

# Understanding Olympic tourist behaviour: Implications for maximising the tourism impacts of the Olympic Games.

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# Content

- Setting the scene
- Brief overview of the research
- Understanding the Olympic tourist
- Research Strategy





# Setting the scene

- Tourism is one of the biggest impacts resulting from hosting the Games
- However lack of research in ‘understanding the Olympic tourist’
- Abundance of descriptive impact studies which, although important, limit our knowledge
- Need to understand Olympic tourist behaviour in order to underpin marketing & leveraging strategy



# Brief Literature Review



## Consumer Behaviour

- Understanding customer needs is one of the major underpinning constructs of the marketing concept (Evans, Jamal & Foxhall, 2006)
- Marketing objectives depends on knowing, serving and influencing consumers (Peter & Olson, 2008)
- To market host countries to Olympic tourists effectively it is essential to understand the needs and wants of the tourists as consumers



# Brief Literature Review



## Olympic Tourists

- Lack of behaviour orientated studies
- Only in very rare cases are there any detailed considerations of behaviour (Weed & Bull, 2004)
- The **effect of the event depends on the strategies** put in place to nurture the impacts (Chalip, 2003)
- The **effectiveness** of the **strategies depends upon an** underpinning of the **understanding of behaviour** (Weed, 2006)





# Research Strategy

- Higher level needs approach the status of values (Evans *et al.*, 2006)
- Personal values assist individuals to form their attitudes, and ultimately the behaviour they choose (Hede, Jago & Deery, 2004)
- Utilising the Laddering interview which seeks to uncover the links between the attributes (A) of the product, the consequences of consumption (C) and the personal reasons for consumption (V).



