

# Unit 4

Tourist motivations and behaviors :

Meaning of motivation & behavior,

Gray's travel-motivation theory,

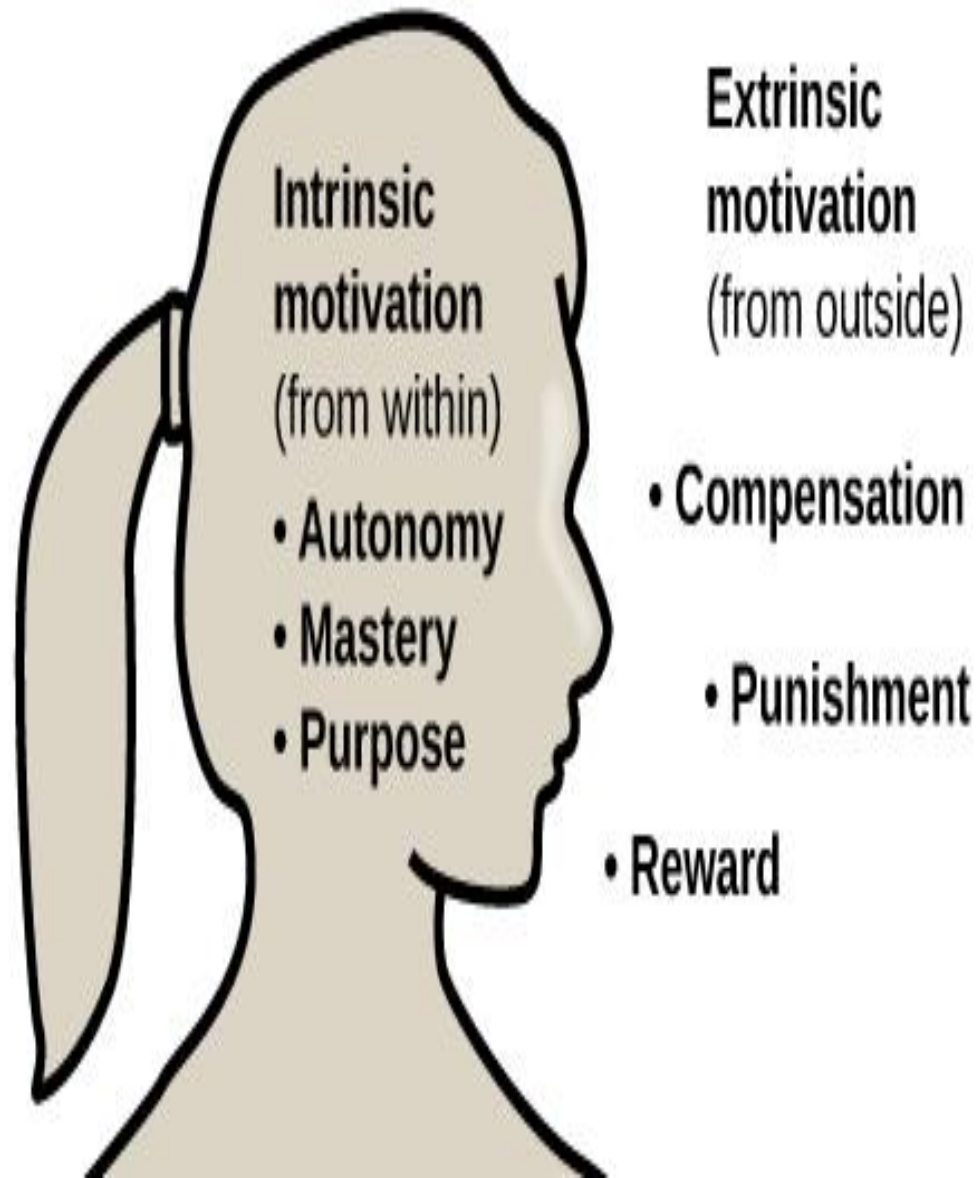
Anomie and ego enhancement motivation theory,

