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NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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TRAVEL MOTIVATIONS AND DESTINATION SELECTION: A CRITIQUE

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ABSTRACT

Tourists' motivation is studied by researchers to understand their behavior and the decision-making process. It is noted that behavior of tourists is mainly influenced by various factors such as cultural backgrounds, social influences, perception, personality, economic situations, education etc. Travel motive is the starting points of the decision making process (Crompton and McKay, 1997). When planning a trip, it is necessary to answer the questions such as "why do we/they travel?", "where to go?", "which is the most suitable…? "when to go?, and "how?" etc. Various theories and concepts have been developed and tested to reveal the travel motives, but yet there are contradictions. Objective of this study is to critically review and discuss the theories and concepts in general and tourist motivations in particular. Further, this study develops a research framework for Sri Lanka on tourist motivation and elaborates implication on future researches on consumer motivation in tourism and hospitality. The study categorized the theories found on tourism motivation into push and pull motives, escaping and seeking and need theories etc. Finally, the emphasis placed on fundamental facts behind behavior and decision making in line with assessment of perception and satisfaction aspects on post purchasing and potential behavior.

KEYWORDS

Destination Selection, Motivational Theories and Concepts, Tourism, Travel Motives.

INTRODUCTION

Tourists' motivation has been studied by researchers to understand their behavior and the decision-making process. Tourists' behavior is influence by a variety of factors i.e. cultural backgrounds, social influences, perception, personality, economic situations, education etc. Travel motives are the starting points of the decision making process (Crompton and McKay, 1997). Dellaert et al. (1998) highlighted that the tourists' decisions are complex, multi-faceted and different elements are interrelated. The tourists' decision making process is influenced by a variety of factors. Also, the process consists of different stages in which an individual has to go through a sequence of decisions and actions. The researchers have discussed the diverse factors that affect for the destination choice i.e. travel motives (purpose of the travel), age, gender, personality, education, family life-cycle, income, cost, travel distance etc. Among these factors, travel motivation has been considered as the most important and the starting point of the destination choice process. Uysal & Hagan, (1993) emphasized that the motivation is a dynamic concept; it may vary from one person to another, from one segment to another, from one destination to another, as well as from one decision-making process to the next.

The researchers have defined the term motivation in many different ways and among them Murray (1964) is considered to be the greatest. According to Murray (1964) motive is an internal factor that arouses, directs, and integrates a person's behavior. Further, he stated that a motive is not observed directly but inferred from his/her behavior or simply assumed to exist in order to explain his/her behavior. Geen, Beatty and Arkin (1984) defined motivation as the operation of inferred intrapersonal processes that direct, activate, and maintain behavior. According to Ryan and Deci, (2000) motivation moves the individual to something. Dann (1981) defined tourist motivation is a meaningful state of mind which adequately disposes and actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision. Later, Crompton and McKay (1997) tourism motivation conceptualized as a dynamic process of internal psychological factors (needs and wants) that generate a state of tense or disequilibrium within individuals. This is considered as a more complete and specific definition for the tourism motivation.

Harmer (2001) defined motives as a kind of internal drives that push someone to do things in order to achieve something. Dornyei (2001) highlighted that motivation is the reason for; why people decide to do something, how long they are willing to sustain the activity and how hard they are going to pursue it. Pizam et al. (1979) described the travel motivation as a set of needs, which predispose a person to participate in a tourist activity. According to these definitions motivation reflects the diverse needs of individuals which affect the destination selection and subsequent travel behaviors.

Individuals travel in different destinations for many motives and engage in a range of activities. The both push and pull motives influence the travel decisions of individuals. When travel motives are arisen, the individuals' needs to select the best holiday destinations based on their attitudes and perceptions. The researchers have identified that most of the tourists travel for either leisure or business motives (Uysal et al. (2008). Travel motives greatly affect for the decision of traveller as well as for the destination selection. After arising the travel needs an individual has to take many decisions. Motivation highly deals with the destination selection process and it also greatly affects for the perception and satisfaction which lead to the behavioral intention of the tourists.

