Safeguarding destinations – appreciating cultural expectations in different segments

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Setting the scene

- Safeguard; maintain; safe; secure
- Culture – four dimensions
- Cultural distance
- Segmentation
- Destination choice
- Discussion & Conclusions

Safeguard

Safeguard (Chaucer: Promise of safety), later protection, defence, and figuratively:

Maintain in promised fashion – assurance

Safe (adj.) *Salvus* (Lat.) uninjured, healthy

Secure (adj.) *Sē* [free from] *cūrā* [care], careless, overconfident; later 'safe', (Shakespeare: free from danger)

Culture

Safeguard; maintain; safe; secure
Culture – four dimensions
Cultural distance
Segmentation
Destination choice

Culture as a cognitive category – 'a state of mind'. A lost world before the intrusion of technology and urbanism	*Culture from an empiricist perspective* – development of the human race to its current state of civilisation. 'Modernity and authenticity'	*Culture as a descriptive and concrete category*: culture viewed as the collective body of arts and intellectual work within anyone society, 'High art'	*Culture as a social category*: culture regarded as the whole way of life of a people: this is the pluralist and potentially democratic sense

Adapted from Jenks, 1993

Cultural distance

- Reisinger (2009)

Human environment;   Social heritage and traditions;   Way of life;   Behavior;   Rules of social life; Dress and appearance;   Food and eating habits; Sense of self;   Relationships;   Values and norms; Beliefs and attitudes;   Ways of thinking and doing things;   Work and leisure habits;   Time;   Cognitive knowledge;   Mental process and learning; Information and communication;   Symbols and meanings;   Perceptions;   Differences and similarities between people

Cultural expectations

Cultural distance

- Hofstede (1980, 1991, 2010)

  1. Power Distance (PDI)

  2. Individualism 'v' Collectivism (IDV)

  3. Masculine 'v' Feminine (MAS)

  4. Uncertainty Avoidance (UAI)

  5. Long-term/short-term orientation (LTO)

  6. Indulgence versus Restraint (IVR)

Cultural distance

Cultural distance

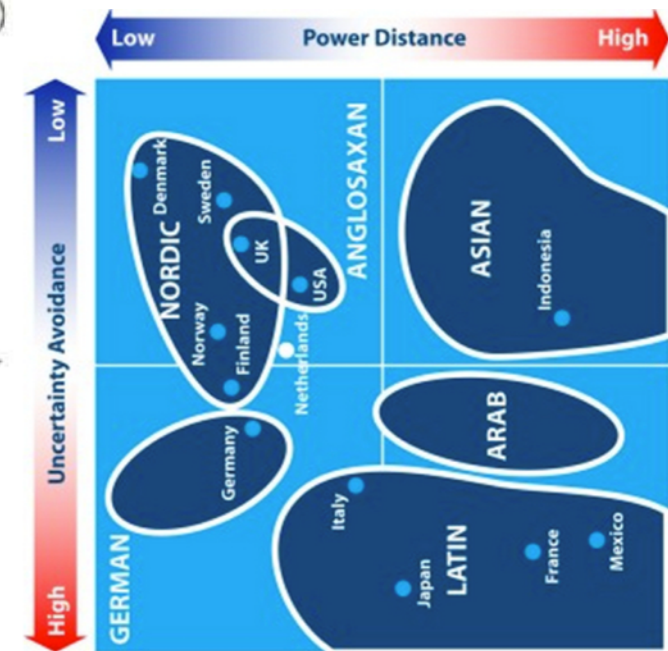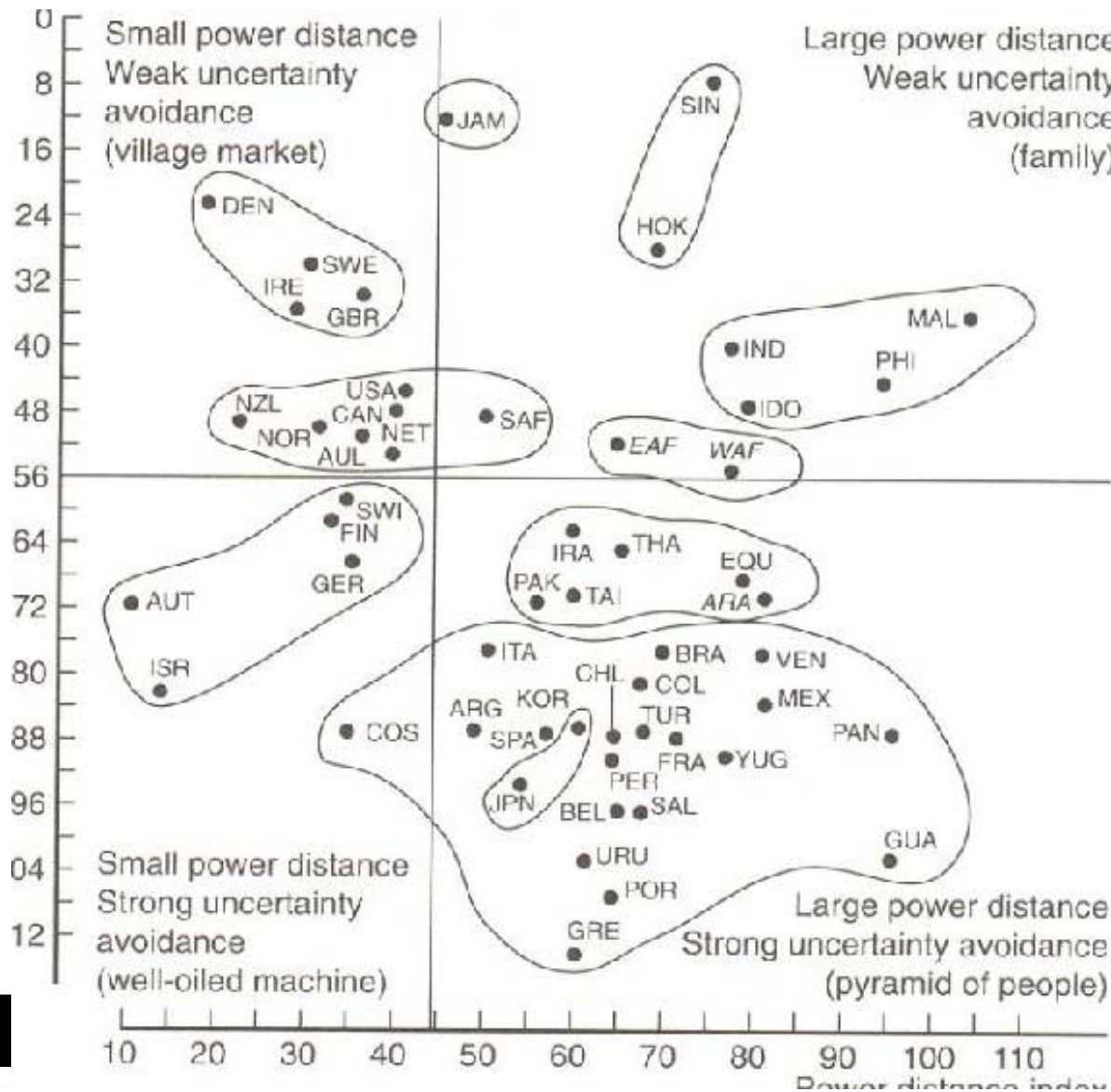www.luc.fi/tourism

