

MOTIVATIONS FOR TOURISM

Knowing why tourists travel is the most fundamental question among the study of tourists' behaviour. Although it is the most basic question, knowing the wants and needs of tourists in traveling is a complicated task. The wants and needs of tourists are often regarded as travel motivations. Motivation is something that stimulates interest or causes a person to act in a certain way. An early paradigm for understanding tourist motivation is the push-pull model. Tourism is based on the distinction between factors which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or 'pull' them towards it.

Push factors	Pull factors
<ul style="list-style-type: none">• Fulfilling Prestige.• Enhancing Relation• Seeking Relaxation• Enhancing Social Circle• Sightseeing Variety• Fulfilling Spiritual Needs• Gaining Knowledge	<ul style="list-style-type: none">• Events and Activities• Easy Access and Affordable• History and Culture• Variety Seeking• Adventure• Natural Resources• Marketing efforts.

Push Factors

Push motivations are more related to internal emotional aspects.

Push factors are origin-related, intangible or intrinsic desires of the individual travelers, such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction, are discussed below:

Fulfilling Prestige: To increase the social status people visit to different places. Sometime the main motive to visit a particular place like destination listed as world's seven wonders to impress friends and family.

Enhancing Relation: people travel to different places:

- o To enhance communication with local community.
- o To exchange custom and traditions.
- o To participate in new activities.
- o To appreciate natural resources.

Seeking Relaxation: All work and no play is not a good thing. People need to get away from the stress of everyday life, and a nice sunny location with a beach might just be what the doctor ordered and other reasons are:

- o To be away from home.
- o To relax physically.
- o To find thrills and excitement.
- o To visit a place that have not visited before.

Enhancing Social Circle: Many people have family/friends that are located in different parts of the world. They need to visit with them even if it's for a short period of time. The motive of travel may be:

- o To meet new people
- o To visit friends and relatives.

Sightseeing Variety: People travel because they want to see all beautiful scenery of different countries. Others would want to take pictures because it serves as souvenirs. Visit of tourists to different countries may be:

- o To fulfill the dream of visiting a foreign land/country
- o To sightsee tourist spots
- o To explore cultural resources.

Fulfilling Spiritual Needs: There are places in the world that hold religious importance for many people. Religious travel is often related to a purpose such as seeing where the last pope was buried, or traveling to the town where prophets were born. Visit to different destinations some times satisfy the need of spiritual gains, people visit such places:

- o To reconnect spiritual roots
- o To relax spiritually.

Gaining Knowledge: People travel because they want to learn others cultures. They want to see the difference between their culture and other cultures. They want to learn others culture because for them traveling is fun while learning. To visit a tourist destination the purpose can be:

- o To increase knowledge about foreign destination
- o To experience new different lifestyle or traditions
- o To see how people of different cultures live.

Pull Factors

Pull factors are those emerge as a result of the attractiveness of a destination as it is perceived by the traveler, which include tangible resources, as well

as travelers' perception and expectation, benefit expectation and marketing image of the destination. Following are the pull factors have been discussed.

Events and Activities: different events and activities at the destination organized can act as pulling force to attract many tourists towards it. These may be

- o Activities for Entire Family
- o Festivals and Events
- o Entertainment
- o Shopping
- o Nightlife
- o Amusement/Theme Parks.

Easy Access and Affordable: people always prefer to visit to those places which are safe, convenient and affordable. The main reasons behind to choose a particular destination are:

- o Affordable Tourist Destination
- o Safe Destination
- o Convenience of Visa
- o Value of Money.

History and Culture: traveling to experience the places and activities that authentically represent the stories and people of the past is also the motive of visitors to visit a destination. People travel these places to explore:

- o Historical Castles
- o Culture, Arts and Traditions
- o Outstanding Scenery.

Variety Seeking: To explore region's culture, specifically the lifestyle of the people in those geographical areas and other elements that helped shape their way of life, people visit destination to experience the

- o Traditional Food
- o Outdoor Activities
- o Exotic Atmosphere.

Adventure: travel to remote, exotic and possibly hostile areas. Tourism may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.

Natural Resources: people choose to travel to a particular destination to explore fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale like Natural Reserves and Beautiful Beaches.

Marketing efforts: Position is a form of market communication that plays a vital role in enhancing the attractiveness of a tourism destination. One of

the most effective tools in tourism marketing is positioning. The objective of positioning is to create a distinctive place in the minds of potential customers. A position that evoke image of a destination in the customer's mind, image that differentiate the destination from the competition and also as a place that can satisfy their needs and wants. So tourist attract to that destination most having good marketing efforts.

Motivation is the driving force which compels an individual to take action. Tourism implies that motivation moves a person to do something. Motivations are thus the basis of all behavior *including* traveling. Tourist motivation, therefore, can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience" (Pearce, Morrison and Rutledge, 1998).

travelteachings.com