McIntosh and goeldner categorization of travel motivation,

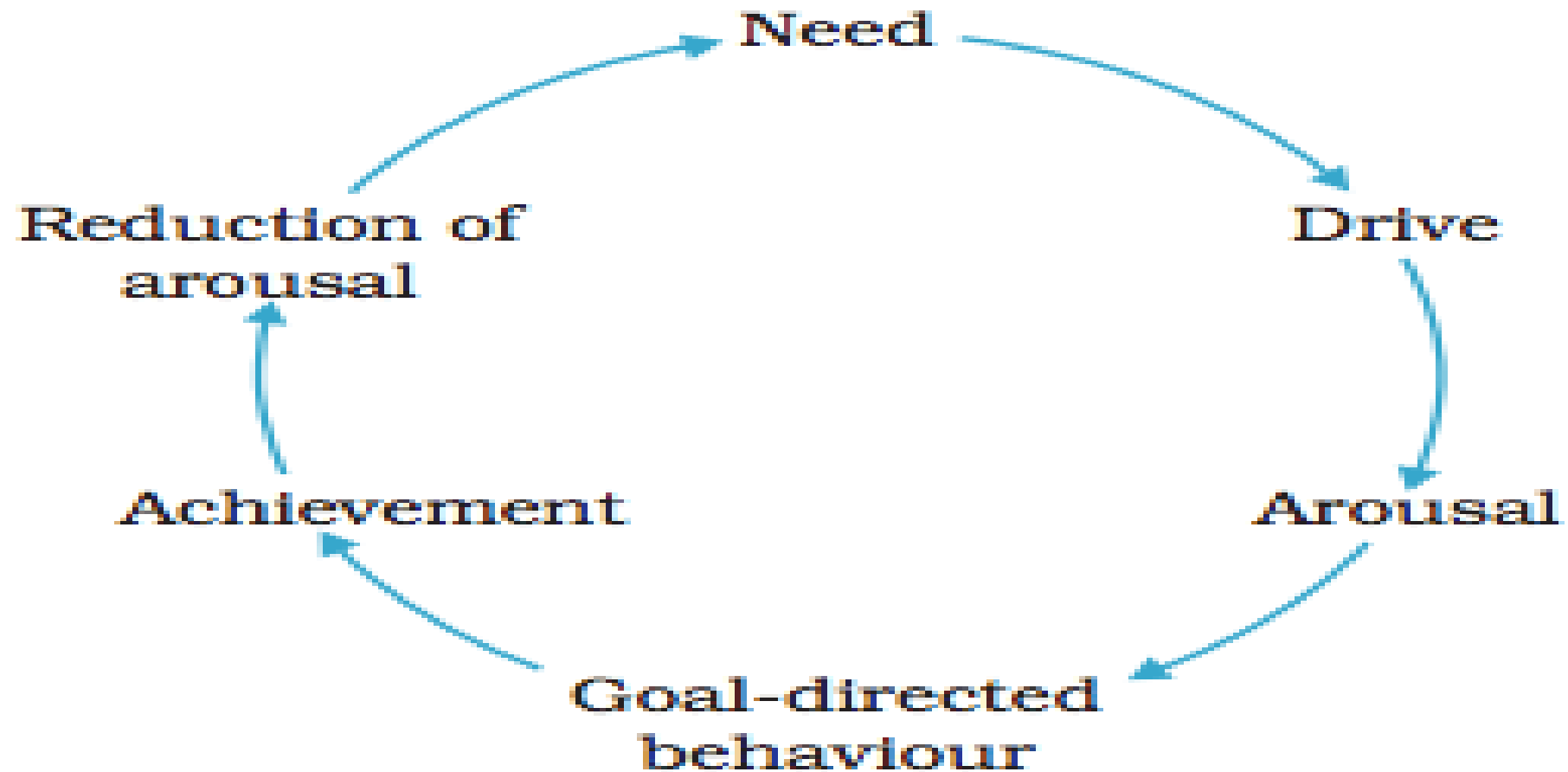
Escaping and seeking motivation of mannell and iso-ahola

- **What is the meaning of motivation?**





# Motivation Cycle



# Travel Motivation

- *Intrinsic Motivation:*

- this type of motivation comes from the inside through the core of the heart and mind of the tourist to do any specific work. It is defined as the performing of an activity for its intrinsic motivation that emerges from an individual's inherent satisfactions, enjoyment, challenge entailed, interest or the feeling of inner pleasure that drives from the task rather than for some external pressures, or rewards or any separable consequence.

- *2. Extrinsic Motivation:*

- All the external factors which tends and individual to do any specific work. Individuals performs certain activities in order to attain or receive something from the outcomes. It involves executing an action influenced by the outer stimuli, to attain an external reinforcements or rewards from others such as money, praise, status etc.

- **Gray's Travel-Motivation Theory.**
- Gray explains the motivation of individual and given two motives for travel:
- *Wanderlust:*
- It describes the motive or the desire to go from a known to an unknown place. It is travelling from or leaving a familiar places to go and see different or unfamiliar places. It is about going to different destinations to experience monumental and socio-cultural heritage.
- *Sunlust:*
- It is a type of travel to a destination that can provide the tourist with specific facilities or better amenities. It is travelling for particular purpose or facilities that are not available in place of residence of the tourist.



