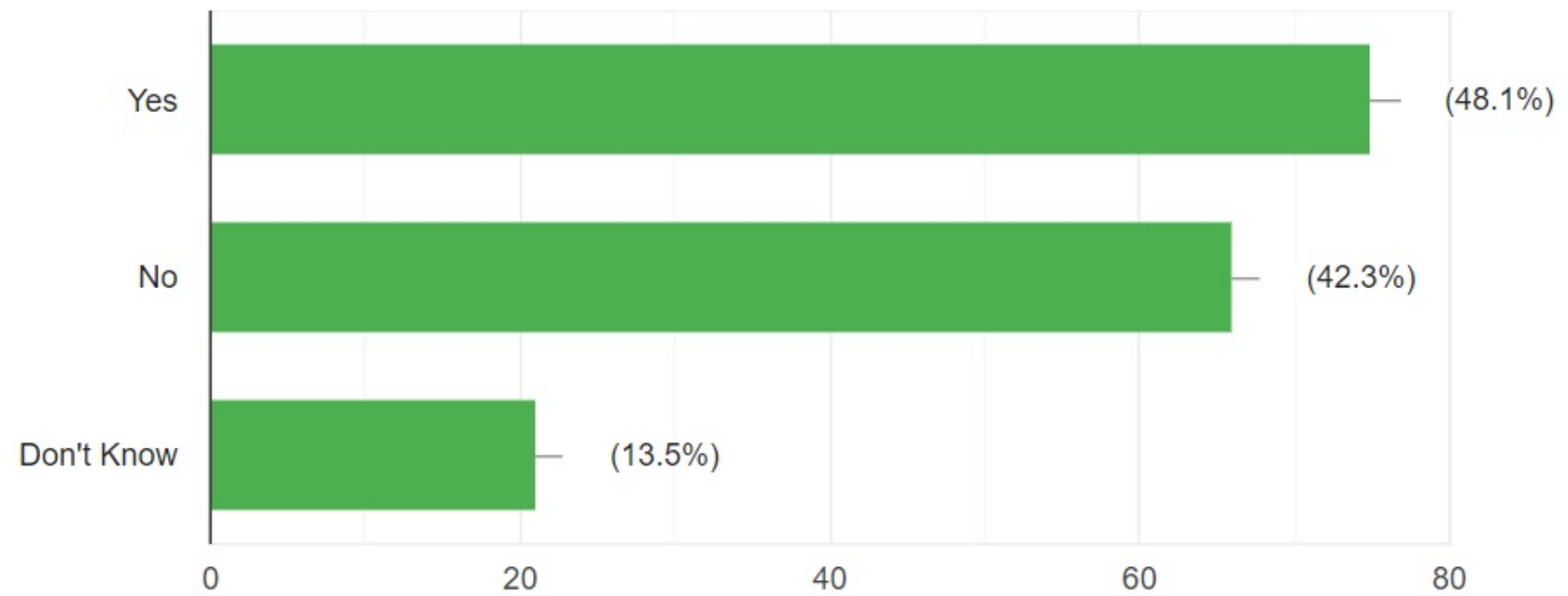
Are you aware of the State Tourism Data collected on Tourists?



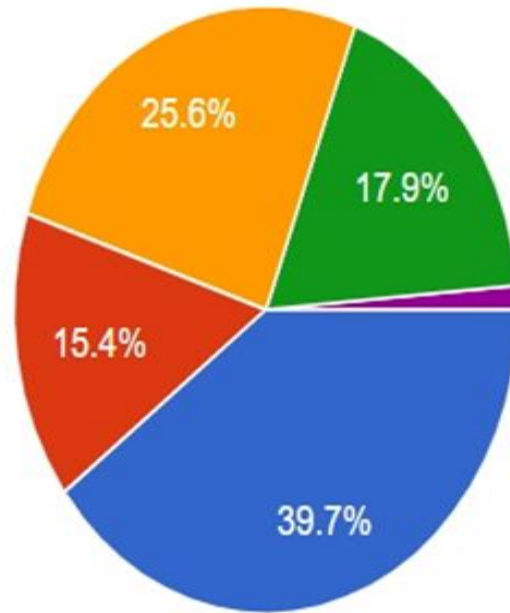
Are you aware of Tourism & Travel Facts that are made available online by the State?



