

ALTERNATIVE TOURISM: NEW OFFERS FOR DIVERSIFYING GERMAN SOCIETY

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SUMMARY

Sinus is a company which group people in Germany who are similar in their outlook on life and living with the help of classes. On this strategic diversification; tourism products and brands can be positioned. In this study, there will be an explanatory approach about structural change generally in tourism and special interest tourism. The results which are found by milieus will be compared with special interest tourism and new offers for diversifying society will be created and adapted. Results will be especially discussed for alternative tourism markets which are attracting mostly German tourists.

Keywords: Milieus, Special Interest Tourism, Tourism offers

INTRODUCTION

This study will explore new tourism offers for diversified society. First of all, there will be classification about social classes in Germany. It will help us to understand the society closer. After that there will be segmentation about special interest tourism. This concept is more likely accepted as different forms of alternative tourism in English speaking countries. Just after, this study will try to explain how tourism lives a structural change. Results which are reached with the analysis of classes will be compared with the different forms of special interest tourism. New offers for diversified society will be created and adapted.

Sinus classes are used by famous brands and service companies since 1980's for strategic marketing, product development and communication same as political parties, ministries and labor unions. Borders between classes are fluent. The main seed of classes is the bridges that connect each other. New alternative tourism offers can be created by the help of this classification. It is firstly important to explain character of classes. There are three important classes which is created by Sinus company: Upper class, middle class and lower class.

THE SINUS-Milieus**Socially Sophisticated Milieus (Upper Class)**

- Conservative Established Milieu (10%): This class is the classical establishment. It covers responsibility and success of ethics.
- Liberal- Intellectual Milieu (7%): It is most educated elite class with liberal ground and post-material roots.
- Milieu of the Performer (7%): This class is efficient oriented power elite with global economic orientation and highly IT and multimedia skills.
- Expeditiously Milieu (6%): It is the most ambitious creative avant-garde. They are geographic and mental mobile.

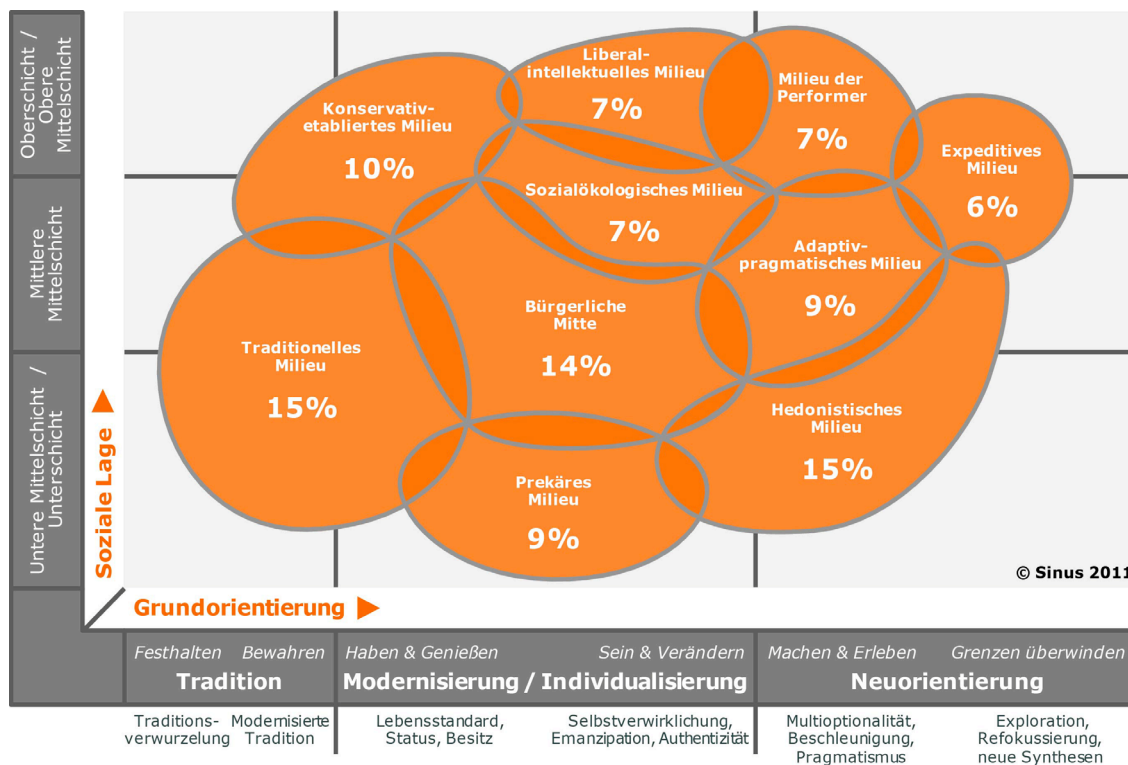
Milieus of the Middle-Class

- Bourgeois Middle-Class (14%): This class is the mainstream of the society. They are for order and harmonic relationships.
- Adaptive-pragmatic Milieu (9%): It is the modern and young middle class of society with life pragmatism. They are hedonist, conventional, flexible and security oriented.
- Social-ecologic Milieu (7%): Socio-ecologic class is critical about consume with normative approaches on 'true' life.

