

Why Different People Travel to the same Place: Modeling Tourism Demand in Multi-Option City Destinations.

Abstract

A model explaining why people travel to different places sheds light on the co-existence of differentiated destinations in one location. Lancaster inspired models have been recently developed to model demand for such tourism forms like beach and mountain holidays (Papatheodorou, 2001). Tussyadiyah et al. (2005) extend the model to multi-destination trips, a useful variant of the Lancaster model in tourism when it comes to model the behavior of long distance trips e.g. from Asia or the Americas to the highlights of European cities. What is still lacking is a model that can explain why different people travel to the same place – i.e. the important reality of city destinations as location capable to accommodate completely different holiday experiences and hence targeting a multitude of segments. This paper proposes a variant of the Lancaster model which achieves this by introducing the concept of multi-option destinations. We can show that a model describing a city destination with a bundle of vectors has important implications for destination marketing, and opens opportunities for empirical research into tourism activities.

Keywords:

City tourism, Lancaster, Multiple visit options, large and small cities competition