

# An overview of tourist motivation tourism



Tourist motive is seen by many authors as one of the cardinal elements in understanding tourist decision-making behavior. A sound apprehension of travel motive plays a critical function in foretelling future travel forms and finish choice. The large reply to the basic inquiry, “ why do people go? ” has occupied the heads of tourer research workers for many old ages. Many different motivations compel people to go. Assorted methods have been employed to bring out travel motivations. The undermentioned literature will cast visible radiation on assorted theories that can be used to hold a cognition why people travel to urban finish.

Tourist motive can be defined “ as the planetary integration web of biological and cultural forces which gives value and way to go picks, behavior and experience. ” ( Pearce, Morrison & A ; Rutledge, 1998 ) . Put merely, motive is a province of rousing of a thrust or demand which impels people to activity in chase of ends. Once the ends have been achieved the demand subsides and the single returns to the equilibrium-but merely briefly because new motivations arise as the last 1 is satisfied. As cited in Seaton ( 1997 ) motive of the single individual to go, to look outside for what he can non happen inside have been mostly created by society and shaped by mundane life. Gray ‘ s ( 1979 ) travel-motivation theory, poses merely two chief motivations for travel. One is the desire to travel from a known to an unknown topographic point, called in Gray ‘ s theory “ wanderlust ” ‘ . The other motivation is what Grays called “ sunlust ” . This generates a trip to a topographic point which can supply the traveller with specific installations that do non be in his or her ain topographic point of abode. Some of the

motivations which determine their travel picks are diversion, pleasance, new experiences, cultural involvement, shopping.

The being of internal and external factors which motivates human behaviour is assumed by many writers. Kotler ( 182 ) for illustration, qualify that motive can be caused by the consequence of internal and external stimulations.

Internal stimuli arise from personal demands and wants that can be physiological, societal, egoistic, safety, and self-actualisation. External stimuli arise from marketing. Travel motivations can be personal ( personal preparation, compensation, remainder and cognition ) or interpersonal ( ensuing from societal dealingss ) ( dann, 1977, Yoon and Uysal, 2005 ) .

Dann ( 1977 ) classifies personal motivations as those that predispose the person for going, flight from day-to-day modus operandis, the desire to get away from purdah while interpersonal motivations arise from the demand to seek some signifier of societal acknowledgment that is obtained through travel.

Harmonizing to the ' push ' and ' pull ' construct, Crompton ( 1979 ) , push factors explains the desire for travel while the pull motivations have been used to explicate the existent finish pick. Nine motives of leisure travellers were identified and classified seven as socio-psychological or push motivations and two as cultural or pull motivations. The seven push motivations were, flight from a perceived mundane environment, geographic expedition and rating of ego, relaxation, prestigiousness, arrested development, sweetening of kinship relationships, and facilitation of societal interaction. The pull motivations were freshness and instruction.

Maslow ( 1943 ) identified two motivational types: tension-reducing motivations ; arousal-seeking motivations. There are five demands organizing a hierarchy, coming from the lower to the higher demands. At the underside are the basic demands for nutrient, H<sub>2</sub>O and air. Then, above them is the demand for safety, security, and protection. The higher demands in this hierarchy merely come into focal point when the lower demands in the pyramid are met. Once an person has moved upwards to the following degree, needs in the lower degree will no longer be prioritized. Cooper et Al ( 2005 ) questioned Maslow ' s theory stating that why and how Maslow selected the basic five demands remain ill-defined, although Page ( 2003 ) feels that it has relevancy in understanding how human action is apprehensible and predictable compared to research which argues that human behavior is basically irrational and unpredictable. Though much unfavorable judgment about Maslow ' s theory, the tourism literature has borrowed a batch from Maslow since he provides a convenient set of containers that can be comparatively labelled and supply a utile model for understanding psychological motivational factors in tourism. Therefore, for illustration, although the evident intent of a trip may be for shopping, the underlying psychological motive may be to affect their neighbors and derive higher societal position. Iso-Ahola ( 1982 ) says that tourists will exchange functions while on vacation, and that over time different demands will originate. Single motive may never move as the finding factor for travel. If within the vacation, the initial demands are satisfied, other motives might emerge. Indeed, it is congruous with Maslow ' s theories of demands to reason that if ab initio there is a primary demand for relaxation while on a vacation, the satisfaction of that demand will make consciousness of other

demands such as geographic expedition of topographic point as a agency of getting a sense of belonging or to enable procedures of self-actualisation to take topographic point.