# McIntosh and Goeldner Categorisation of Travel Motivation

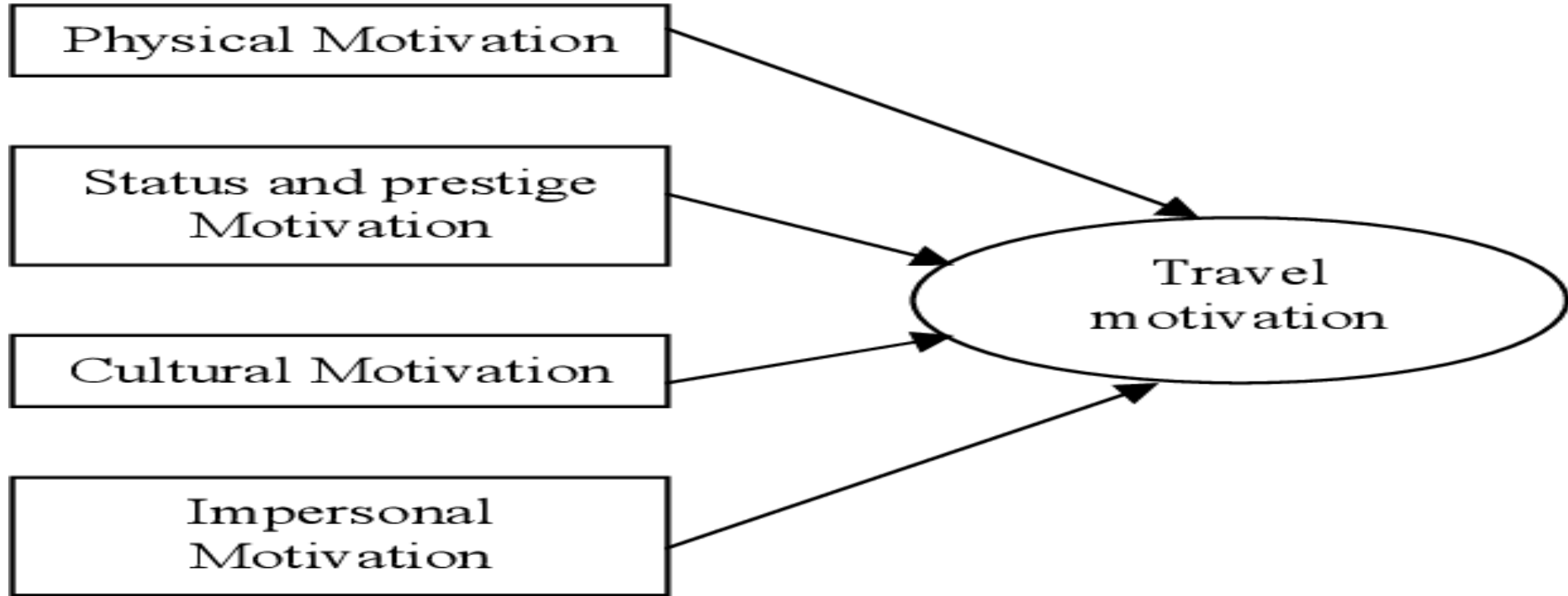


Fig. 4 Physical, status and prestige, cultural and impersonal theory proposed by [15]

- **Escaping and Seeking Motivation of Mannell and Iso-Ahola**
- *Mannell and Iso-Ahola* defined the motivation in socio psychological perspective. A two-dimensional model of tourist motivation where both the forces simultaneously influence tourists' behaviour. The theory consists of both personal and interpersonal escape & seeking motives together. An individual perceive that satisfaction can be feel from leisure related activities, for two major reasons
- *Escaping* – the desire to get out from the monotonous environment of work.
- *Seeking* – the aspiration to get intrinsic psychological rewards from other or self through traveling
- Tourist are motivated for leisure or tourism related activities in order to get away from the personal and/or interpersonal problems of day to day hustle and bustle of life and get personal and/or interpersonal rewards from passive and active tourism activities.
- *Personal rewards* are more about individual satisfaction includes exploration and relaxation; learning, challenge, a sense of competence etc.
- *Interpersonal rewards* are arising from social interaction with family and friends or with other people in destination.
- *Intrinsic rewards* arise from the activity that provide certain feelings, such as a feeling of mastery and escape from the monotonous environment.



