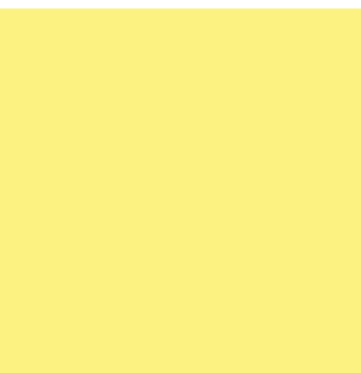




Says

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



tourism is travel for recreational,leisure or business purposes.

Tourism the provision of services of tourist

The movement of people from one place to another using different types of transport.



Thinks

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

morality,creativity,problem solving

esteem; self esteem , confidence,achievement/respect to others

phycological : breathing,food,watersleep



Persona’s name
Short summary of the persona

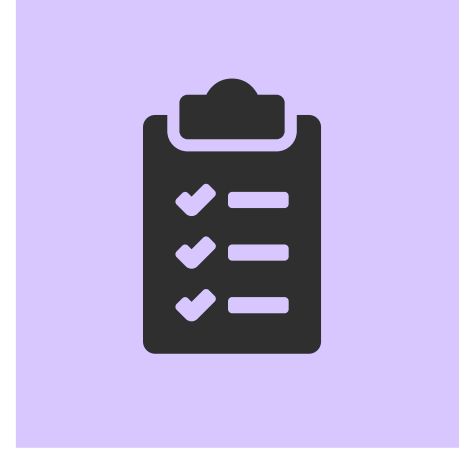
physical activity

air pollution in take

casualties

excitement or even fear, but usually never boredom

travel takes us out of our comfort zones and inspires us to see.



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?