Dann ( 1981 ) has identified seven elements of tourer motives: travel as a response to what is missing yet desired ; finish pull in response to motivational push ; motive as phantasy ( prosecute in behavior and activities that are culturally unacceptable in their place environment like harlotry and gaming ) ; motive as classified intent ( VFRs ) ; motivational typologies ; motive and tourer experiences ; motive as auto-definition and significance ( the manner in which tourist define their state of affairss and respond to them ) . [ Page & A ; Connell, 2003 ] .

Beard and Ragheb ( 1983: 225 ) , propose four motivational demands which came from the work of Maslow ( 1970 ) . These are: the rational constituent ( such as acquisition, researching, detecting, thought or conceive ofing ) , the societal constituent where persons engage in leisure activities for societal grounds. This component includes two basic demands ( demand for friendly relationship and interpersonal relationships and the demand for the regard of others ) , the competence-mastery constituent assesses the extent to which persons engage in leisure activities in order to accomplish, maestro, challenge and compete. The activities are normally physical in nature and eventually the stimulus-avoidance constituent of leisure motive which assesses the thrust to get away and acquire off from over-stimulating life state of affairss. It is the demand for some persons to avoid societal contacts, to seek purdah and unagitated conditions ; and for others it is to

seek to rest and to wind off themselves. These four motives form the foundation of their Leisure Motivation.

P. Pearce ( 1988 ) utilizing the construct of a travel ladder when look intoing motive for touristry, suggested that motive are multivariate and dynamic, altering peculiarly as a consequence of ageing and lifecycle phase, every bit good as being influenced by other people. He proposed the undermentioned motive classs: relaxation, stimulation, relationship, self-esteem and development, fulfilment. In Pearce ' s theoretical account, the motives listed can be divided into two classs. The demands may be egoistic or directed at others. Therefore, for case, relaxation may be a solo exercising where the holiday-maker seeks a quiet reposeful clip entirely or it can be relaxation in the company of others, jumping from the demand for external exhilaration and desire for freshness. Stimulation can be autonomous which springs from the concern for ain safety, or it can be directed toward others originating out of the concern for other ' s safety. Relationship can be autonomous which means giving love and fondness and keeping relationships, or it can be directed at others which means having fondness, to be with group rank. Self-esteem and development possibly autonomous like development of accomplishments, particular involvements, competency and command, or it may be directed at others like prestigiousness, glamor of going. Fulfillment is wholly autonomous as it fulfils single dreams, understands oneself more and experience interior peace and harmoniousness. There are some unfavorable judgments against Pearce ' s travel motives. For illustration, Pearce argues that stimulation may be understood along a dimension of hazard and safety

of ego or others. However, it might be argued that there is a existent and typical difference between these two motives.

Chadwick ( 1987 ) provided a simplified classification of why people travel under three chief headers. These are as follows: Pleasure: leisure, civilization, active athleticss, sing friends and relations, Professional: Meeting, missions, concern, etc, other intents: Study, wellness and theodolite.

Classifying tourer behaviors have of import deductions for the survey of the impact of tourism on finish. Shaw & Williams ( 2002 ) opines that many of the typologies are based around placing the important traits of tourers. Harmonizing to Klenosky ( 2002 ) travel behavior is motivated by two sets of factors, one that influences or pushes a individual to see going outside his or her mundane environment and another set that attracts or pulls that individual to see a peculiar finish.

