



The Tourist's Motivation

Tourism Structure and Products



Introduction

- Such travel motivation studies include consumer motivation, decision-making, product satisfaction, overall acceptability of holiday experiences, pleasure in the vacation environment, and interaction with the local inhabitants. In short, tourists travel for reasons including spirituality, social status, escape, and cultural enrichment.
- Maslow's hierarchy of needs provides insight into ways in which a trip may satisfy disparate needs. **If these concepts are studied within a context, they can provide information into how visitors select activities and experiences to suit their personal psychological and motivational profiles.**

- Thus, if a theme park can meet the needs of its customers, if a wilderness lodge can provide the kind of accommodation its users expect, and if an adventure tour operator can organize an exciting white-water rafting trip, then there is a basis for a successful tourism business. When consumer expectations are met or exceeded by the tourism operations, one can expect repeat business and positive word-of-mouth advertising as well as the ability to maintain or even increase the current level of charging for the existing tourism service. Clearly, consumers matter to tourism businesses.

- The general issue of understanding consumer needs falls within the area of the psychology of tourists' behavior. This study area is concerned with what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences, how they interact with the local people and environment, and how satisfied they are with their holidays.

- Why do tourists travel?
- Why certain groups of people choose certain holiday experiences, as this more specific question focuses attention on the similarities among groups of people and the kinds of experiences they seek?

Human Motives and Needs in Psychology Theory and Research

Theorist/Researcher	Theoretical Approach	Motives or Needs Emphasized
Sigmund Freud	Psychoanalytic theory	Need for sex, need for aggression. Emphasis on unconscious needs.
Carl Jung	Psychoanalytic approach	Need for arousal, need to create and self-actualize.
Alfred Adler	Modified psychoanalytic	Need for competence, need for mastery to overcome incompetence.
Harry Stack Sullivan	Modified psychoanalytic	Need for acceptance and love.
Karen Horney	Modified psychoanalytic	Need to control anxiety, need for love and security.
Clark Hull	Learning theory	Need to reduce tension.
Gordon Allport	Trait theory	Need to repeat intrinsically satisfying behaviors.
Albert Bandura, David McClelland, John Atkinson	Social learning theory Social approaches	Need for self-efficacy or personal mastery. Need for achievement.
Carl Rogers Abraham Maslow	Humanistic Humanistic	Need for self-development. Hierarchy of needs from physiological needs to safety needs to love and relationship needs to self-esteem to self-actualization.
D. E. Berlyne	Cognitive approaches	Need to satisfy curiosity, seek mental stimulation.
Rom Harré	Ethogenic (social and philosophical)	Need to earn respect and avoid contempt of others.
Stanley Cohen and Laurie Taylor	Sociological theory	Need to escape, need for excitement and meaning.
George Kelly Mihaly Csikszentmihalyi	Personal construct theory Humanistic approach	Need to predict and explain the world. Need for peak experiences.

^a For clarity the terms *motives* and *needs* are used together in this summary table. Some writers prefer to see needs as more physiologically based and motives as more socially oriented.

segments of the market receiving different kinds of benefits from their holidays

1. those who emphasized excitement and escape,
2. pure adrenaline/excitement seekers,
3. a family- and friends-oriented group,
4. naturalists (those who enjoyed natural surroundings),
5. a group who emphasized the value of escape by itself, and
6. a group who enjoyed all benefits.

- Frequently market survey companies or firms provide potential travelers with lists of items that the researchers believe are relevant to the question of why people travel to particular destinations.

NEW YORK



The Structure of business travel and tourism

Source: after Horner and Swarbrooke (1996).

DEMAND

Consumers/customers

- Individuals
- Companies
- Associations

INTERMEDIARIES

Specialist intermediaries

- Business travel agents
- Conference placements and handling agencies
- Exhibition companies
- Event management companies
- Incentive travel agencies
- Destination marketing and management agencies