Milieus of the lower middle /lower class

- Traditional Milieu (15%): This class as post-war generation likes security and order. They are conformist and sparing.
- Precarious Milieu (9%): This class tries to have orientation. They have future fears and resentments.
- Hedonistic Milieu (15%): This class is fun and adventure oriented. They like here and now.

Figure 1
The Sinus Milieus in Germany



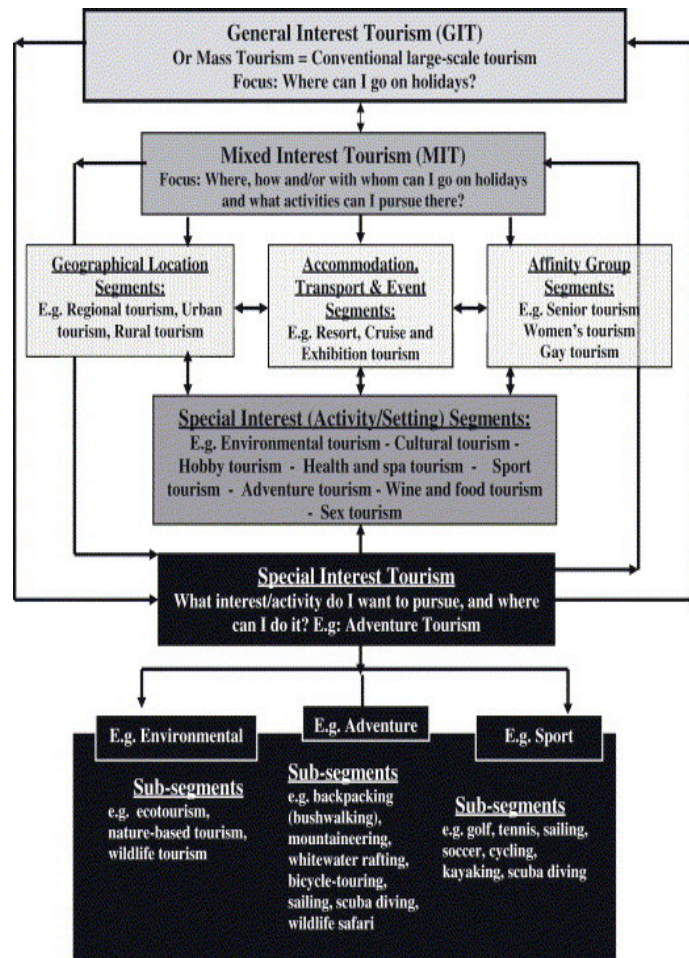
TOURISM UNDERGOES A STRUCTURAL TREND CHANGE

As part of a new economy trend, tourists,

- ask for 'better, service,
- want more specific offers, both with regard to content as well as to the entire arrangements
- ask better information, about product itself as well as the entire destination and additional services and additional services
- are becoming more mobile and critical but less loyal
- are more price sensitive, comparing more and more offers
- tend to make more but shorter vacations
- decide later leading to decreased time spam between booking and consumption (Werthner, H. & Klein, S., 1999)

SPECIAL INTEREST TOURISM

Table 1: Special Interest Tourism: Alternative Tourism (Trauer, 2004)



It is now possible to explain special interest tourism. There are 3 types of tourism:

- General Interest Tourism has the same meaning like mass tourism. It focuses mostly on the question: Where can I go on holidays?
- Mixed Interest Tourism focuses on the question: Where, how and/or with whom can I go on holidays and I undertake?
- Special Interest Tourism or alternative tourism focuses on the question: What interest /activity do I want to pursue, and where can I do it?

This table shows the relationship between General Interest, Mixed Interest and Special Interest Tourism. Now we can make recommendations about tourism types for different classes.

Table 2
Recommendations for Different Classes

<u>Socially Sophisticated Milieus (Upper Class)</u>	<u>Recommendations</u>
-Conservative Established Milieu	Golf tourism, cultural tourism, wellness and health tourism, hobby tourism
-Liberal- Intellectual Milieu	Cultural tourism, wine and food tourism, wellness and health tourism, wildlife safari
-Milieu of the Performer	Short city trips, winter sport tourism
-Expeditiously Milieu	Mountaineering, white water rafting, sailing, scuba diving
<u>Milieus of the Middle-Class</u>	
-Bourgeois Middle-Class :	Family holiday with kids
-Adaptive-pragmatic Milieu	Short-city trips
-Social-ecologic Milieu	Eco-tourism, nature-based tourism and wildlife tourism
<u>Milieus of the lower middle /lower class</u>	
Traditional Milieu	Senior tourism
Precarious Milieu	Leisure instead tourism. They spend more time at home
Hedonistic Milieu	SSS+S

ALTERNATIVE TOURISM-MARKET AND RESULTS

- The market for new tourism product will become more competitive: More cooperation between businesses, non-profit organizations and government is very important
- Coopetition instead of Competition: More common work must be underlined between businesses und local communities for environment is possible.
- The market is getting segmented (Each potential consumer belongs to different segments at the same time. Some products for different classes can be developed).
- The market must be changed rapidly and it must be adapted to new developments.
- Specific trends appear within short periods. Some of trends stay on the market for a couple of years; others disappear within a season or two. The trends must be observed intensively.
- Old tourism products can be marketed with new marketing tools.

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