



Says

What have we heard them say?  
What can we imagine them saying?

a travelogue is a film book written up from a travel diary

illustrated talk describing the experiences of and places visited by traveller

"Travel far,pay no fare...a book can take you anywhere".

imagination is the beginning of creation

"The use of traveling is to regulate imagination with reality,and instead of thinking of how things may be,see them as they are".

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Become an inspiration to oters. Master a difficult skill. Become a thought leader in your industry.

Geographical factors some physical factors like geographical and climatic conditions, facilities and amenities available at the destination,advertising and marketing conducted by tourism business after the decision making of the tourists.

Learn about how to become a millionaire. Go on a trip around the world. Travel to your dream country.

Satisfaction  
Destination image  
Motivation  
perceived value  
perceived quality

psychological  
cultural  
social  
personal



Persona's name  
Short summary of the persona

The context of consumer behaviour in the purchase, uptake and abandonment of tourist services.

The drifter, the explorer, the individual mass tourist and the organized mass tourist.

Anxiety is often connected with overstimulation from a stressful environment or threat, combined with the perceived inability to deal with that threat.

Life experience- family,culture,friends,life events.

Cotyledons and embryo.

In contrast, anger is often tied to frustration. Often when anxiety is left unacknowledged and unexpressed,it can turn into frustration, which can lead to anger.

Physical factors- age,health,liness,pain,influence of a substance or medication

Personal and emotional factors- personality,beliefs,expectations,mental health.

Books have the power to transport you. To pull you into the story and carry you around the world to another place and another time.

Books are an escape, a way to wander without getting lost. A way to experience different cultures and places you may never have the opportunity to visit in person.

Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