SUPPLY

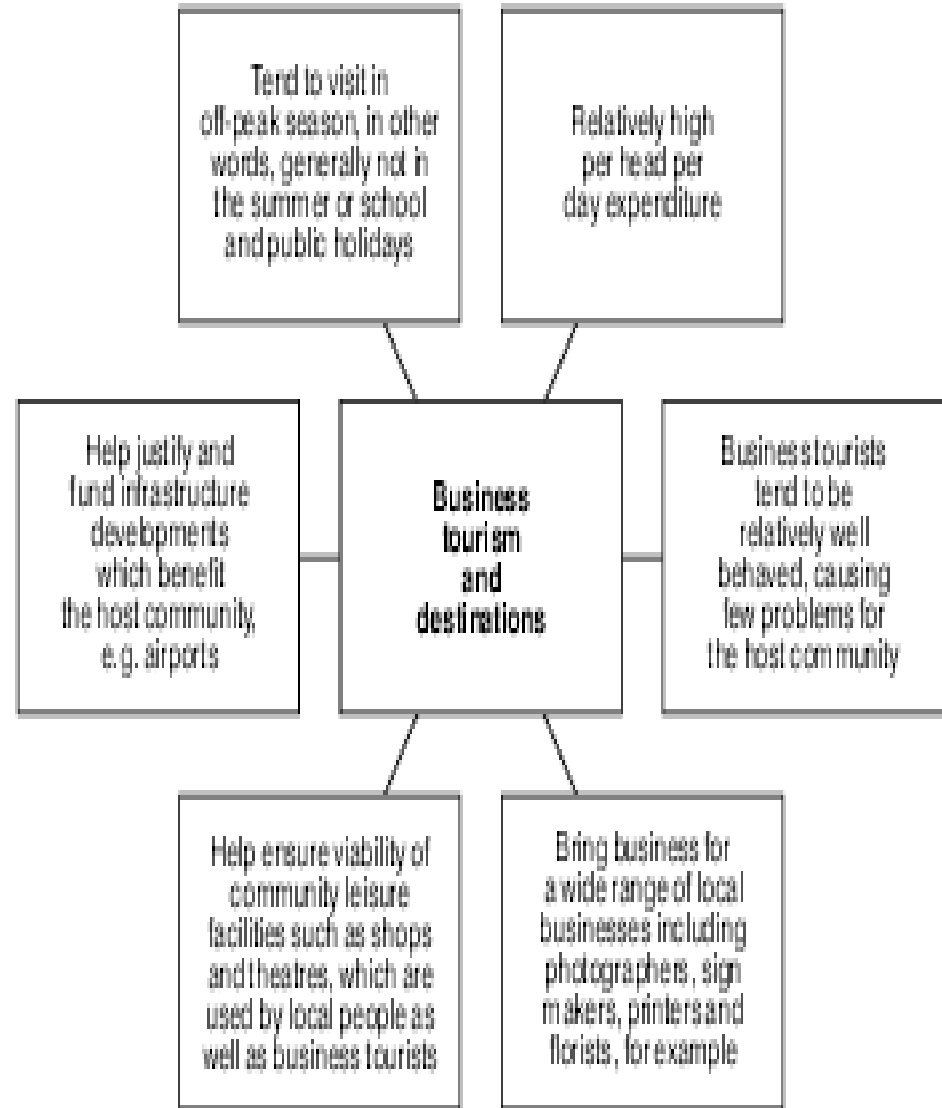
Suppliers

- Transport operators
- Conference, exhibition, training courses product launch, incentive travel venues
 - residential
 - non-residential
- Accommodation operators
- Ancillary services such as catering
- Specialist services such as audio-visual and entertainment equipment and information technology
- Visitor attractions

