

Subject: Tourism & Hospitality

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Paper 01: Tourism and Hospitality: Concept, Component, Status and Trends

Module 31: Categorization of Tourists According to their Motive of Travel



THE DEVELOPMENT TEAM

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ITEMS	DESCRIPTION OF MODULE
Subject Name	Tourism and Hospitality
Paper Name	Tourism and Hospitality: Concept, Component, status and Trends
Module Title	Categorization of Tourists According to their Motive of Travel
Module Id	Module No- 31
Pre- Requisites	Basic knowledge about Tourism and Motivation
Objectives	To know different types of tourists based on their purpose of travel
Keywords	Tourists, Tourism, Leisure, Business, Motive

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1. Learning Outcomes

After completing this module students will be able to

- Understand the concept of travel motivators,
- Explain various types of travel motivators, and
- Know different types tourists based on their motives of travel.

2. Introduction to Travel Motivators

Tourism is a favorite leisure activity. The motivation which causes someone to choose a certain activities and a destination for vacation is an interesting issue, which allows for a better understanding of people's behaviour in the area of leisure spending. The reasons behind why people choose a destination over another have been the topic of many researchers and are important considerations for both planners and managers of tourism industry. Motivations are the fundamental reasons for a particular traveling behavior and play a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectation (Snepenger, King, Marshall, and Uysal, 2006). Studying tourist motivation has always been an important factor for tourism management. The ways of expressing and the changes that develop in time in tourist motivations directly influence tourism demand and supply. In order to survive in a market in constant evolution and change, characterized by fierce competition, in an economy in crisis, suppliers of tourism products and services need to know and anticipate changes in the motivations that determine tourists to buy a holiday package.

3. Concept of Travel Motivation

Motivation is the driving force behind all behaviors. Motivation is the processes that lead people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy, whereas a need refers to a state felt deprivation. Therefore, motivation is an internal force originated from a need not satisfied which impels the individual to involve in a specific behavior. From the destination point of view, understanding visitor' motivations often results in ability to increase visitors' enjoyment; moreover, it makes it possible to attract and retain more visitors. There are various reasons that motivate people for holiday, include escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship (security), self actualization, isolation, nostalgia, romance and recognition as factors of general tourist motivation.

3.1 Meaning of Travel Motivators

There are a good number of definitions of motivation. In general, the term 'motivation' is simply the processes that answer the question about why and how people's behaviour is activated and directed. Therefore, motivation is considered as the internal factors that raise and control human behaviour. Motivation is described as a driving force that makes us move (Solomon, 2004: 114). Similarly, Romando (2008) has defined motivation as an "Internal Drive" that moves behavior to act and gives direction to the behavior. Solomon (2004) explains that once a need has been activated, a state of tension exists that drives the consumer to attempt to reduce or eliminate the need. He continues that the goal is the end state that is desired by the consumer; drive is the degree of arousal present due to a discrepancy between the consumer's present state and some ideal state; and want is a manifestation of a need created by personal and cultural factors.

Depending on the changes that occur in the motivations of tourists, we can determine consumer desires and can predict the most important aspects in creating the tourist offer. By analyzing motivation in tourism we can determine several types of motivations, based on which forms of tourism were developed. Physical motivations are derived in tourism recreation, sport, health, cultural motivations derived in cultural tourism, spiritual motivations derived in religious tourism, pilgrimage etc. Motivation as a variable is a major issue for specialists in the field, and it was considered for a long period of time the only one that intervenes between stimulus and response to consumer behavior. (Catoiu, 2004).

Over time, researchers proposed various methods for the classification of reasons. After their origin, they were classified as primary or biological reasons, that underline the meet of physiological needs of consumers, and secondary or psychogenic reasons. Tourist motivation belongs to the secondary reasons category, generated by the fact that consumer lives in a society. The purpose is to satisfy consumer's psychological needs such as prestige, belonging to a particular group or recognition by peers.

Another classification suggests that there are fundamental and selective motives, fundamental reasons referring to the idea of satisfying the need for travel, and selective reasons underline the choice making process of selecting a particular destination, a particular form of travel or a particular travel agency.

Choosing between rational and emotional reasons, we can say tourist motives are more of an emotional kind because their purpose is the satisfaction of consumer's psychological needs.

3.2 Types of Travel Motivators

There are two categories of factors that influence the tourist in buying a holiday package: motivational factors that motivate tourists to buy a package holiday, and determining factors that determine whether the tourist is able to purchase the desired product. (Swarbrooke, 2004). In current literature, there are several classifications of motivational factors. In "Consumer Behavior in Tourism" (Swarbrooke J., Horner S., 2004) two such classifications are proposed. The first divide tourist motivations into two categories: motivations that lead a person to choose to travel and motivations that lead a person to choose a particular holiday, in a certain destination, at a certain period in time.

The second classification is more complex and is accepted and used by many specialists. According to it, the motivations are:

- Psychological (relaxation, sun tan, exercise and health, sex)
- Emotional (nostalgia, romance, adventure, escape, fantasy, spiritual needs)
- Personal (visits to relatives and friends, new friends)
- Personal development (raising the level of knowledge, learning a new skill)
- Status (fashion, exclusivity, getting a good offer); - culture (sightseeing, experience of other cultures).

