

Theoretical Perspective of Tourist's Motivation to Travel

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Abstract: *The goal of the current study is to examine the many theoretical ideas and theories that aid in understanding what drives people to travel, particularly young people, as well as the applications of the theories that have been examined. Specifically, we used Maslow's Theory of Needs to examine why young people travel. Research Design: The study is grounded in two literature streams: one that focuses on motives, while the other addresses the subject of how motivations can impact an individual's travel habits. A thorough study of the literature was conducted, and publications in the field of tourism motivations and related fields were located and examined. (Van Vuuren & Slabbert, 2011). Results: Maslow's hierarchy of needs was the focal point of our investigation of youth tourism, and we were able to validate its applicability in explaining the primary driving forces behind youth traveler behavior. The results also show that new needs have evolved and are examined in detail, as a result of recent technology advances that have an impact on society and the behavior of young tourists, particularly Millennials. Research Limitations: Empirical evidence is not addressed in this study because it was conducted in the context of the body of existing literature. Furthermore, in addition to the incentive theories discussed in this article, other theories should be included in the research on youth tourism..*

Keywords: Youth Traveler, Tourism, Theory of need, Maslow's Hierarchy of Motivation

I. INTRODUCTION

One of the most active phenomena in the world today is tourism. The travel and tourism sector has expanded rapidly over the years; in 2016, 1,235 million foreign visitors arrived worldwide, contributing 3.9% to the growth of the world economy (United Nations World Tourism Organisation [UNWTO], 2016). The activity of tourism has to deal with a variety of visitor behaviors as well as the internal or external factors that have a big impact on these behaviors. Traveling for leisure, leisure, visiting friends and family, pilgrimages, and other similar activities are included in this industry, which is thought to be very dynamic. Li and Zhang (2013) and Simkova and Holzner (2014) report that individuals' travel patterns are closely related to psychological patterns, which can be used to examine the factors that motivate people to travel. Hill (1965) early on explored vacationers' motives as a response to psychosomatic exhaustion. They seek to replenish and restore their sense of well-being, as well as explore new ways to enrich, regenerate, and recharge their lives. Crompton (1979) later defined motivations as only one of many contributing factors that inspire individuals to travel to different places and experience new things (Um & Crompton, 1992). In his landmark study, Dann (1981) confirmed that tourists' state of mind influences them to travel and visit new places. Crompton (1979) and Todorovic and Jovicic (2016) argue that the core reason for going on holidays is that individuals look for a break from their usual schedule and settings that allow them to relax and lessen mental fatigue. Despite much research focusing on tourists' motivations to travel, more studies are still needed to explore the various theoretical foundations that form the basis of researchers' understanding of travel patterns. The present study, therefore, sought to contribute to the existing literature by bringing together various motivational theories of tourism through a literature review and examining their contributions to understanding travelers' behaviors. More specifically, this research included an analysis of youth travelers' needs and motivations using the most heavily cited motivation theory – Maslow's hierarchy of needs.

Objective: To explore the concept of motivation and to understand the motivation factor tourists to travel.

Research Methodology: To complete this article have referred to the secondary data like research articles, peer-reviewed journals, websites, and books.