Have you ever used the State Tourism & Travel Facts?



If yes, please specify for what purpose



- Strategic Planning
- Monitor tourism -specific policies
- For Educational purposes
- Sustainable Development
- All of the above

If you answered No, please specify why ?

We receive the info from Failte Ireland

Not aware of them

We study spent time profiling our customer base over the past number of years. We tailor our offering to suit each group depending on their nationality/age etc

Never heard of it before

never knew the info was accessible

We liaise with Failte Ireland and rely on information provided by them

I did not know about them

no knowledge of the concept

Lack of time and resources

The large majority of our business is domestic

Know nothing about it

Don't know where to look

Where do I need to go to find such information?

No idea

Not sure how to go about it

???

Don't know how to

Don't know about it

Didn't know if I needed to

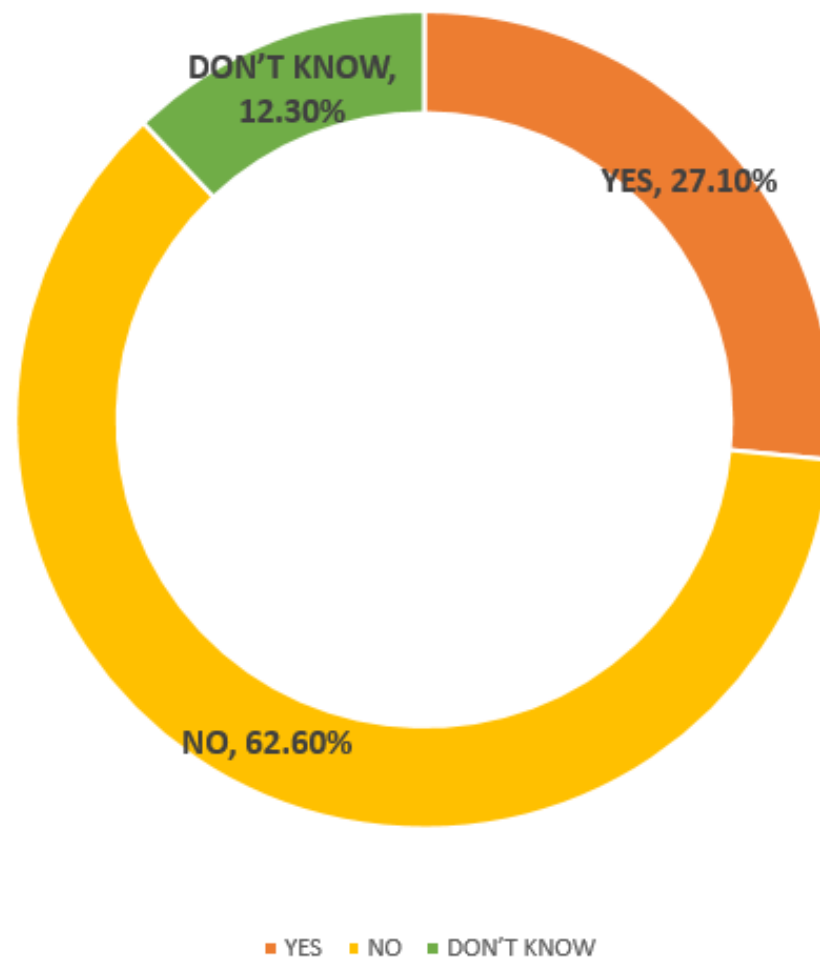
Never heard of it

Didn't need to

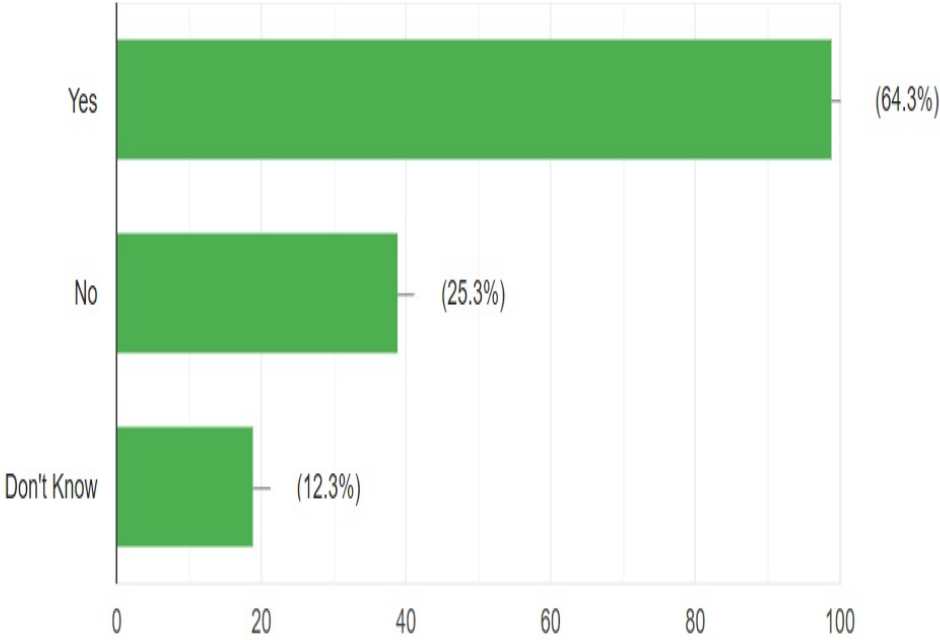
Didn't know about it

Sure where would you find it

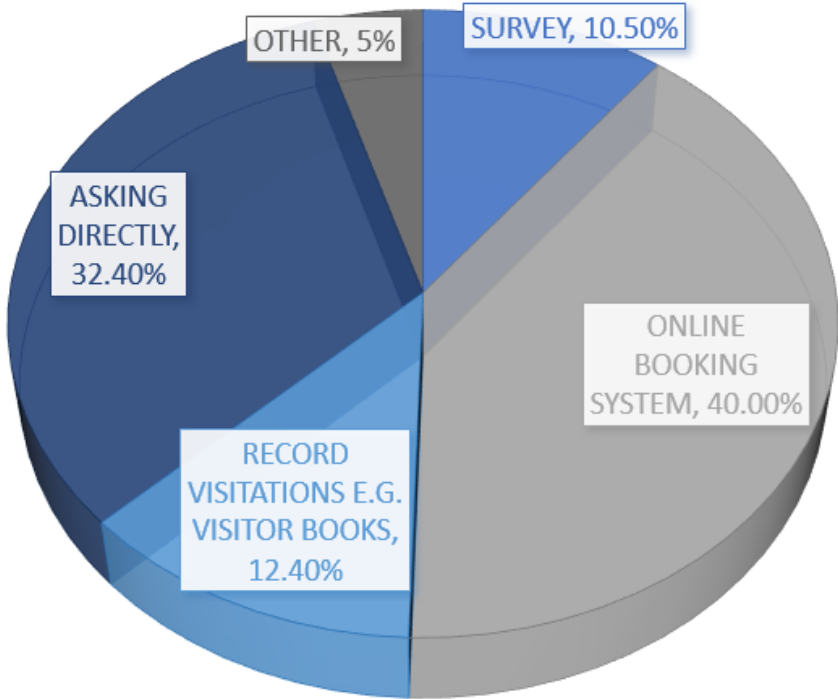
Have you ever received training on how to use State Tourist Profile data?



