

Plog's Model of Tourists Behaviour

Plog classifies tourists into three categories as described below –

1. **Allocentric (The Wanderers)** – A tourist who seeks new experiences and adventure in a wide range of activities. This person is outgoing and self-confident in behavior. An allocentric person prefers to fly and to explore new and unusual areas before others do so. Allocentrics enjoy meeting people from foreign or different cultures. They prefer good hotels and food, but not necessarily modern or chain-type hotels. For a tour package, an allocentric would like to have the basics such as transportation and hotels, but not be committed to a structured itinerary. They would rather have the freedom to explore an area, make their own arrangements and choose a variety of activities and tourist attractions.
2. **Psychocentric (The Repeater)** – A tourist falling in this category is usually non-adventuresome. They prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect. Such tourists prefer to drive to destinations, stay in typical accommodations, and eat at family-type restaurants.
3. **Midcentric (Combination)** – This category of tourists covers the ones who swing between the above said two types.