II. LITERATURE REVIEW

To obtain a thorough grasp of this phenomenon, a thorough review of the literature on the motivations of young travelers was conducted. However, only English-language publications were taken into consideration for this study in order to facilitate communication. Since many other studies have used Cooper's (1984) principles to create conceptual or theoretical frameworks, we followed them when gathering secondary data. Using Cooper's (1984) suggested methodology and secondary sources of information, the literature evaluated for this study was extracted. Thus, in order to cover a variety of sources of information relevant to this study (i.e., pertinent articles and their citations), the current literature review was carried out using a variety of journals (i.e., the ancestry strategy) (Cooper, 1989). Youth travel has become one of the fastest-growing areas of international tourism, accounting for more than 23% of all tourists who travel abroad every year, according to the UNWTO's 2016 Annual Report, which affirmed the significance of youth travel (UNWTO, 2016). Richards (2015) also attested to the growing amount of young people traveling. This is consistent with the growth of tourism generally, but young people have recently become more affluent globally (Richards, 2015). In a globalized world, the young traveler market segment has grown rapidly, which has led to its fragmentation into several categories of young travelers. In addition to the traditional backpackers, many young people fall into the following categories: volunteers, travelers, tourists, language learners, exchange students, and interns (Richards, 2015). This diversity could result from more options for mobility. Richards (2015) states on page 341 that while technological advancements have made it easier for people to move around physically, the development of information and communication technology in recent years has also increased social interaction and strengthened this tendency. "In the choice of destination, the motivations considered most important are the discovery of new cultures, the discovery of new landscapes, contemplation of natural and artistic heritage, contact with the local community, [and] contact with nature," according to Buffa's (2015, p. 14051) study of the profiles and attitudes of young tourists. Global nomads, backpackers, and flashpackers are the three main categories of travelers that Richards (2015) distinguished. By "staying in local people's homes and connecting to local communication networks as well as the Internet," global nomads will most likely try to engage with locals and experience daily life at their location (Richards, 2015, p. 348). The urge to wander like nomads may drive backpackers, who usually travel in groups with fellow travelers from their native countries. Backpackers like to explore new locations on their own, in unconventional ways, and build new or stronger relationships with other backpacker communities. Finally, "the flashpacker is the most connected traveler, using social media frequently and... being more likely to mix and blur work and leisure," claims Richards (2015, p. 348). Young travelers make up the largest demographic when it comes to the adoption of new ICTs (Bizirgiannia & Dionysopouloub, 2013). According to Birgiannia & Dionysopouloub (2013), on page 652, "young tourists participate actively in various productive processes of tourist enterprises, such as the design, development, and distribution of new products." Therefore, the availability of information about destinations on the Internet and in social media, as well as the presence of appropriate digital amenities at destinations, is intimately linked to the travel motivations and behaviors of these visitors. Examples of these include new technology surroundings built on innovations and good, free Internet connectivity (e.g., in lodging and attractions). Young people who travel exhibit pro-environmental behavior and show concern for the environment, according to a new study by Han et al. (2017). According to Han et al. (2017), p. 914, this indicates that individuals state their "intention[s] to engage in sustainable buying behaviors,... engage in recycling behaviors, and... protect natural and local resources." The cited authors state that "marketers of tourism destinations should actively identify effective ways to... [satisfy] these individuals' moral obligations to conduct pro-environmental behaviors while traveling" as a practical implication for destinations (Han et al., 2017). The results above raise a number of queries. Using terms like "tourists" and "travelers" is one problem. Since not all travelers are tourists, the term "traveler" has a far broader meaning than "tourist." Marketers frequently distinguish between Generation Z (also known as Post-Millennials) and Generation Y, sometimes known as Millennials. People who were born in the final decades of the 20th century make up the Millennials category. This generation was born between 1980 and 2000, according to some writers (Alexakis, 2011; Kotler & Keller, 2012; ITB, 2016), whereas other authors identify it as occurring between 1979 and 1994 (Kotler & Keller, 2012; Santos et al., 2016). While not all Millennials fall under the UNWTO's (2008) age range, experts concur that because of their greater purchasing power, they constitute the strongest sub-segment of young travelers. Millennials are very proficient with technology and very connected all the time. Travel is seen by Millennials as a means of personal growth and a

supplement to education, which is another significant characteristic of this generation (Veiga et al., 2017). The significance of European Millennials, who "went on about 150 million outbound trips in 2015," is confirmed by the ITB World Travel Trends Report 2016–2017 (ITB, 2016, p. 26). Additionally, according to this assessment (Santos et al., 2016, p. 659), "this generation is recognized as having the highest education level compared to all previous generations." Scholarly research has not yet completely characterized Gen Z travelers and their reasons for traveling. Nonetheless, this generation born in the final years of the 20th century and the first decade of the 21st century is discussed in several non-academic sources.