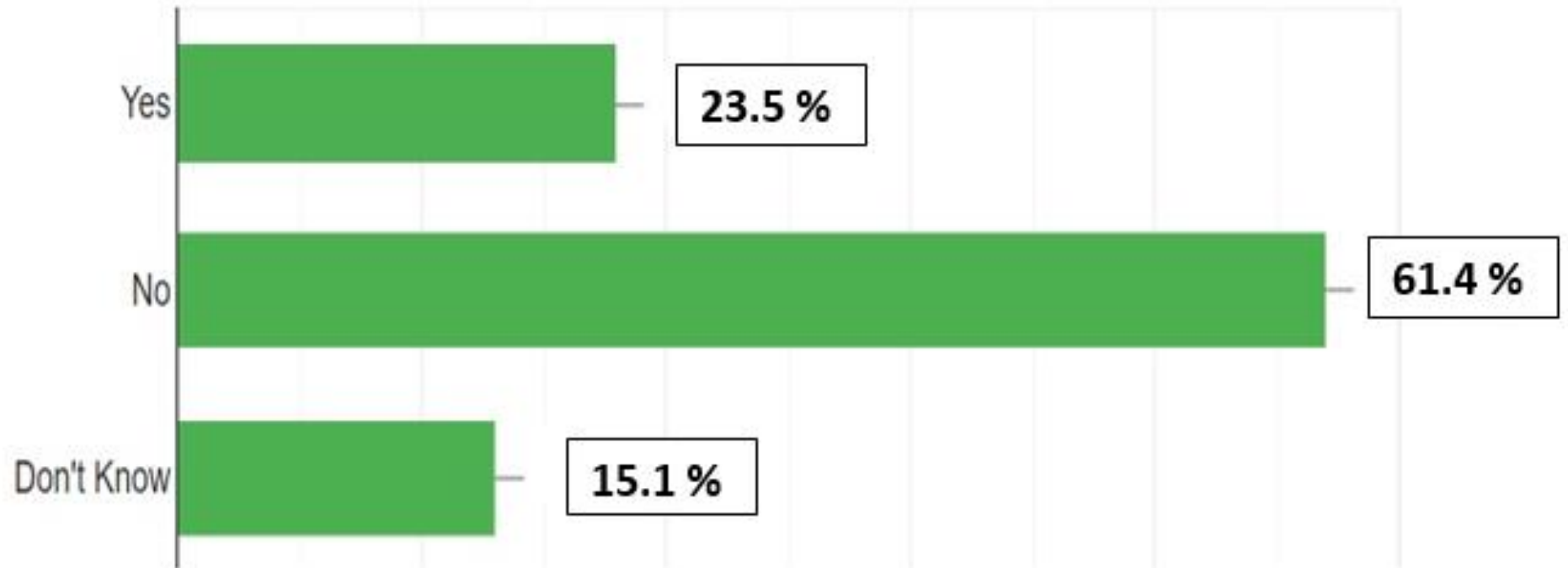
Do you collect your own Tourist Data from Visitors?



IF YES, WHAT IS YOUR METHOD?



Does the state ask you to collect Tourist Data?



Top 3 Agencies that Irish Tourism Stakeholders utilise Tourism &
Travel Facts from...