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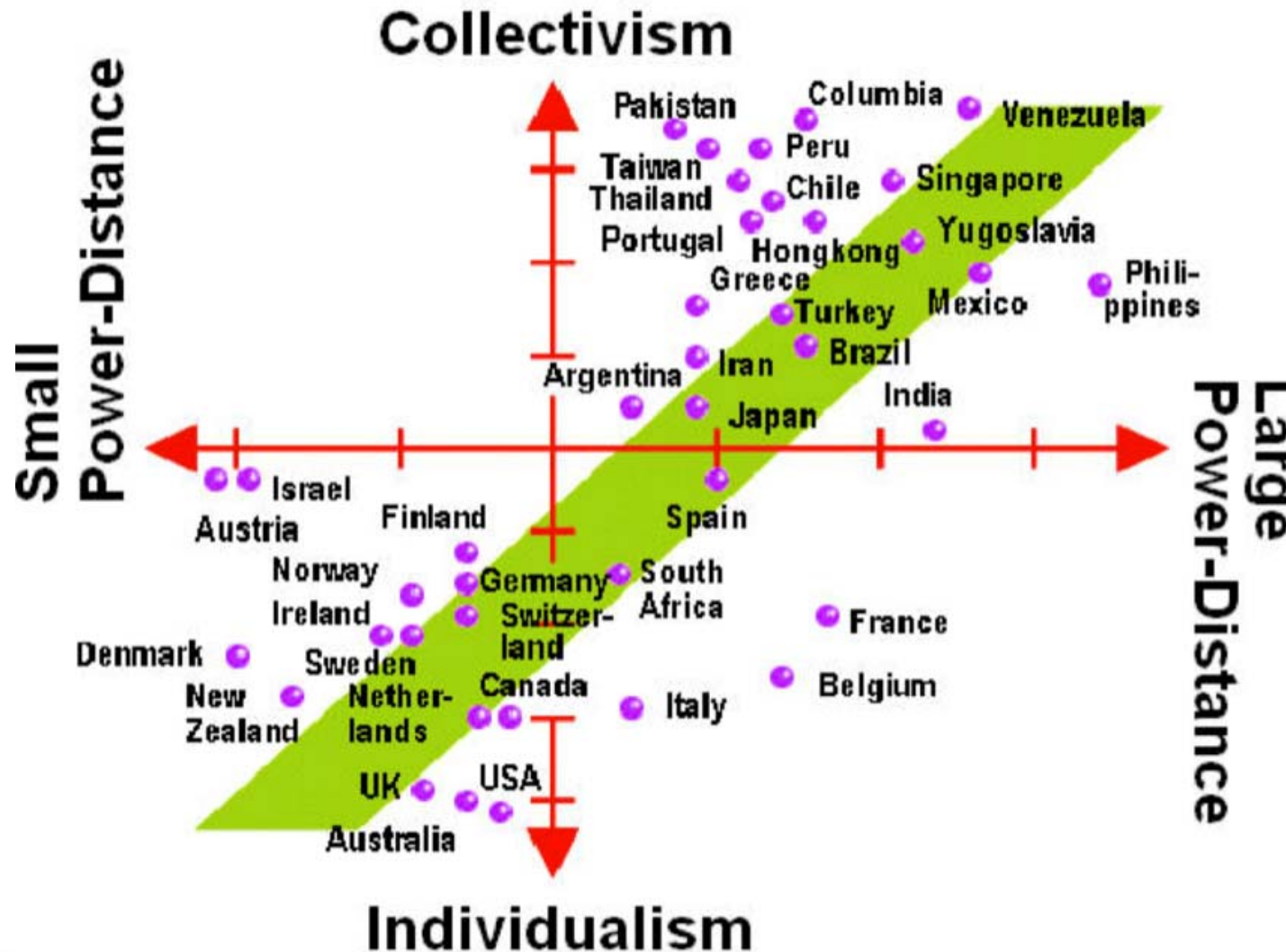
Segmentation