NEW YORK

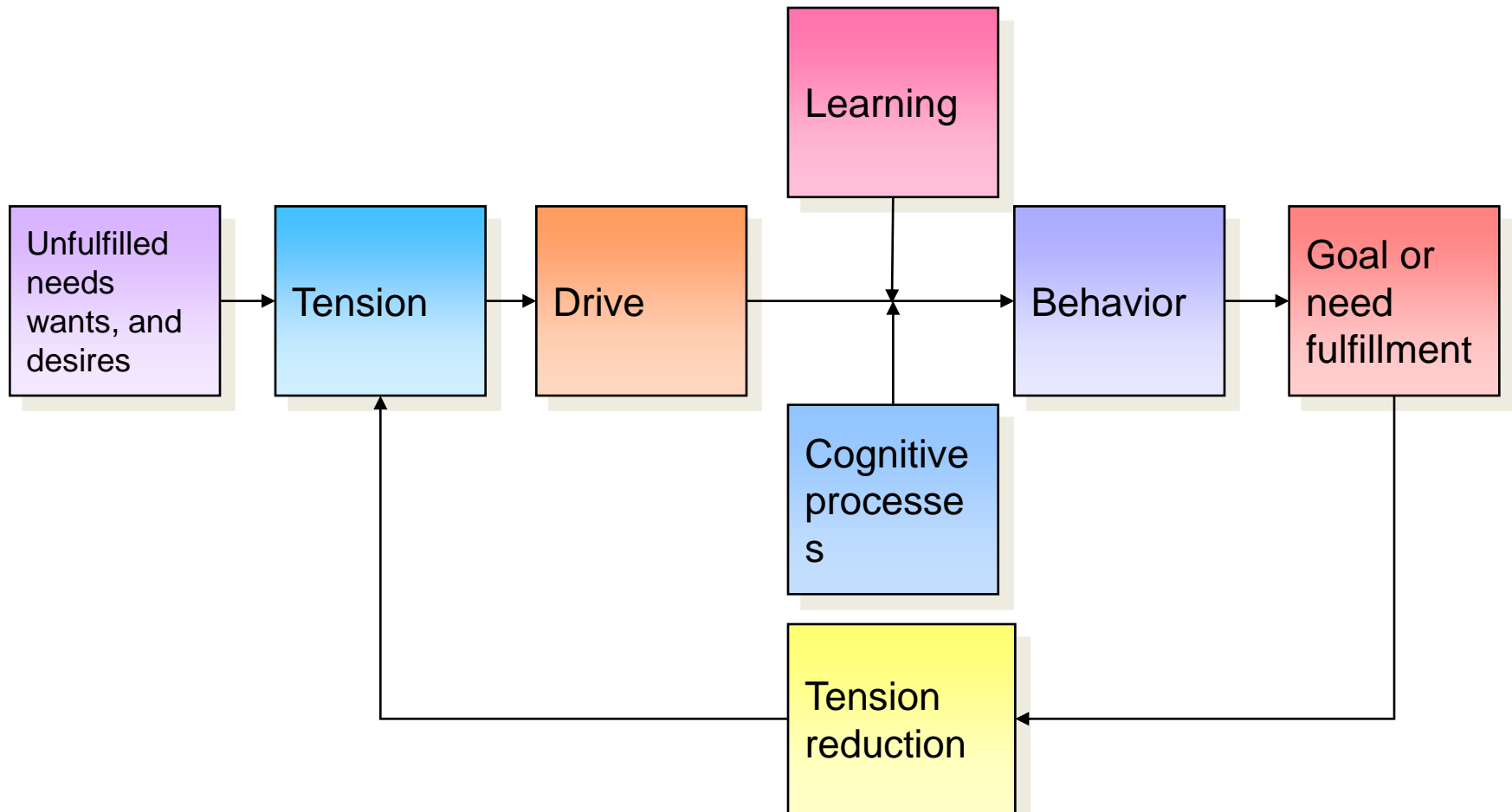


The Benefit of business tourism for destinations



Model of the Motivation Process

Sciffmann and Kanuk



Types of Needs

- Innate Needs
 - Physiological (or *biogenic*) needs that are considered primary needs or motives
- Acquired needs
 - Generally psychological (or *psychogenic*) needs that are considered secondary needs or motives

Innate Needs

Physiological needs for food, water, air, clothing, shelter, and sex. Also known as *biogenic* or primary needs.

Acquired Needs

Needs that are learned in response to one's culture or environment (such as the need for esteem, prestige, affection, or power). Also known as *psychogenic* or *secondary needs*.

Goals



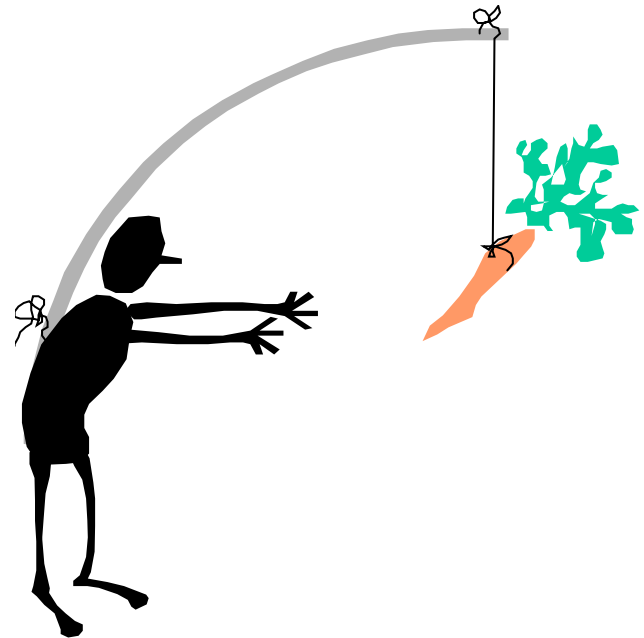
- Generic Goals
 - the general categories of goals that consumers see as a way to fulfill their needs
 - e.g., “I want to buy a vehicle”
 - “I want to travel for my holiday”
- Product-Specific Goals
 - the specifically branded products or services that consumers select as their goals
 - e.g., “I want to buy a Mercedes”
 - “I want to go to Bali”