1.  **Fáilte Ireland**

2.  **An Phríomh-Oifig Staidrimh**
Central Statistics Office

 **An Phríomh-Oifig Staidrimh**
Central Statistics Office

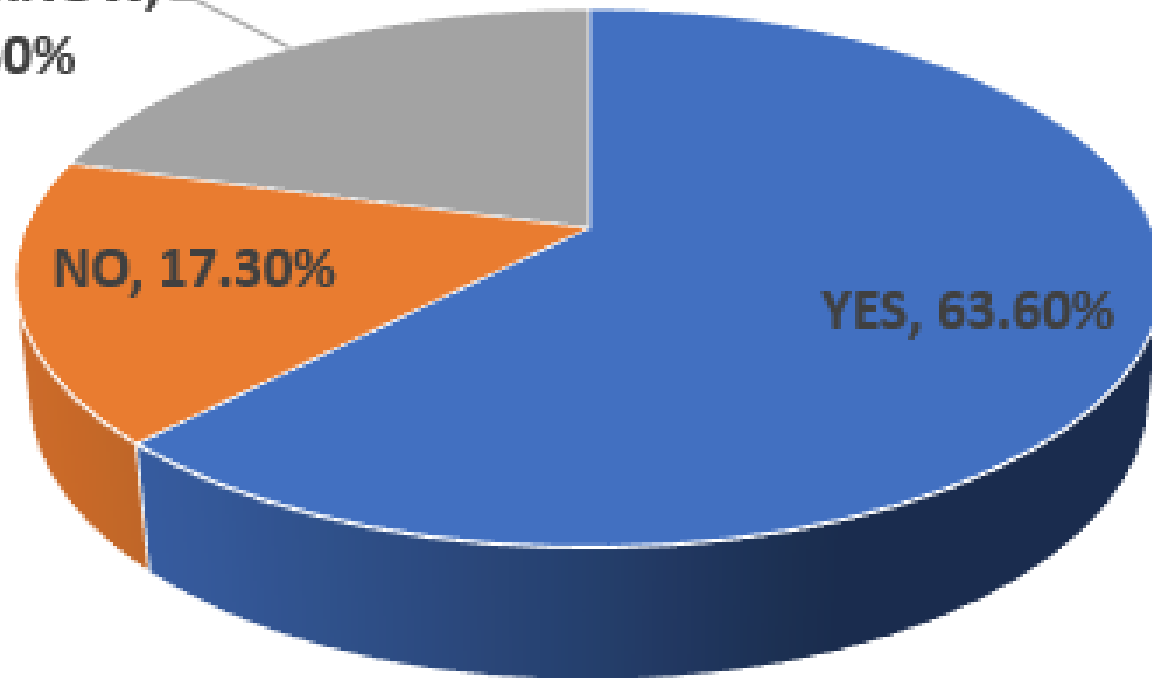
3.  **Tourism Ireland**
Marketing the island of Ireland

As an Irish Tourism Stakeholder, would you have specific needs regarding Tourist Profile Data?