- **Anomie and Ego Enhancement Motivation Theory**
- Dann investigated two push factors and proposes that motivational factors can be grouped into anomie and ego enhancement.
- ***1. Anomie***
- Anomie refers to the need and desire to rise above the feeling of loneliness and quarantine inherent in everyday life and to get away from daily hassles. It is associated with search for life's meaning and interaction with family and friends and social communication. The anomic tourists are mainly young, married, male mostly repeat visitors. They are from urban and rural areas and are above-average socio-economic status.
- ***2. Ego enhancement***
- Ego-enhancement tourists are the opposite end of spectrum. It derived from desire and need for recognition. The individual's desire and need for social recognition is mainly associated with it and is achieved through the status or ego enhance conferred by travel. Ego-enhancement tourists are likely to be female, married or single mostly first-time visitors. They are older than anomic tourists and typically from lower socio-economic group.
- Dann argues that push factors are logically, and often an antecedent to pull factors. The question that '*what makes tourists travel*' can only be recognized through the push factors. As the tourist to take two different difficult decisions at two diverse times i.e. "whether to go" and "where to go".

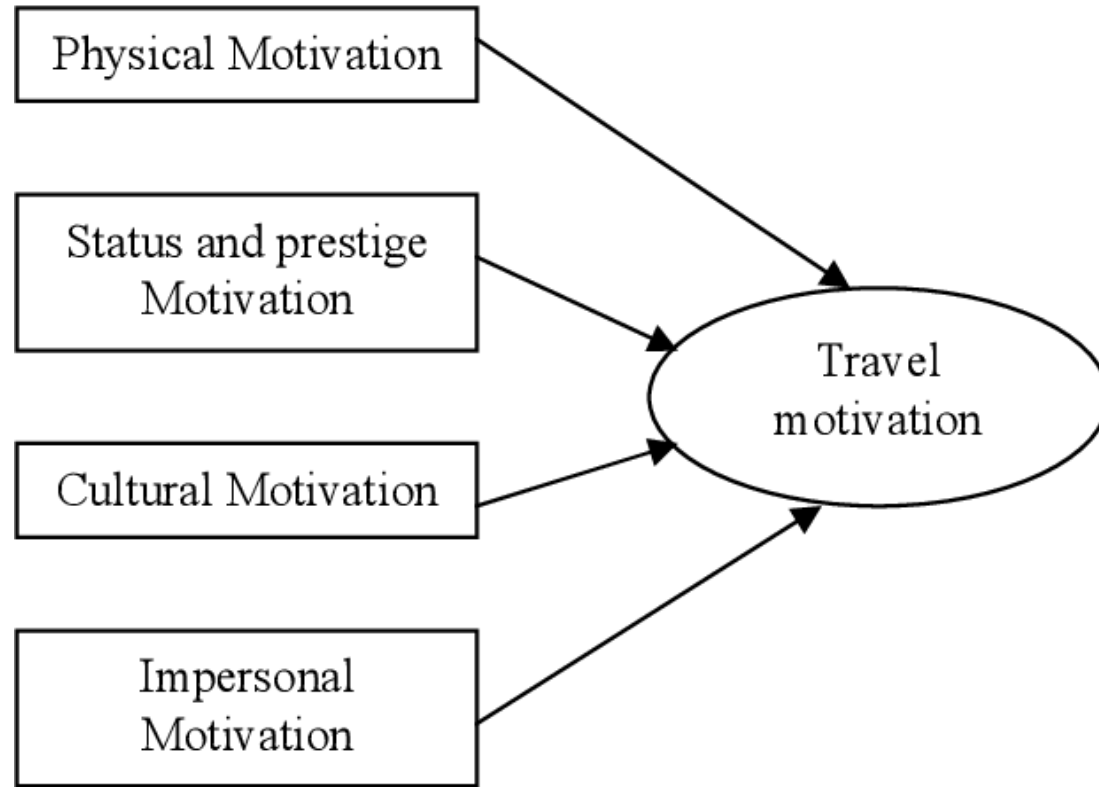


Fig. 4 Physical, status and prestige, cultural and impersonal theory proposed by [15]

- **McIntosh and Goeldner Categorization of Travel Motivation**
- McIntosh has stated that basic travel motivators may be grouped into four broad categories
- *1. Physical Motivators*
- These types of motivation are concerned with the individual physical health and well-being involves physical relaxation and rest, sporting activities, medical care or treatment and specific remedial health management. It include physical motivators that are concern with health from recreation to attending yoga camp to medical treatment for upkeep of health.
- *2. Interpersonal Motivators*
- Human are social animal and always keen to make new friends, have a desire to visit and meet relatives and friends, or simply want to escape from the daily hassles of everyday life. These type of motivators are termed as interpersonal motivators.

- *3.Cultural Motivators*

- Cultural motivators are describe as curiosity that tourists have and want to experience different people's cultures and lifestyle.

- *4.Status and Prestige Motivators*

- Tourists travel to secure respect among their friends or in family and recognition of education and knowledge or for pursuit of hobbies. These types of motivators are identified with the need for fame and status or of personal esteem and personal development. It also include travel for business or professional interests.