In "Tourism economy" Rodica Minciu speaks about the necessity of identifying tourist motivations from the perspective of the importance of consumer behavior and expenses made by tourists' evaluation. She also supports the importance of classifying motivation in

- Leisure, recreation and holiday
- Visits to relatives and friends
- Business and professional reasons
- Medical treatment
- Religion / pilgrimage

- Other reasons (aircraft crews and vessels for the public transport).

In the study of tourist motivation, the tourist has a crucial role as an entity. Each traveler is different and as different are the factors that motivate them. The most important factors that determine the motivation to travel for an individual are:

- His personality (gregarious/loner, adventurous/cautious, confident/timid)
- His lifestyle (there are different reasons for people concerned with fashion or health, for people– who want to travel alone and the ones who want to make new friends, people who like parties)
- Past experiences (the experience of being a tourist in general, but also in certain types of– holidays; are taken into account both positive and negative experiences)
- The past (nostalgia for certain destinations);– perceptions (on the strengths and weaknesses)
- Status (the way they will be perceived by other people)

Also, it should be noted that motivational factors change over time in response to changes in the circumstances of individual's personal life. These circumstances are family (marriage, children's appearance in a couple), economy (increased or decreased income), health (appearance / disappearance of health problems, illness), experience (changing expectations as a tourist).

Regardless the main motivation the tourist has, it is unlikely to be influenced by a single factor. In most situations, it is influenced by a number of factors when making the decision. Most holidays are a compromise between the various reasons a tourist has. In this situation, a motive becomes the dominant one, so the tourists purchase a holiday that meets that reason, or the tourist purchase a holiday where every reason is partially satisfied. (Swarbrooke, J., Horner, S.,2004).

Important in the study of tourist motivation is also the study of groups traveling together (shares motivations). People who travel together influence each other regarding decision-making factors. Most trips are a compromise between the members of the group. It is possible that the group has a dominant member, whose motivations influence the whole group. During a trip there is a period of time when group members spend time

separately in order to meet their own individual needs, but most of the time the group will stay together and each will have an influence in choosing the activities.

In tourist motivations, a problem is always the discrepancy that exists between the reasons for traveling tourists to declare and their real reasons (Swarbrooke, J., Horner, S., 2004).

Reasons for tourists not to declare their true motivations for traveling may be based on their desires to appear different than what they are, or the need to claim another status and another personality around other people. The explanation may also be the fact that many times people do not realize their real reasons for traveling and they do not think about them rationally. The reasons tourists depend also on the age segments. Teenagers, young people, parents, elders have different reasons to undertake a journey.

The gender of the tourists can influence to some extent their choices for a holiday. For example, women choose shopping holidays, or holidays that include beauty and body treatments and spa whereas men can opt for sports holidays such as golf tournaments, or participate in various sporting events (tennis championships, football games etc). Studies have shown that women put more value on physical and emotional relaxation in a trip. (Swarbrooke, J., Horner, S., 2004).

Cultural and nationality differences influence the choices tourists make regarding a holiday. This is the case of tourists from cold areas traveling on holiday in warm areas, or those from warm climate choosing holiday destinations in cold areas.

Motivational factors can depend also on the time when the purchase is made. Some tourists opt for tour packages for which they make reservations with months in advance; others take advantage of offers such as those of last-minute booking to receive discounts.

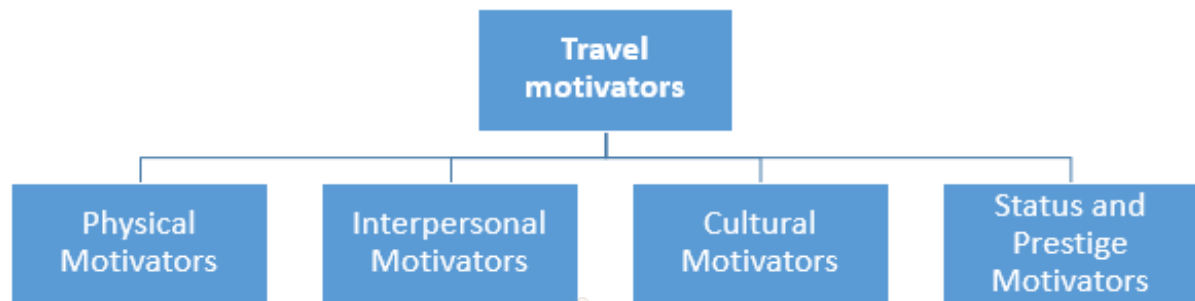
Marketing specialists are trying to link the products that they develop with their target segment motivating factors. There are different motivations for different types of products, but there are also common motivations, such as social status. Philip Kotler found that factors that influence consumer behavior and whose action can be independent or combined can be grouped as follows (Kotler., Ph., 1997):

- Psychological Factors, intrinsic to the tourist, such as motivation, perception, learning, beliefs and attitudes

- Personal Factors: personality, self-image, wealth, lifestyle, occupation, age
- Cultural Factors: the system of norms and values that influence an individual's way of behaving– in society
- Social Factors: family, social classes and groups, opinion leaders.