Table 4.1 Means-End Analysis



The Selection of Goals

- The goals selected by an individual depend on their:
 - Personal experiences
 - Physical capacity
 - Prevailing cultural norms and values
 - Goal's accessibility in the physical and social environment



Substitute Goal

A goal that replaces an individual's primary goal when the goal cannot be achieved or acquired.

Positive Motivation

A driving force toward
some object or condition.

Negative Motivation

A driving force away from
some object or condition.

Approach Goal

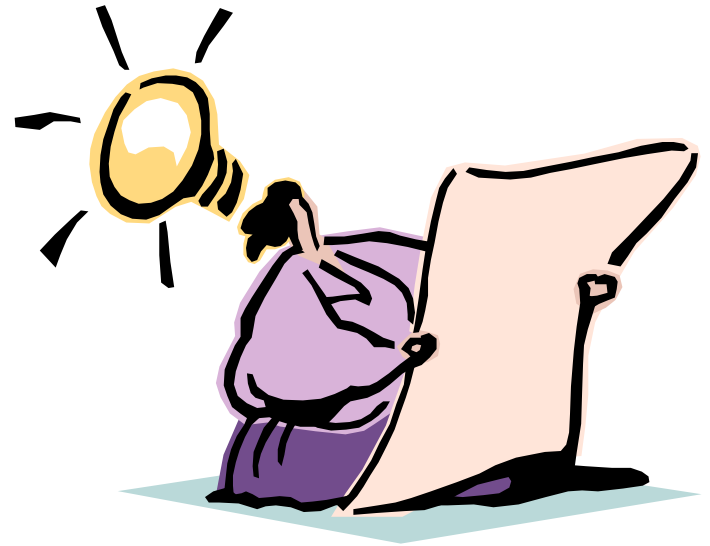
A (generally) positive goal
toward which behavior is
directed

Avoidance Goals

A (generally) negative goal from which behavior is directed *away*

Rational Versus Emotional Motives

- Rationality implies that consumers select goals based on totally objective criteria such as size, weight, price, or miles per gallon
- Emotional motives imply the selection of goals according to personal or subjective criteria



The Dynamic Nature of Motivation

- Needs are never fully satisfied
- New needs emerge as old needs are satisfied
- People who achieve their goals set new and higher goals for themselves

