



# *Motivation*

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Why people travel?



# Introduction

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- ★ Center of Tourism Model is Travelers/ Tourists
- ★ Highly diverse groups with some same and some different needs
- ★ Important to understand *consumer behavior*
  - The study of consumer characteristics and the processes involved when individuals or groups select, purchase, and use goods and services to satisfy wants and needs
  - Interpersonal influences, e.g., family
  - Personal characteristics, e.g., age, gender, personality



# *Sources of Ideas regarding Travel Motivation*

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★ History and Literature: escape, social interaction and social comparison



★ Psychology Theory

★ Market Research





# *Decisions, Decisions, Decisions*

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- ★ There are a number of decisions that go into a vacation
- ★ Tourism suppliers want to provide the information tourists' desire at the time they desire it
  - How and when do travelers make decisions?
  - How much information is gathered prior to making decisions?



# *Decisions, Decisions, Decisions*

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## ★ Information Seeking

- Internal information search (own memory)
- External information search
- Lack of experience, duration, distance, commercial accommodations, group size, and multiple destinations lengthen the information seeking process



# *Decisions, Decisions, Decisions*

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## ★ It's all in the Details

- Decision making for multi-destination travel tend to be sub-destination, followed by travel route, concluding with attractions & activities to participate in

## ★ Tourism suppliers vary in the type of information needed to provide prospective customers

- Macro-level, destination marketing
- Micro-level, individual hotels



# *Foundations for Understanding Tourism Motivations, continued*

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## ★ The Psychocentric- Allocentric Model; Plog's Model



- Use of personality characteristics to understand tourist travel patterns
- Continuum from allocentrics to psychocentrics
  - Allocentrics- Innovators who seek out new locations and activities
  - Psychocentrics- Tradition-bound travelers who prefer traditionally popular locations and experiencing commonplace activities; desire predictability in their travels
  - Most travelers are somewhere in between innovators and traditionalists





# *Foundations for Understanding Tourism Motivations*

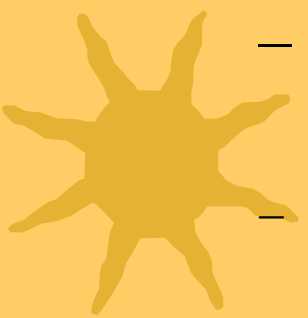
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★ Maslow's hierarchy of Needs: Physiological to self-actualization



- Higher order(top three) vs. lower order(bottom two)
- Lower needs must be satisfied before higher needs become important
- Lower needs of most consumers in advanced economies have been met



- Travelers may seek satisfaction of any/all levels of needs when they travel





# *Foundations for Understanding Tourism Motivations, continued*

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## ★ The Leisure Ladder: Pearce's hierarchy of tourist needs

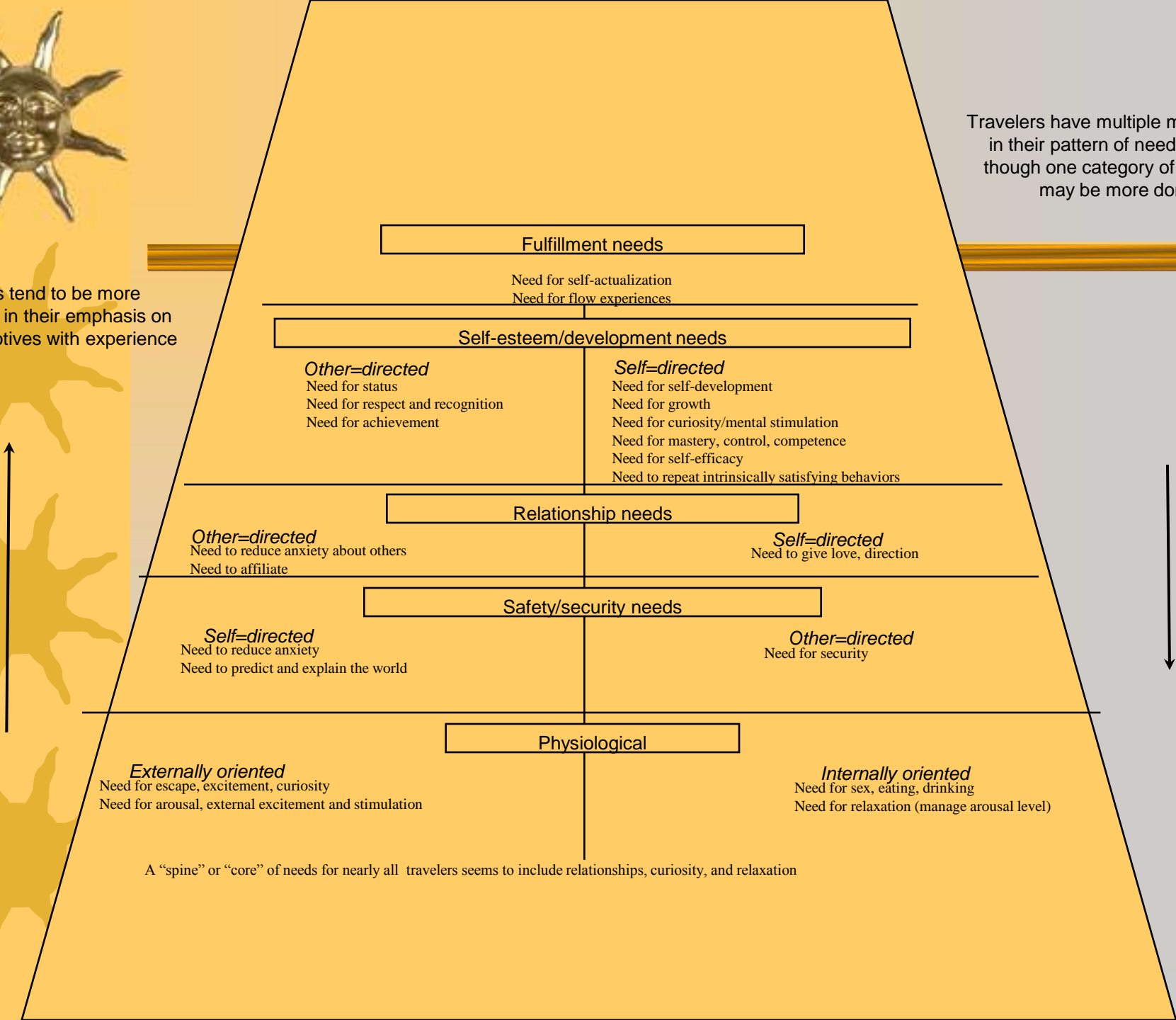
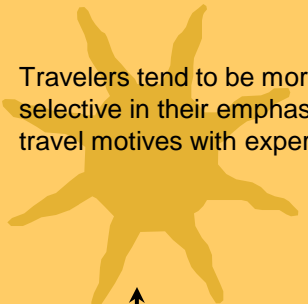


- More detailed and travel specific needs than Maslow
- Lower order relaxation and bodily needs; higher order needs of stimulation, relationships, self-esteem, development and fulfillment





Travelers tend to be more selective in their emphasis on travel motives with experience



Travelers have multiple motives in their pattern of needs even though one category of needs may be more dominant



A "spine" or "core" of needs for nearly all travelers seems to include relationships, curiosity, and relaxation



# *Segmenting the Tourism Market*

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★ “You can’t please all the people all the time” is the underlying logic of market segmentation.

- No average tourist and no average vacation
- Market segmentation is the process of dividing a large heterogeneous market into two or more smaller homogenous market segments; consumers with similar needs