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Between the Familiar and the New: Cohen’s Tourist Typology

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Even when people travel to the same country, their trips can look completely different. Some follow a guide holding a flag around set sights and eat dinner at a Korean restaurant. Others carry nothing but a backpack, stay in locals’ homes, and eat the same meals they do. They are all travelers, so why do they choose such different paths? A classic framework that explains this difference is “Cohen’s Tourist Typology.” Simply put, Cohen’s Tourist Typology is “a classification that divides tourists into four types according to whether they want more familiarity or more novelty.” It was first prop