Overview:
The competitive nature of businesses today instigated by globalism has made it imperative for emphasis to be placed on obtaining adequate knowledge about tourist behaviour by operators and other stake-holders. Like every other businesses, stake-holders in the tourism sector need to carry out effective researches to determine and adequately implement market segmentation. However previously relied upon segmentation criteria of demography no longer holds sway as consumers are more likely to act based on lifestyle and orientation rather than on income, age or gender. Gonzalez, A. and Bello, L. (2002) in their research findings analyzes segmentation in the tourism industry and the usefulness of behavioural outlines in its effectiveness. Understanding tourists’ behaviour will undoubtedly enable tour marketers to offer packages that best meet the needs and desires of a particular segment of tourists. Having, over the years, spent extended periods of time in the Seychelles, a country where tourism is at the heart of the economy, this issue is for me of a special interest.

Lifestyle and Cultural Effect on Behaviour:
The culture and lifestyle of Indians, Prasso, S. (2008), were initially ignored by marketers of multi-national corporations that include Coca-Cola, Kellogg, L’Oreal, Levi Strauss, Mercedes, and KFC amongst others when they entered into the Indian market. They assumed wrongly that the emergent middle-class segment in India will pursue products of prestige in the same manner as their western counterparts. Their strategies failed and they all learnt the necessity of cultural and lifestyle consideration in determining both segments and pricing.

That “individuals will adopt given behaviour patterns representatives of their lifestyle, and as a consequence purchase different types of products and services”
(Gonzalez, A. and Bello, L. 2002) is a truth that can be easily observed in today’s society. Their review of existing literature on lifestyle choice and their adoption of both nominal and ordinal techniques, which saw a 94% correct categorization of individuals, emphasize the relevance of the approach to determining market segments in the tourism industry and in analyzing the behaviour of tourists.

**Innovations:**
Important innovate techniques were used in this research to avoid possible collinearity. Attitudes, interests, and opinions (AIO) and the impact of lifestyles on segmentation of the tourism market approaches were reviewed. The techniques include:

- Measuring lifestyle shaping-variables by the ordinal Likert scale using the SPSS statistical package.
- Factor analysis of multiple correspondences on nominal variables.
- Use of separate independent multiple correspondence analyses on behaviour during both short and long travels. The SPAD statistical package allowed “descriptions of individuals and variables present in the data matrix... to give a picture of voluminous data sets” (p.22–23).
- Biomedical Package was used to analyze canonical correlations and detect relationship between independent variables.
- Bartlett’s chi-square was used as an approximation to the null hypothesis on the factor results.
- The K-means algorithm was chosen due to sample size and the Euclidean distance taken to measure closeness.

**Research Findings:**
Utilizing valuable tourism experiences from Spain based on the relevant information from the Institute of Tourist Studies of the General Secretariat for Tourism and the Department of Industry, Commerce and Tourism in Spain, Gonzalez, A. and Bello, L. (2002) were able to make categorizations that can also be extended to tourism in other countries. Five different segments were identified. Maintaining Maslow’s theory of hierarchy of needs which places the basic (psychological) needs at the bottom of a pyramid containing five levels, the research identified a number of psychological requirements and desires that can be
fulfilled. A variety of tourism categories were identified in order to meet satisfactorily the different wishes of tourists. These include domestic or international travels, pleasure or work, beach holiday, cultural, rural, sports, health tourism, and pilgrimages. Using a combination of analyses the results of the research shows that there is major connection between peoples’ lifestyle and their behaviour as consumers of both short and long stay tourism. The highlights are as follows:

**Home-loving** individuals who place great value on quiet lifestyle at home with their family and are conservative in their views of life constitute a very demanding segment. Decisions on purchases are influenced by a belief in quality superseding price. They love cultural events and places of natural beauty. There is a clear preference for long trips over shorter ones with family or friends with a home-like accommodation.

**Idealistic** individuals with a sincere concern for justice, responsible, flexible and tolerant in most issues enjoy sports and other outdoor activities. This segment, with a preference for rural areas, is generally conservative with spending especially on short trips so they prefer to stay with relatives or friends. Tour operators will benefit from this group by organizing reasonably priced trips to country-sides with opportunities to participate in rural life.

**Autonomous** segment consists of individuals who love to enjoy life to the fullest and cherish above all else personal freedom and independence. They only work to earn a living and have a strong belief in the evolution of society. They have a preference for nightlife over cultural activities. They frequently take both short trips to cities and long ones to coastal places with friends and utilizing hotels accommodations rather than homes of relatives or friends. Tour operators can channel weekends and public holidays for domestic or international trips to maximize market shares with this segment.

**Hedonistic** individuals believe in self-fulfillment of which the symbols are found in a successful job. Attracted to new and sophisticated products, this segment enjoys life as it comes and is tolerant towards the issues of society. Traveling in the company of friends as a rule, this group frequent large cities on short trips and uses
top-class hotels for accommodation. On long trips they usually go abroad for periods of up to three weeks residing in high-class facilities.

**Conservative** segment consists of individuals focused on family and keeping up with the intrinsic of daily life. A materialistic group, the conservatives are pessimists with strict attitudes towards upholding the law. They detest nightlife, cinema, and modern form of music. They take limited short trips especially to nearby rural places with their families staying with relatives, friends or in a second home accompanied by family and/or friends.

**Conclusion:**
As Gonzalez, A. and Bello, L. (2002) rightly observed, tourists make choices of destination, travel means, activities, food, and accommodation based on their way of life, individuality and impetus. It is clear that psychographic and behaioural approaches to segmentation works more appropriately in the current world-wide business environment and especially in the tourism sector where products and services are consumed in more personalized manner. Tourism operators can utilize these findings to better understand and predict patterns of behaviour of tourists and make effective business strategies. “Understanding the lifestyle of customers is a valuable tool in marketing in order to understand how the product ‘fits a customer’s life’. Recreational travel and leisure activities have always been lifestyle choices and are increasingly lifestyle purchases. Viewing these products within the framework of lifestyle segmentation is both logical and... insightful” (Thyne, M. and Laws, E. 2005, p.137).

**Reference:**