Maslow's Motivation Theory:

The Maslow (1943) five-level hierarchy of requirements is still regarded as one of the most widely used ideas by scientists who study human behavior. Owing to its extensive application, the hierarchy of needs theory has been widely utilized in the tourism industry. This is because it elucidates the diverse motivations of travelers, ultimately explaining their travel behaviors. According to the stated theory, human behavior can be classified into five different levels of wants, each of which must be satisfied before moving on to the next level, creating a hierarchy. The first group of motives, dubbed "physiological needs" by Maslow (1943), refers to a person's basic wants, including those for food, shelter, and water.

The second need in Maslow's 1943 hierarchy of needs relates to concerns about traveler safety. Only when a destination offers a safe and secure atmosphere where visitors feel safe from any risks throughout their stay will it be able to draw more tourists? There's a greater chance that travelers will select destinations if they believe the amenities there will hold up and take care of them while they're there. For those locations, there will also be a higher chance of a favorable reaction in the shape of tourist inflows (Maslow, 1943). Building relationships with individuals is the third need in the hierarchy of the mentioned author. This helps people feel like they belong in society and validates their capacity to make wholesome relationships.

Travelers are clearly and positively motivated to visit destinations when they have a sense of social connection. People often travel to particular locations in order to form close relationships with family and friends or to get to know the local communities there.

The fourth motivation, which is connected to self-esteem, emerges after the first one is fulfilled. At this stage, people travel to elevate their social position and to make an impression on friends, family, social organizations, and other individuals (Maslow, 1943). In the hierarchy, self-actualization is the last need. Travelers view tourism as a means of honing their unique talents by engaging in activities that present significant challenges to them. Self-actualization in the tourism industry may also be associated with endeavors where individuals participate in socially beneficial endeavors.

Dann's Theory of Push and Pull Motivations:

Another extensively used theoretical framework in tourist research is Dann's (1977) push-and-pull theory of motives. Many factors influence tourists' and travelers' decisions to visit specific locations or destinations, however, these influences can be divided into push and pull motivations, according to Dann (1997).

At the most fundamental level, push factors are the internal drives or intrinsic motivations that motivate people to travel. These are linked to things like the need to "get away from it all" and to overcome the sense of loneliness that comes with modern lives, as well as desires for leisure, adventure, escape, and rest. Therefore, push factors can be defined as elements that motivate individuals to travel, symbolizing their socio-psychological requirements.

When researchers apply these characteristics to the tourism setting, they find that push factors are more physiological and inward-focused. These elements can aid in drawing more travelers to specific locations when properly utilized by marketers and destination planners. Pull forces, which are primarily external in origin, can later become push factors if they are sufficiently recognized and used by destination planners.

Although pull factors originate from within destinations, they can also serve as catalysts for push factors. Therefore, destinations must be able to live up to the expectations of their patrons in terms of cost, amenities (such as lodging, dining options, transportation, and amusement parks), and—above all—the caliber of services offered.

III. CONCLUSION

Traveling is more convenient and universal than ever before, and each visitor has unique reasons for wanting to see new places. Some recent visitors refuse to accept the label of "tourists" and do not adhere to conventional travel habits. There are other options for mobility driven by motives other than tourism, like student exchange programs or international employment prospects. For all travelers, the distinction between tourists and non-tourists has grown hazy because non-tourists can partake in tourism-related activities like dining at restaurants and exploring new locations. The effectiveness of tourism planners depends on their ability to comprehend visitor behavior and the variables that influence it.

Furthermore, by comprehending the diverse travel motives of different tourist segments and developing superior solutions to meet their requirements, travel places and tourism organizations might establish ideal settings for truly remarkable tourism experiences. Conceptual models like the ones this study looks at are helpful to stakeholders and destination marketing organizations because they give them ideas on how to build and match their offerings to the market. These models aid in the refinement of planners' perceptions of travel behaviors and the variables influencing their decision-making processes by assisting them in comprehending the most fundamental elements of travelers' motives. Applications of travel motivation theories shed light on the behaviors of visitors in certain locations, including what kinds of things travelers are looking for, what kinds of experiences they would like to have, and what kinds of activities they are interested in.

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