

New Tourism and Changing Travel and Holiday Trends.

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Abstract

This study investigates the tourism trends and holiday habits of people residing in New Zealand. The aim was to ascertain whether people were changing their travel and holiday trends, specifically whether old styles of tourism were still apparent or people were changing to a more humanized approach, sometimes referred to as new tourism. In the 1980's when the concepts of new tourism and more specifically new tourists were mooted, they were often referred to as Utopian, too ideally perfect. An industry centered around mass, standardized rigid packages would not survive if a new era emerged and old tourism had reached the end of its life cycle.

This research focused on the practices of holidaymakers during their past and present breaks. The intentions were to find out whether old tourism practices were strong and current or if travellers were changing to new ideas or changes had already taken place.

A survey focusing on the travel preferences of people residing in the Dunedin area was undertaken. Data was collected from 282 self-administered questionnaires which included questions about old and new tourism characteristics and the socio-demographic backgrounds of respondents. It was found that many new tourism characteristics were shown to be emerging or were fully developed, with old tourism values having varying degrees of support. Overall, new tourism seemed to be an emerging part of the tourism cycle. Socio-demographic information provided insight into tourists' profiles, however it did not clearly define specific reasons as to why new or old styles of tourism were the preferred choice, with people from varying socio-demographic backgrounds choosing to undertake similar holidays.

The new society that was envisaged has not emerged, however new tourism has appeared to an extent, not replacing old tourism completely but making up a sizeable component of the holiday framework for many holidaymakers. The practices or more specifically old tourism characteristics continue to have varying degrees of support by holiday-makers. Some people may choose to have an old tourism holiday, others may have old and new mixtures and many will want to experience a better form of tourism that caters for their needs.

The implications and applications of the findings of this study are discussed in the concluding chapters.