

UNIT III

3.1. TRAVEL MOTIVATIONS

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3.1. TRAVEL MOTIVATIONS

Motivators And Deterrents

- Holiday demand is driven by needs, motives, and expectations, its realization depends on the individual economic situation and the freedom to travel.
- External factors may have an impact on tourism demand by affecting the *ability* to travel (freedom, time, money, fitness) and the *motivation* to do so.
- driven by internal factors (e.g. motives, abilities etc.). Thus, the impact of a change in a single external factor is limited.

4 basic travel motivators:

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1. Physical Motivators

include those related to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations connected with health.

4 basic travel motivators:

2. Cultural Motivators

include the desire to know about other countries

4 basic travel motivators:

3. Interpersonal Motivators

Pertain to the desire to meet other people, visit friends or relatives, escape from routine, from family and neighbors.

4 basic travel motivators:

4. Status and Prestige Motivators

Ego needs and personal development. Included in this group are trips related to business, and conventions, study, and pursuit of hobbies education. Travel will enhance one's recognition and group reputation.

Maslow's Hierarchy of Needs

- Need satisfaction motivates human behavior
 - There are five levels of basic needs (see next slide)
 - As each need is satisfied, a person moves up to the next level



Maslow's Hierarchy of Needs

This hierarchy suggests that lower needs demand more immediate satisfaction than the satisfaction of higher needs. The first **need** is physical; the other four are psychological. **To** this original list, two intellectual needs were added. These are:

1. **To know and understand** – acquiring knowledge.
2. **Aesthetics** – appreciation of beauty.

Table 1. Maslow's Needs and Motivations Listed in Travel Literature

Need	Motive	Tourism Literature References
Physiological	Relaxation	Escape Relaxation Relief of tension Sunlust Physical Mental relaxation of tension
Safety	Security	Health Recreation Keep oneself active and healthy for the future
Social	Love and Affection	Family togetherness Enhancement of kinship relationships Companionship Facilitation of social interaction Maintenance of personalities Interpersonal relations Ethnic Roots Show one's affection for family members Maintain social contacts
Self-esteem	Achievement Status	Convince oneself of one's achievement Show one's importance to others Prestige Social recognition Ego enhancement Professional / business
Self-actualization		Personal Fulfillment