Destination choice

- Individual traits

  1. Socio-demographic background

  2. Psychographic profiles

- Environmental factors

  3. Marketing variables

  4. Destination-related attributes

  5. Destination awareness

Adapted from Lang, O'Leary & Morrison, 1997

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Communication

Figure 17.1. Patterns of Written Discourse (Kaplan, 1966:14).
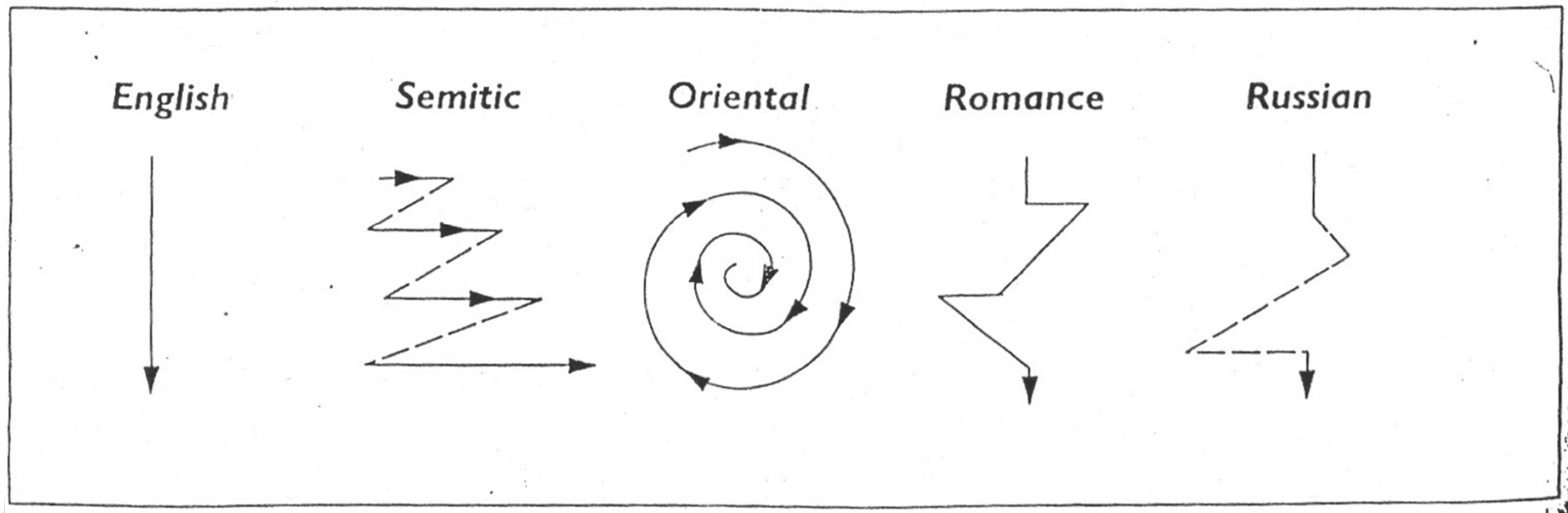
English   Semitic   Oriental   Romance   Russian

Discussion

- Tourists are more likely to choose culturally similar destinations (note – curiosity)

- Differences could give rise to uncomfortable feelings and unpleasant experiences (stress, anxiety and uncertainty)

- Misunderstandings and interference with communications – conflict, danger

- Cultural distance is a barrier for international travel – unless it is made overt

Conclusions

- Safeguarding destinations – maintain and assure promises are kept

- Importance of careful segmentation

- Cultural distance – not perfect, but good proxy for generalisations

- Communication – much more than words and languages

Would you like to learn more about the research Johan conducts?

Visit his personal researcher pages:

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