McIntosh has stated that basic travel motivators that are grouped into the following four broad categories.

Figure 1 Travel Motivators



Physical Motivators:

These are related to physical relaxation and rest, sporting activities and specific medical treatment. These are concerned with the individual bodily health and well-being.

Interpersonal Motivators:

These are related to a desire to visit and meet relatives, friends or forge new friendships and simply to escape from the routine of everyday life.

Cultural Motivators:

These are related to visiting places to know about other people, places, their ethnic background, tradition, and lifestyle.

Status and Prestige Motivators:

These are identified with the needs of personal esteem and personal development. These motivators are also related to travel for business or professional interests, for the purpose of education or pursuit of hobbies.

Motivation for travel covers a broad range of human behavior and experiences. Breaking down and elaborating these will give reasons as to why more and more people engage in tourism.

4. Categorization of Tourists Based on their Travel Motives

As we have discussed above, there are different reasons, inspirations and intentions for a person to travel. Based on the purpose of one's travel, tourists can be classified. For instance, those who travel for business may be called as business tourists, those who travel for medical treatment may be called as medical tourists etc. More detailed description on this is given below.

Incentive Tourists: Incentive tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding. A salesman who is awarded with a nice holiday package for accomplishing the target sales is a perfect example of incentive tourist.

Health or Medical Tourists: Those who seek special medical treatment, which is only possible away from home, to make trips to other places are called as Health or Medical Tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for a few days in healthier climate. Hoards of medical tourist fly to South Africa from overseas countries to undergo plastic surgery.

Business Tourists: Tourist travelling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

Education Tourists: Tourists travelling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also a group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

Adventure Tourists: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

Cultural Tourist: These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the travelled country.

Eco-Tourists: Nature loving tourists, who love to go green like travelling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called as eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

Leisure Tourist: These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

Religious Tourist: Religious tourists travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

Sport and Recreation Tourist: These sorts of tourists either take active part in or just watch sports events. Some of such popular sport events are the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River Canoe Marathon.

Backpacking or Youth Tourist: This group of tourist is of young age and they travel with minimum luggage and on a limited budget. But they are very passionate and love excitements and adventures, while travelling. They generally have no specific travel schedules and tend to travel independently.

Special Interest Tourist (SIT): They nurture particular passion in different things like bird watching, nature, fishing during the Sardine Run, food and wine or attending the Cape Town Book Fair.

Dark Tourism: Also known as black tourism or grief tourism, has been defined as tourism involving travel to places historically associated with death and tragedy.

Destinations of dark tourism include castles and battlefields such as Culloden in Scotland and Bran Castle and Poienari Castle in Romania, former prisons such as Beaumaris Prison in Anglesey, Wales, the Jack the Ripper exhibition in the London Dungeon, sites of natural disasters or manmade disasters, such as Hiroshima Peace Memorial Park in Japan, Chernobyl in Ukraine and the commercial activity at Ground Zero in New York one year after September 11, 2001.

Agri-tourism or Agro-Tourism As it is defined broadly, it involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agri-tourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy. Elsewhere, agri-tourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, slopping hogs, picking fruit, feeding animals, or staying at a Bed and Breakfast (B&B) on a farm.

Atomic Tourism It is a relatively new type of [tourism](#) in which visitors learn about the [Atomic Age](#) by travelling to significant sites in atomic history such as museums with atomic weapons, vehicles that carried atomic weapons or sites where atomic weapons were detonated.

Geo Tourism: A form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geo sites and the conservation of geo-diversity and an understanding of Earth Sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geo site visitor centres.

Rural Tourism: It focuses on actively participating in a rural lifestyle. It can be a variant of [ecotourism](#). Many rural villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn causes young people to move to [urban](#) areas. There is, however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

Space Tourism: It is [space travel](#) for recreational, leisure or business purposes. To date only orbital space tourism has taken place provided by the [Russian Space Agency](#),

although work continues developing sub-orbital space tourism vehicles by [Blue Origin](#) and [Virgin Galactic](#). In addition, [Space X](#) announced in 2017 that they are [planning on sending two space tourists](#) on a lunar free return trajectory in 2018 aboard their [Dragon V2](#) spacecraft launched by the [Falcon Heavy](#) rocket.

Suicide Tourism or Euthanasia Tourism: It is a term used to describe the practice of potential suicide candidates travelling to a jurisdiction to commit [assisted suicide](#) or [suicide](#). In some jurisdictions, assisted suicide is legal.

5. Summary

When we trace back the history of travel, ancient people used to travel for trade and religions. Romans were practicing Grand Tour as part of their knowledge hunt. The number and pace of travel is increasing day by day as people find out more reasons to travel. The increase in the reasons for travel automatically contributes more types of tourists and tourism concepts. Everyone is trying to find out some niche motives to explore various destinations.