**DON'T KNOW,
21.30%**

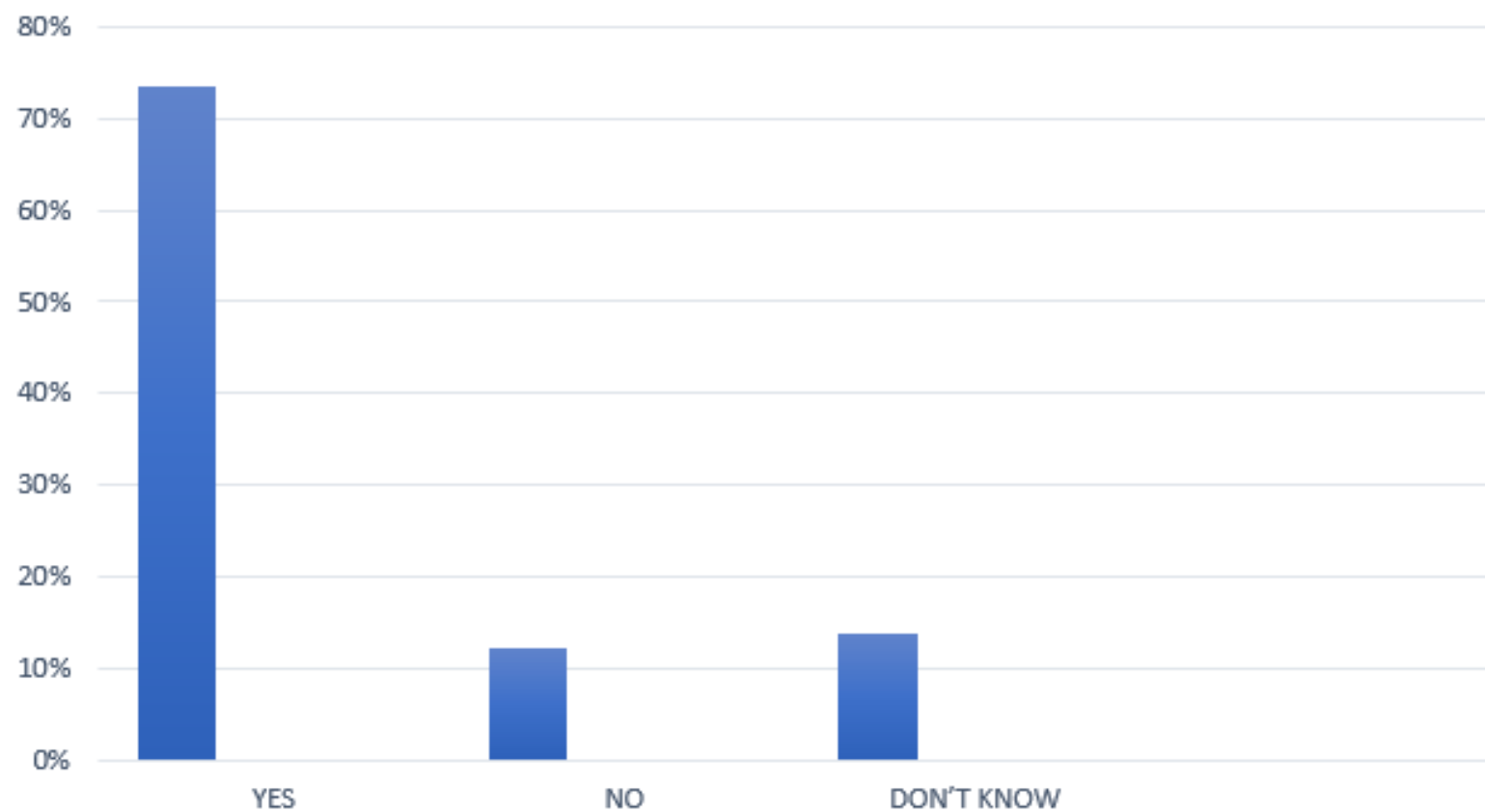
NO, 17.30%

YES, 63.60%



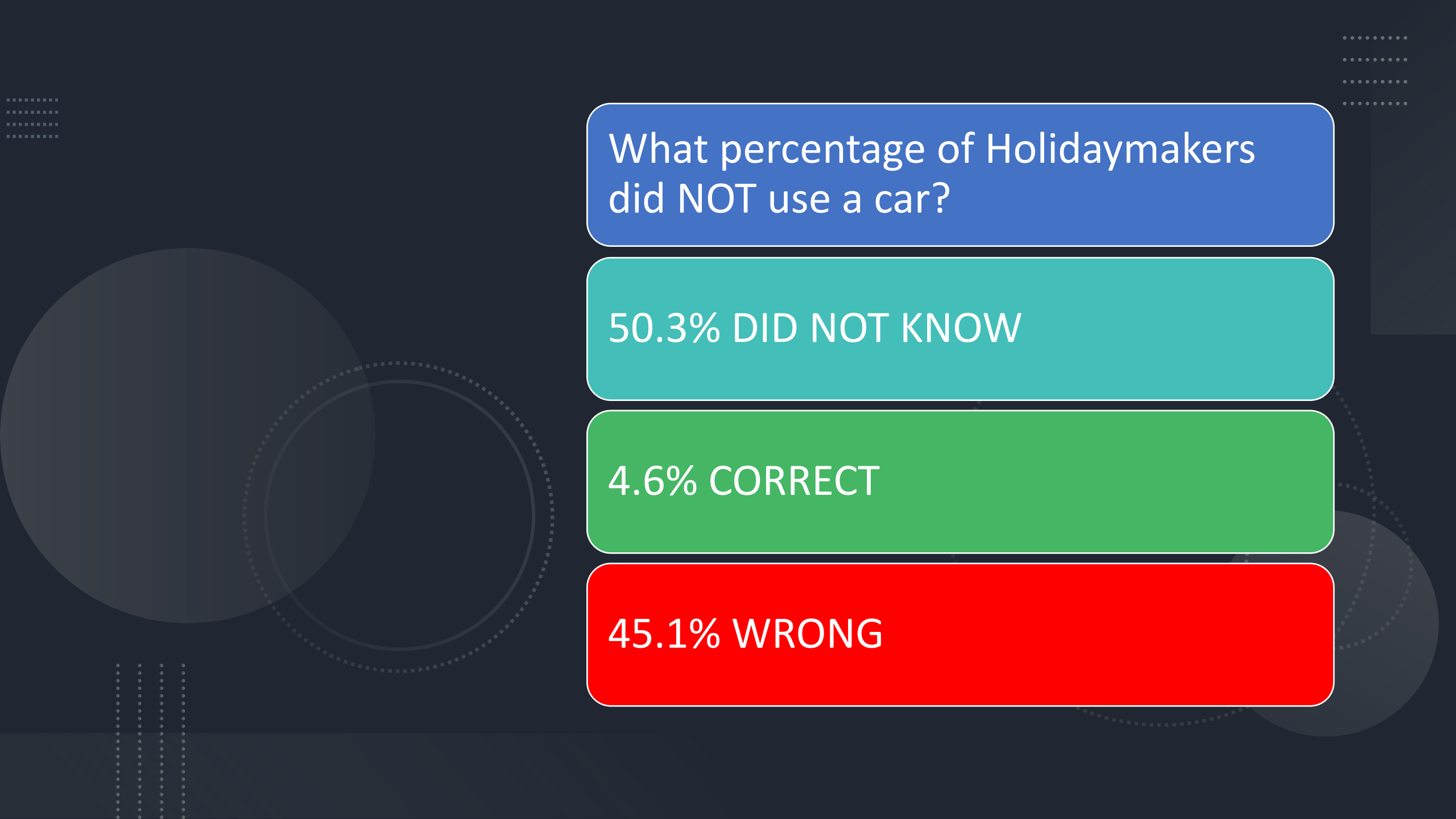
■ YES ■ NO ■ DON'T KNOW ■

**AS AN IRISH TOURISM STAKEHOLDER, WOULD YOU
LIKE TO RECEIVE TRAINING ON HOW TO ACCESS
TOURISTS DATA?**



A SERIES OF QUESTIONS WERE
ASKED TO ASSESS HOW AWARE
AND KNOWLEDAGBLE ARE IRISH
TOURISM STAKEHOLDERS WITH
TOURIST DATA STATISTICS....





What percentage of Holidaymakers
did NOT use a car?

50.3% DID NOT KNOW

4.6% CORRECT

45.1% WRONG

What percentage of Holidaymakers travelled to Ireland as a couple?

53.2% DID NOT KNOW

18.2% CORRECT

28.6 % WRONG

What percentage of holidaymakers to Ireland were "white collar workers"?

56.2% DID NOT KNOW

9.2% CORRECT

34.6 % WRONG

Conclusion



Conclusion

- This study suggests that despite the majority of Irish Tourism Stakeholders being aware of Tourist Profiling, they are still unsure about using such information to make informed decisions
- More established tourism businesses appear to be more aware on tourism statistics and tourist data
- Although not considered vital by the industry, establishing tourist profiles are necessary to sustain tourism footfall especially in more secluded and rural areas. By collecting such information, destination promotion is more targeted towards the actual visitor and not an estimated one.
- Over 60% of Irish Tourism Stakeholders know that tourist information is collected but over 40% of stakeholders are not aware that such information is available online
- Nearly half of the participating tourism Stakeholders do not use Irish Tourism & Tourist data, however, for those that do, they use the information for educational purposes and strategic planning
- One of the main factors for stakeholders not using such information is a result of not knowing that the information is available, and they are unable to access it

Conclusion Continued....

Over half of Irish Stakeholders have never received training on how to access tourist data yet 23.5% of Irish Tourism Stakeholders are asked to collect tourist data

Over 60% of Stakeholders collect their own data using methods such as online booking systems. This is helping Irish Tourism Stakeholders to identify who their consumer is

Over 63% of Irish Tourism Stakeholders would have specific needs for tourist data and an astounding 73% of Stakeholders would like to receive training on how to access Tourist Data

This concludes that while the majority of Irish Tourism Stakeholders are aware of Tourist Profiling, they do not know how to utilise such information for profiling purposes



Thank You

