

Understanding Tourism Experiences and Behaviour in Cities: An Australian Case Study

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ABSTRACT:

This study aims to enhance the understanding of tourist experiences and behaviour in urban destinations by analysing the spatial movements of tourists, identifying the key attributes they are seeking in urban destinations, determining how important these attributes are to their experiences, evaluating how two urban destinations performed in relation to these attributes, and assessing whether there are key differences between different types of visitors to urban destinations. The ultimate aim of this project is to inform and guide the future governance and improved functioning of urban tourism destinations by developing a better understanding of the tourist in such settings.

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The above figure explains that understanding consumer behavior is a critical means for succeeding in developing, promoting and selling tourism products. This paper therefore presents how knowledge of consumer behavior plays an important role in tourism planning and marketing activities. about their travel experiences and different destinations • Economizers, who simply see travel as a routine opportunity for relaxation rather than as a special part of their life. This shows an important role of tourist consumer behavior in developing tourism products. It is possible to say here that understanding tourist consumer behavior is very beneficial for developing tourism products in order to supply the tourism demand. A case study of the University Sebelas Maret and James Cook University partnership potential. In T. Sofield and M.S.S. Tarjana (Eds), A profile of Javanese culture (pp. 1-8). Townsville: James Cook University. (1995). Moscardo, G., Rutledge, J., & Pearce, P.L., Expanding management education: Creativity, cultural awareness and cognitive skills. (1990) Pearce, P.L., Trends in tourism behaviour, Australian Tourism Outlook Proceedings 1990: Contributed papers. . Canberra: Bureau of Tourism Research. (1990) Pearce, P.L., Farm tourism in New Zealand: A social situation analysis, Annals of Tourism Research, 17(3), 337-352.