Several sociological theories have been put frontward in the tourer literature in an effort to explicate motive. Cohen ( 1972 ) , in his early surveies subdivided tourer into four types based on motive. He asserted that all tourers are seeking some component of freshness and unfamiliarity while, at the same clip, most besides need to retain something familiar. He distinguished tourer utilizing sociological rules into organized mass tourer, single mass tourers, adventurer and vagrant. Hence, at one terminal of his continuum was the ' organized mass tourer ' seeking acquaintance in the vacation milieus, while at the other terminal, the vagrant is willing to accept far more strangeness.

Smith ( 1977 ) provided a more elaborate discrepancy of Cohen ' s tourer typologies. Smith ( 1977 ) identifies 7 classes of tourer who have been termed as “ interactive typologies ” : adventurer, elite, off-beat, unusual, inchoate mass, mass, and charter. However, Plog ( 1990 ) criticised the cogency of Smith ' s typology.

Shaw & Williams ( 2002 ) argued that Plog ' s typology is built upon inquiring tourers about their existent general “ life styles ” or value systems, frequently utilizing perceptual information derived from in-depth interviews. Plog suggested two set of single: allo-centric and psycho-centric. The latter are concerned chiefly with the ego, are inhibited and non-adventurous. In term of tourer behavior, psycho-centrics want the familiar and are improbable to go great distances to research new touristy finishes. Conversely, the former are confident, of course speculative and seek out the unfamiliar when going. This typology can be used to analyze tourer motives every bit good as attitudes to peculiar finishes and manners of travel.

Johns & Gyimothy ( 2002 ) states that Plog ( 1973 ) used a psychometric graduated table to categorize tourers into allocentric, midcentric and psychocentric, depending on person ' s comparative focal point on their ain civilization and the 1 they are sing. Psychocentrics tourers like nice swimming pool ; good organized trip ; good installations ; saloon tiffins.

Cooper et Al ( 2005 ) feel they are conservative in their travel forms.

However, Cooper et Al ( 2005 ) inquiries the pertinence of the typology. They feel that tourers may on a 2nd visit travel to nearby psychocentric-type countries, whereas the chief vacation possibly in an allocentric-type finish.

Gottlieb ( in Davidoff and Davidoff, 1983 ) as cited in Seaton ( 1997 ) ,

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suggests that there are two sorts of tourists-those who seek a pampered lifestyle beyond their agencies in mundane life while the latter, holding entree to material luxuries in their mundane life, seek simpler, more crude contacts in their leisure ( e. g. on campaign, roughing it ' on escapade vacations, etc ) .

Shaw & Williams ( 2002 ) states few jobs associated with tourist typologies. First, typologies are comparatively inactive theoretical accounts due to miss of information ( Lowyck et al, 1990 ) . Secondly, persons change as tourists over time. Changing forms of tourist behaviors do not be in sufficient item or graduated table. Tourist typologies offer merely mere generalizations. Harmonizing to Shaw & Williams ( 2002 ) these typologies are good despite their restrictions. They provide insight into motives of tourist and their behavior.

An penetration of the assorted types of tourism intent and motive is important for those planning and selling tourist finishes. All service suppliers and tourism contrivers must cognize why people want their merchandises. However, there are many jobs of finding tourism motives. Harmonizing to Seaton ( 1997 ) people seldom think about the implicit in grounds for their actions. Motivations for activities may not bear excessively much self-critical examination like sex tourism. Again tourism motives frequently include contradictory urges. Seaton ( 1997 ) typifies two such sets of opposing desires: Freshness and escapade ( researching a new topographic point ) V. Familiarity and security ( remaining in a hotel with familiar amenities ) . Another job is that it is frequently hard to separate single motivations from socially constructed vocabularies of motivations. Peoples frequently give

grounds for making things that they have been programmed to give, none of which may represent the existent ground for a trip. Harmonizing to Page ( 2003 ) , if we are able to understand what prompts people to go forth their places and travel to new topographic points, so we may be able to develop attacks that will assist us to pull off the tourers and their impacts and program an gratifying experience for them. More basically, understanding tourist motive may assist to explicate why certain topographic points are more developed as successful touristry finish than others and so continued to turn, stagnated or declined as gustatory sensations and manners changed.