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# **Agric. Econ. – Czech**

**U.R. Orth, J. Turečková**

## **Segmenting the tourism market using perceptual and attitudinal mapping**

Agric. Econ. – Czech, 48 (2002): 36-48

Decreasing numbers of tourists to the Czech Republic point at a weakening competitive position of Czech destinations during the most recent years. For many communities, tourism may be a short-lived economic dream when understanding of tourists' perceptions and travel motives is lacking. The two

objectives pursued in this study are 1) an identification of the positions of competing destinations and 2) an a-posteriori segmentation with psychographic variables. Market segmentation becomes the crucial factor in the strategic design process of target marketing. Like many other markets, tourism markets do not respond homogeneously to marketing activities. Subdividing visitors into useful groups may provide a basis for competitive advantage. Our study establishes taxonomy of visitors to Southern Moravia. The study tries to overcome well-known insufficiencies of single segmentation approaches by exploiting the advantage of the multivariate nature of combined push factors, pull factors, and other factors of more restrictive nature (i.e. time and money). The segmentation task employs multivariate data analysis techniques such as factor analysis, cluster analysis and multi-dimensional scaling. Recent research on the European Vacation Style Typology is incorporated.

**Keywords:**

cluster analysis, multi-dimensional scaling, factor analysis, vacation typology

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