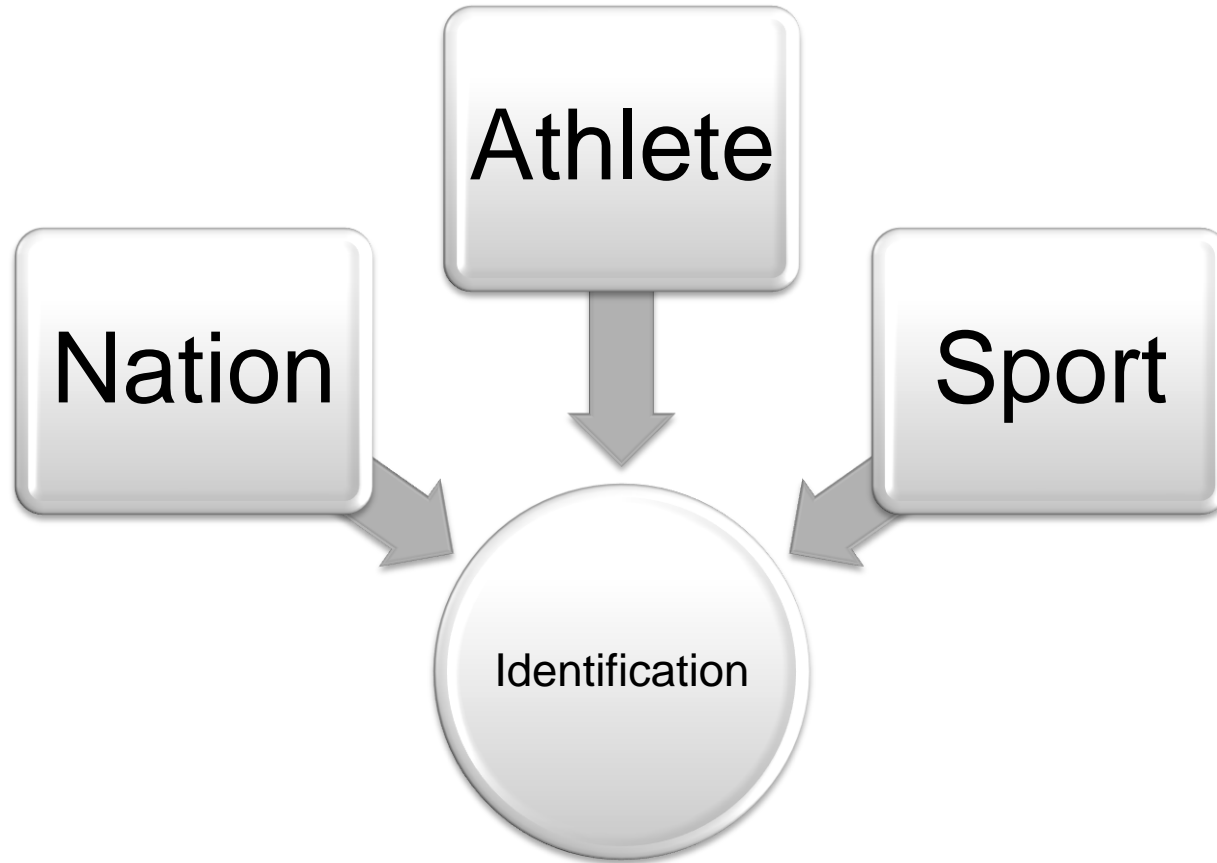
# Research Strategy



- Respondents are encouraged by means of repetitive and interactive questions to dig deeply into the discussion about (A), gradually indicating (C) and then (V) (Veludo-de-Oliviera *et al.*, 2006)
- Allows respondents to think critically about their own motivations
- Interviews carried out with international tourists at the 2008 Beijing Olympic Games