3.2. CROMPTON'S PUSH AND PULL THEORY

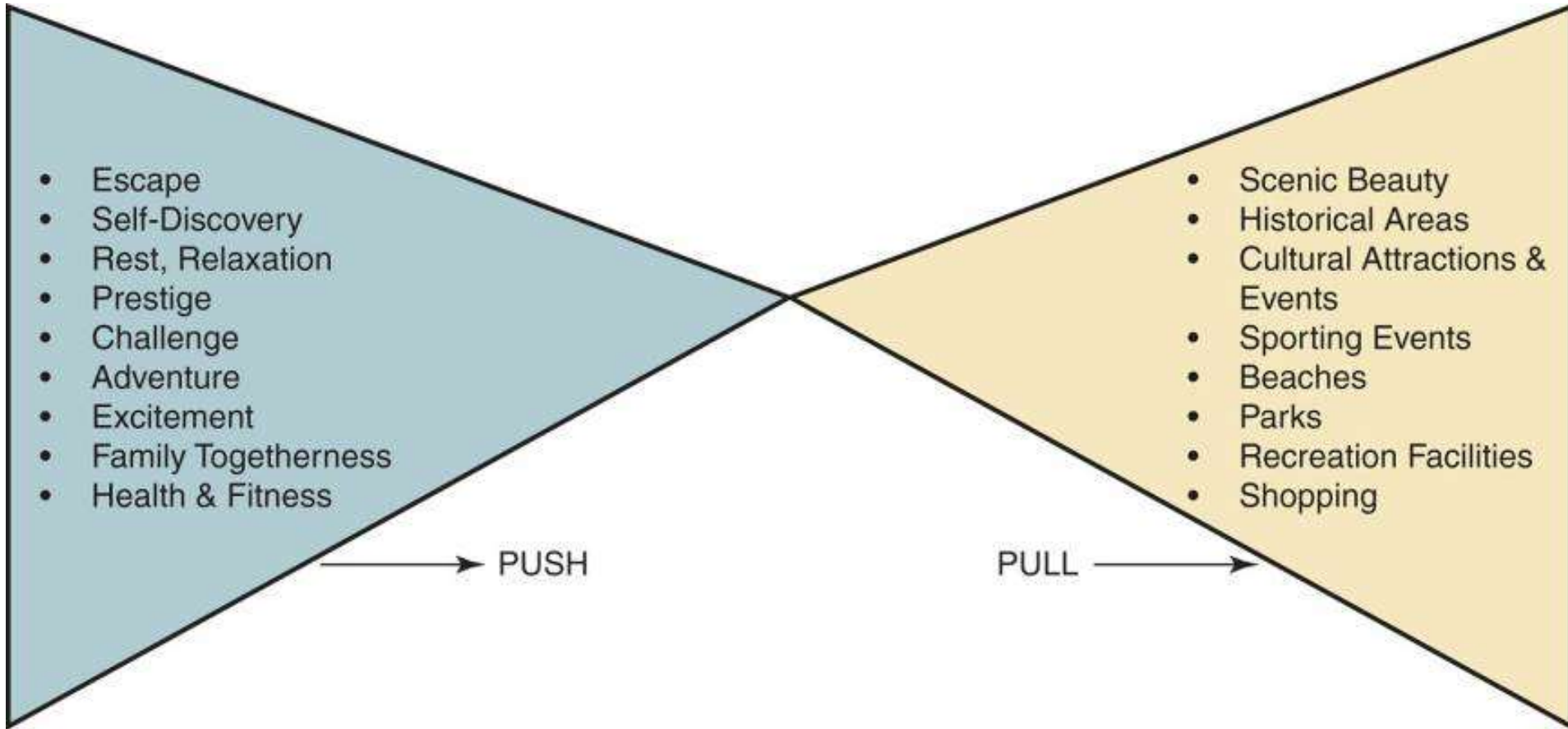
THE PULL AND PUSH FACTORS OF TOURISM

- tourist motivation is the push-pull model
- factors which encourage individuals to move away from their home setting through tourism (push factors - matching supply and demand, including target marketing).
- those attributes of a different place which attract or 'pull' them towards it.
- pull factors refer to the qualities of the destination area which are either natural (such as the climate or topography), derived (the warmth of the people) or contrived (theme parks or hotels).

The Push-Pull Model

- People travel because they are:
 - “Pushed” into making travel decisions by internal, psychological forces
 - Intangible desires to travel generated from within
 - “Pulled” by external forces of the destination’s attributes
 - Attractions such as Disneyland or Sea World

The Push-Pull Model (cont'd.)



Push Factors

- 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. Various Push Factors are.....
- **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:
 - To enhance communication with local community.
 - To exchange custom and traditions.
 - To participate in new activities.
 - To appreciate natural resources.

Push Factors

cont....

- **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:
 - To be away from home.
 - To relax physically.
 - To find thrills and excitement.
 - To visit a place that have not visited before
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- **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:
 - To meet new people
 - To visit friends and relatives

Push factors

cont...

- **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:
 - To fulfill the dream of visiting a foreign land/country
 - To sightsee tourist spots
 - 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:
 - To reconnect spiritual roots
 - 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:
 - To increase knowledge about foreign destination
 - To experience new different lifestyle or traditions
 - 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. Various pull factors are:
- **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
 - Activities for Entire Family
 - Festivals and Events
 - Entertainment
 - Shopping
 - Nightlife
 - 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:
 - Affordable Tourist Destination
 - Safe Destination
 - Convenience of Visa
 - Value of Money

Pull Factors

cont..

- **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:
 - Historical Castles
 - Culture, Arts and Traditions
 - 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
 - Traditional Food
 - Outdoor Activities
 - Exotic Atmosphere

Pull Factors

cont...

- **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](#).
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- **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.
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- **Marketing efforts:** 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.