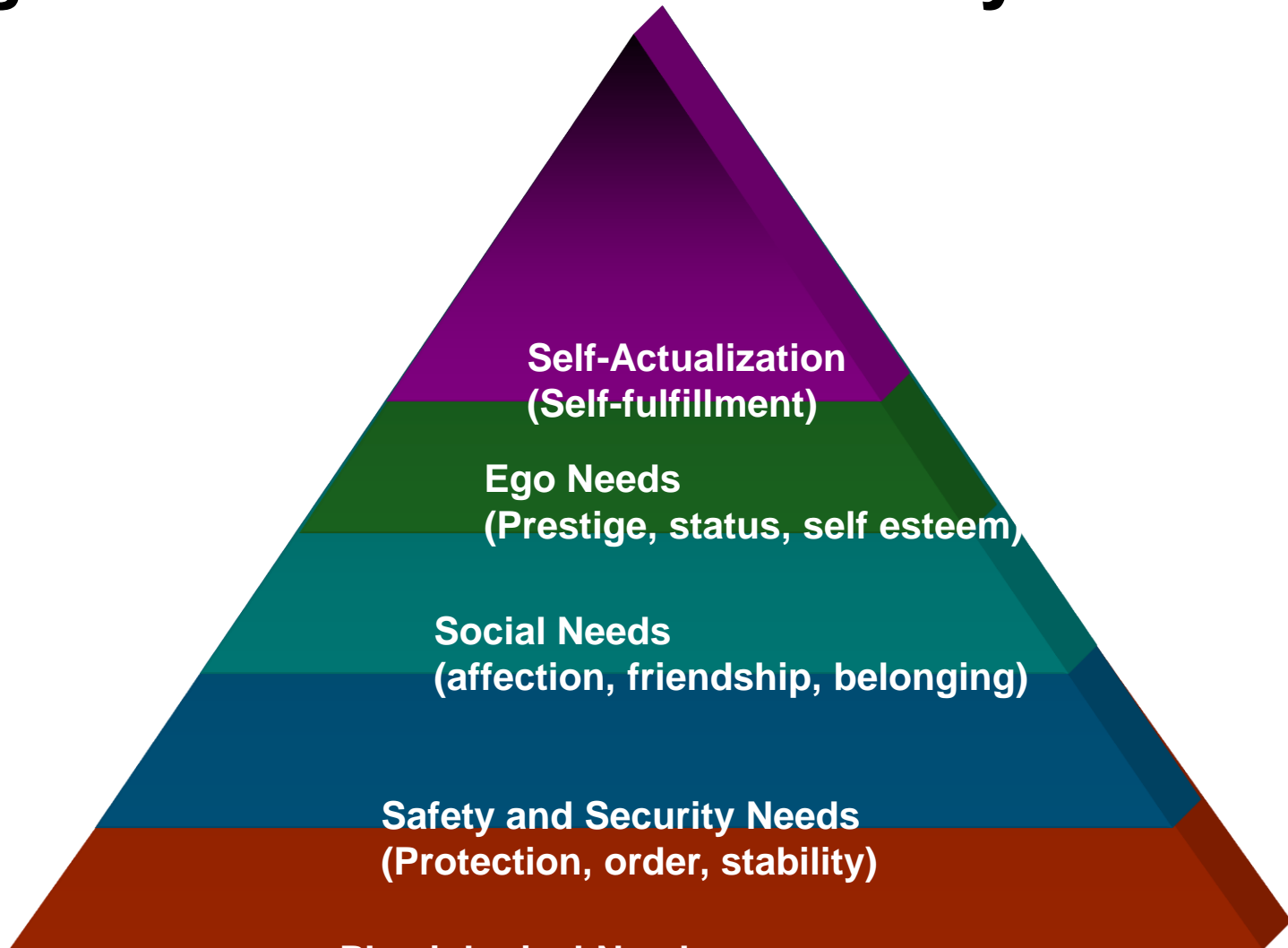


Types and Systems of Needs

- Hierarchy of Needs
- A Trio of Needs
 - Need for Power
 - Need for Affiliation
 - Need for Achievement



Figure 4.8 Maslow's Hierarchy of Needs



A Trio of Needs

- Power
 - individual's desire to control environment
- Affiliation
 - need for friendship, acceptance, and belonging
- Achievement
 - need for personal accomplishment
 - closely related to egoistic and self-actualization needs

Motivational Research

Qualitative research designed to uncover consumers' subconscious or hidden motivations. The basic premise of motivational research is that consumers are not always aware of, or may not wish to reveal, the basic reasons underlying their actions.

Table 4.3 Selected Product Personality Profiles Uncovered by Motivational Research

Baking

An expression of femininity and motherhood, baking evokes pleasant nostalgic memories of the odors pervading the house when one's mother was baking. To man, a woman is subconsciously and symbolically going through the act of giving birth when baking a cake, and the most fertile moment occurs when the baked product is pulled out of the oven.

Ice Cream

Ice cream is associated with love and affection. It derives particular potency from childhood memories, when it was given to a child for being "good" and withheld as an instrument of punishment. people refer to ice cream as something they "love" to eat. Ice cream is a symbol of abundance; people prefer round packaging with an illustration that runs around the box panel because it suggests unlimited quantity.

Table 4.3 continued

Power Tools

Power tools are a symbol of manliness. They represent masculine skill and competence and are often bought more for their symbolic value than for active do-it-yourself application. Ownership of a good power tool or circular saw provides a man with feelings of omnipotence.

Beer

For most people, beer is an active, alive sensuous beverage that provides the drinker with a feeling of security. People generally describe the beer they like as “alive,” “foamy,” and “sparkling,” and disliked brands as “flat,” “dead,” or “stale.”

Reference

- Sciffmann and Kanuk on Consumer Behaviour
- Goeldner and Ritchie on Tourism Philosophy and Practice