The Importance of Behavior of Tourists During the Excursion

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Absrtact: A more detailed understanding of actual travel behavior is crucial to better understand travel patterns and determine the attractiveness of target markets. Educational tourism, and school excursion tourism in particular, is a relatively under researched and poorly understood segment of the tourism industry.

Keywords: Culture, tourist industry, behavior, tourist service, tourist agencies

Introduction: Sustainability has been widely viewed as holding considerable promise as a vehicle for addressing the problems of negative tourism impacts and maintaining its long-term viability. It is praised by as a positive approach, due to playing an important role in balancing the interests of all parties in the tourism industry and promoting the healthy and sustainable development of the tourism industry. Sustainable tourism is an overwhelmingly attuned issue both by the academic community and by the practitioners nowadays. Among the big blueprint of sustainable tourism requiring all stakeholders to work for the best portfolio across economic, environmental, and societal benefits, tourists whose behaviors shed the most direct impacts on tourism destinations, resources, and the residents are thought to be primary. Recent decades have witnessed a trend of tourists engaging in responsible activities or behaviors. Tourism agents are designing and promoting responsible tourism products for attracting responsible-inclined tourists; the local government and community in tourism destinations also require or advocate tourists to behave responsibly during their traveling.

Tourism consumer behavior involves many disciplines such as marketing. Tourism consumption behavior refers to the process that tourism consumers choose and purchase tourism products to meet the needs of tourism pleasure and other experiences. This process includes the generation of needs before travel, the decision-making process, consumption in scenic spots, and post-purchase evaluation. Influenced by many factors such as economy, society, and cultural environment, it is an experience activity with comprehensive, marginal, and extraordinary characteristics.

The American Marketing Association defines consumer behavior as follows: "The dynamic interaction process among emotional, cognitive, behavioral, and environmental factors is the behavioral basis for human beings to perform the exchange function in life" [3]. This definition regards consumer behavior as a process, including multiple stages of selection, purchase, and disposal, and the process is dynamic. Tourism consumption behavior is more complex because it involves the whole process from leaving home to returning home. To reveal the rules of tourist behavior, the relationship between various behaviors, and the core influencing factors of behavior, academia has proposed many different models. Despite the differences among different models, these models collectively emphasized these psychological activities and behavioral manifestations, such as travel motivation, travel decision-making, choice preference, destination image, and satisfaction, before, during, and after travel.

Tourism motivation is an internal factor that prompts potential tourists to take a certain tourism action, and it is also a key factor for a series of tourism behaviors in the future. Unlike consumption demand, consumption motivation is related to products, so tourism motivation is the link between tourism demand and specific tourism destinations. Scholars at home and abroad have made a lot of research on tourism motivation. The most popular theoretical models are the distribution center model, push-pull theory, optimal arousal theory, leisure incentive method, and travel career ladder (TCL) model, among which push-pull theory is the most widely used.

Based on scholars' cognition that "tourism behavior is a series of rational decision-making activities," most of the tourism decision-making theories have evolved from the decision-making model of consumer behavior, which has led to the emergence of many tourism decision-making behavior models. Sirakaya and Woodside, Smallman, Cohen, and other scholars have made a more detailed summary of the tourism decision-making model, mainly focusing on the model research of destination selection and various subdecisions (such as accommodation and tourism activities). Summarizing previous research on decision-making models, Sirakayaet al. believe that the final tourism consumption decision will depend on the interaction between the following variables: intrinsic variables, including travel attitude, motivation, information search behavior, and personality characteristics; extrinsic variables, including constraints, destination pull factors, the influence of family and reference groups, marketing mix, social class, and culture; the nature of the scheduled trip, including travel distance and date and playtime; and travel experience, including emotions and feelings during the trip and post-tour evaluation.

Motivation initiates action and guides desirable behavior, but policymaker preferences help filter choices precisely; preferences are more specific than motivation, revealed by visitor whereabouts and visitor behavior. Many scholars' research on tourism consumption preference focuses on destination choice preference (such as Tzu-Kuang Hsu), shopping preference (such as Samuel), accommodation preference (such as Isabel), food preference (such as Richard), etc. Destination image is "an attitude or psychological structure that reflects the sum total of tourists' personal views, trust and impressions of a tourist destination" . During the entire tourism process, tourists' perception of the destination image is dynamic. Destination image theory is an important part of tourism research and is widely regarded as an important factor affecting tourists' decision-making, destination selection, post-tour evaluation, and future behavior. The advent of the Travel 2.0 era (i.e., new ways for real travelers to interact and share information or content through Web 2.0) has changed the way travel information is searched, viewed, and evaluated. In this context, the tourism destination image has been reshaped and widely disseminated through Web 2.0 and UGC [13]. In the study of destination image perception, the most widely used theoretical model is the "cognitive-affective" model; that is, the destination image is divided into two interrelated components: cognitive image and affective image, where the cognitive image is an individual knowledge or belief about a destination. Emotional image refers to an individual's subjective feelings about the destination. The interaction of cognition and emotion forms a unique overall image of each destination, including positive or negative evaluations. Compared with emotional image, cognitive image has a stronger impact on the overall image.

Literature review: Motivation as a psychological term, is defined as the inner driving force that induces people's actions (Pizam, Neumann, & Reichel, 1979). In tourism and travel it refers to a

set of needs that causes individuals to travel to certain destinations or to engage in certain tourist events or activities (Plangmarn, Mujtaba, & Pirani, 2012). Travel motivation is an important factor in determining tourist activity and behavior (Cha, McCleary, and Uysal, 1995; Crompton, 1979), therefore understanding a tourist's motivation to travel is critical for marketers as it influences actual behavior (Dolnicar, 2008; Kim, Wei & Ruys, 2003). Authors agree that people travel because they are pushed by internal forces that predispose people to travel, while they are then pulled to destinations by external forces relating to the attributes of a destination. Push motivations are internal forces which originate from intrinsic motivations, such as the desire for rest and relaxation, escape, socialization and prestige. The external forces (pull motivations) are referred to as destination attributes, such as weather, attractions, accessibility, accommodation (Andreu, Kozak, Avci, & Cifter, 2005; Park & Yoon, 2009). However, push factors need to be present before pull factors can encourage visitation to a particular destination (Mill & Morrison, 1998), while pull factors may also influence travel behavior such as length of stay and distance travelled.

Motivational factors for overnight school excursions are not well understood, although they can be conceptualized as push or pull motivations. Push motivational factors can relate to either curriculum or non-curriculum related motives. For instance, curriculum based motives may relate to extending the formal lessons in the classroom to outside the classroom to encourage experiential or more active learning (Ritchie, Carr, & Cooper, 2008). Excursions can provide higher-quality learning experiences than back in the classroom (Robertson, 2001; Roche & Quinn, 2017). Non-curriculum motivations can be related to sporting or recreational trips to break the classroom routine. Although an overnight school excursion may be beneficial for students learning, they can also help students to bond socially and may be provided as a reward for students. Pull motivational factors can include suitable and cost effective attractions, entertainment, and ability to cater to school groups including appropriate accommodation (Ritchie et al., 2008).

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