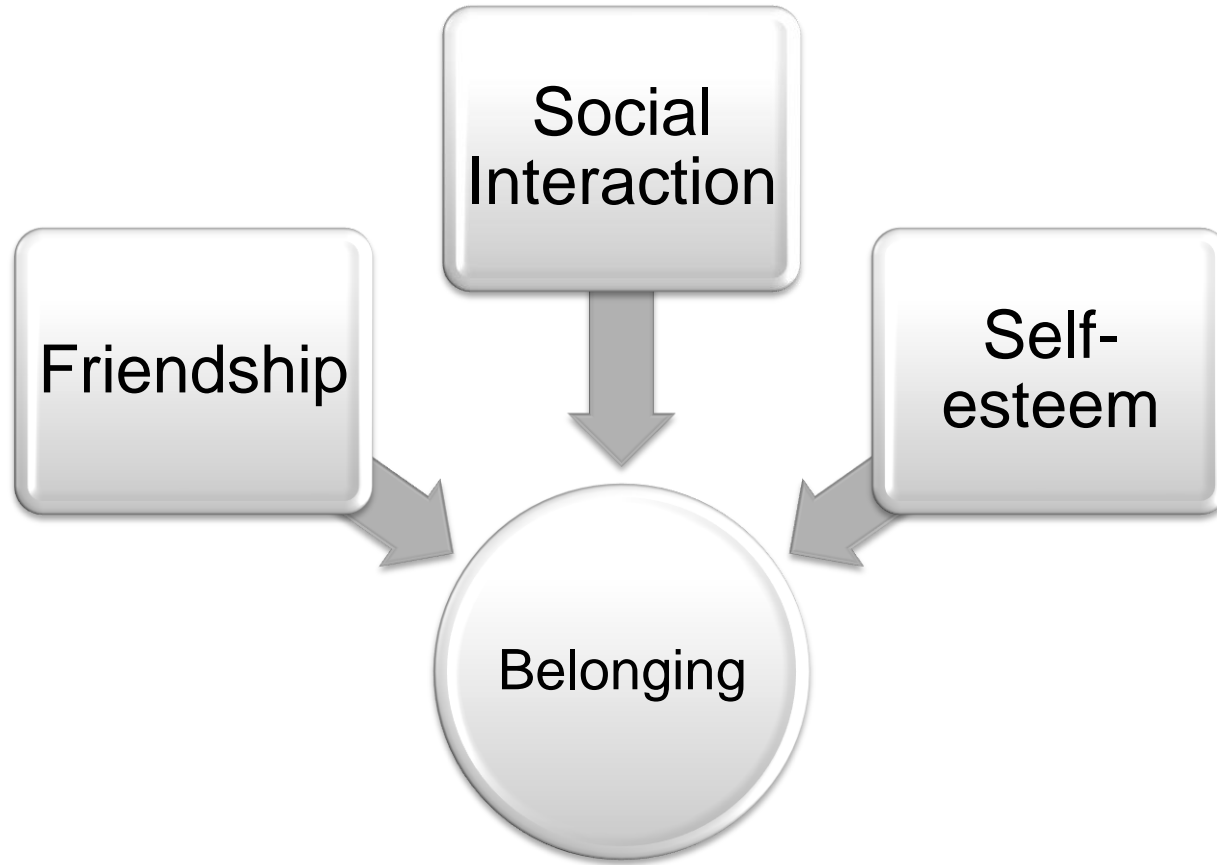


# Theme 1:

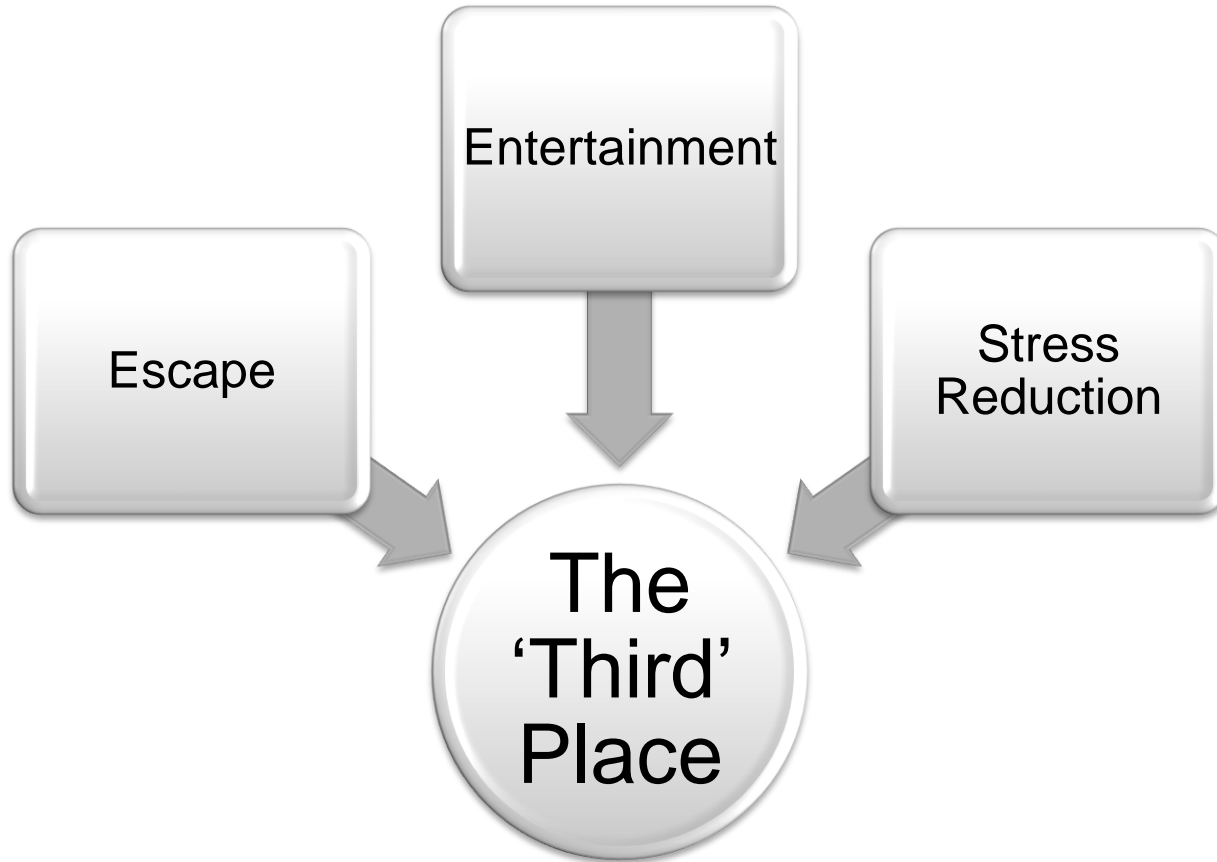




# Theme 2:



# Theme 3:



# Conclusions



- Reasons why tourists come to the Games are not necessarily for 'tourism' reasons
- Strategies need to be formed that build upon these underlying reasons
- Maximising the tourism impacts depends upon this understanding of reasons.
- Augmenting the product to attract more tourists





Questions????

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