3.3. GIT, FIT, AFFINITY TRAVEL GROUP

FIT – Free Independent Traveller

- Free independent travellers (FIT) are travellers who plan their own trips and prefer to travel alone or in small groups. They are the opposite of mass tourists, who travel in large groups and buy predefined travel packages.
- Free Independent Traveler or Tourist is a type of travel where a small number of tourists, usually fewer than five persons or couples or even individuals, who prefer to take tours at their own preferred times. Such travelers have a more individualistic approach towards travel. Free Independent Travelers are generally enthusiasts and off the beaten track explorers. The leisure travelers are tourists who are independent, planning their own travel. Itinerary and routes are done with or without the assistance of a tour guide and they can have pre-arranged schedules or as per the travelers' choice.

GIT – Group Inclusive Tour

- **GIT** – Group Inclusive Tour, is a special travel program that provides vacations for a group, usually comprising of more than five travelers, at some special fares. Group Inclusive Tours are specifically beneficial for those looking for vacations are cheaper rates and are even suitable for the ones travelling alone, as they get the benefit of having a company of few travelers.

Affinity Travel Group

- Affinity groups are the most popular form of group travel. These may include family reunions, destination weddings, or class trips.
- Niche or Affinity communities are places where people who share similar interests, education and professional backgrounds or lifestyles decide to live in the same place.
- Affinity groups are what most people think of when they hear “group travel.” The travelers in an affinity group have a common bond or purpose for their trip. These groups often have an established leader or someone who steps up to be the primary point person for the trip. The group leader communicates regularly with the travel agent and with the rest of the group. Even if the whole group doesn’t know one another, each traveler is connected to the group some way.
- For example, a destination wedding is an affinity group. In this group, the couple getting married act as the group leaders. The travelers share the common bond of being invited to the wedding and communicate with the couple, which in this case may include typical methods as well as invitations and RSVPs.
- For a travel agent, affinity groups are more straightforward than speculative groups and are more likely to follow-through with travel.

3.4. FACTORS INFLUENCING THE GROWTH OF TOURISM

TOURISM TRENDS

- only after the 1980's
- A National Policy on tourism in 1982
- 1988, the National Committee, a comprehensive plan for sustainable growth
- In 1992, a National Action Plan was prepared
- 1996 the National Strategy for Promotion
- In 1997, new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The draft policy is now under revision

- Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth have been involved in the development process
- India Tourism Development Corporation in 1966 to promote India as a tourist destination
- Tourism Finance Corporation in 1989 to finance tourism projects
- 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

Attractions

- lavish and heartfelt treatment of all visitors, no matter which corner of the world they come from
- diverse traditions, varied lifestyles and cultural heritage and colorful fairs and festivals pose an irresistible attraction for the tourists
- sensuous beaches, dense green forests and wild life and landscapes for eco-tourism,
- snow, river and mountain peaks for adventure tourism,
- technological parks and science museums for science tourism;
- centers of pilgrimage for spiritual tourism;
- heritage trains and hotels for heritage tourism.
- Yoga, Ayurveda and natural health resorts also attract tourists with the promise of rejuvenating their souls and bodies
- Indian handicrafts, particularly, jewelry, carpets, leather goods, ivory and brass hold international appeal.
- 40%of the tourist expenditure on shopping is spent on such items.

Thrust Areas

- Ninth Five Year Plan (1997-2002). The areas where there has been conspicuous development are infrastructure, products, trekking, winter sports, wildlife and beach resorts and streamlining of facilitation procedures at airports, human resource development and facilitating private sector participation in the growth of infrastructure.

Boosting Tourism

- incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty
- hotel and tourism-related industry has been declared a high priority industry for foreign investment - direct investment up to 51 per cent of foreign equity
- allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.
- huge untapped potential for generating employment
- increasing air seat capacity, trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centers.
- Accommodation facilities have been redefined for the convenience of the visitors. Heritage hotels have been brought into the fold of the hotel industry as well.

Other Factors

- Double income families
- Increased disposable income
- Flexible work timings
- Annual holidays
- Incline towards experience

THANK YOU