Lawrence and Nohria (2002) developed four distinct drives to explain the individuals' motivation to describe their behaviors i.e. the drive to acquire, the drive to bond, the drive to learn and the drive to defend. The drive to acquire includes strives to survive by performing better than others. The drive to bond directs individuals to make social contacts and relationships with others. It includes love, friendships, trust, empathy and belonging. The drive to learn involves the individuals' needs to understand, satisfy the curiosity and value the environment and oneself through a reflective process. The drive to defend indicates the individuals' behavior to avoid the feeling of danger and often related to other three drives.

Even though the motivation and the destination selection are interrelated the destination selection process depends on a variety of factors, therefore, the process is somewhat complex. Oliver (1997) described that the individuals purchase products, for example, tourism and hospitality, due to two major reasons i.e. to remove a deficit and to add something value for life. Finally, an individual select the most suitable destination and travel for the holiday. During the stay at the destination he/she will engage in numerous activities i.e. wildlife safaris, beach activities, photographing, shopping, sightseeing etc. Therefore, we can assume that the tourist with similar motives select similar destination and engage in similar activities.

When the motives are transformed into motivations, they strongly influence the behavior of the individuals and the destination selection process begins. In this stage an individual has to answer for several important questions i.e. "why do we/they travel?", "where to go?", "with whom to travel?", "which is the most suitable…?, "when to go?, and "how?" etc. According to Gnanapala (2008) the answers to the questions are highly influenced by the nature and the level of the travel motives of the individuals. Various theories and concepts have been developed and employed to reveal the travel motives, yet there are contradictions.

OBJECTIVE

The objective of this study is to critically review and discuss the theories and concepts in general and tourist motivations in particular. Further, this study develops conceptual research framework for Sri Lanka on tourist motivation and discuss implication on future research on consumer motivation in travel, tourism & hospitality.

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MOTIVATIONAL THEORIES

The proceeding section of the study discusses the motivational theories and concepts under three categories i.e. push and pull motives, escaping and seeking, needs theories (McClelland's & Maslow's) etc.

PUSH & PULL FACTORS

Dann (1977) first identifies the dichotomy of push and pull factors as a simple and intuitive approach to discuss the travel motivations of the tourists. Push and pull factors motivate the people to take two different decisions at two different times i.e. "whether to go" and "where to go". The push motives described the socio-psychological forces which influence an individual to make a holiday. Pull factors represent the product and services attributes that attract a person towards a holiday destination. Dann (1977) investigated two push factors such anomie and ego enhancement. Anomie is associated with the social interaction with family and friends and a search for meaning. Ego enhancement is associated with the individuals need for social recognition. For example, if people are denied status at home or work place or people perceived themselves as having a low status; the travel offers the opportunity to play a new role to receive more recognition and power.

Crompton (1979) identified push motives as escape, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships and social interactions push motives as novelty and education. Yuan and McDonald (1990) concluded push and pull factors as escape, novelty, prestige, enhancement of kinship relationships, relaxation and hobbies pull factors as budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting. Gutman (1982) discussed the push and pull factors somewhat differently as the means-end theory. The means-end theory provides a practical framework to identify and discuss the relationship between the push and pull motives of the destination, the means, and the motivational forces of the individuals that influence and press them to travel to a holiday destination, the ends.

The empirical studies identified many different push and pull factors. Snepenger et al. (2006) argued that an individual was pushed to engage in tourism and recreational activities from the internal psychological imbalances and the motives to search for optimal level of stimulation. Also, the individuals are pulled by the products and offerings of the destination. Uysal and Hegan (1993) describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled by destination attributes. In other words, the push motivations are related to the tourists' internal or emotional aspects like desire to escape, rest and relaxation, health and fitness, social interaction etc. while pull motivations are associated with the attributes of the destination choices related to the external situation or cognitive aspects like attractions, culture, climate, low cost, proximity etc. (Yoon & Uysal, 2003).

Fodness (1994) identified several pull factors through the scale development such as ego-defense, knowledge, reward maximization, punishment avoidance, vale expression, and social adjustive. Similarly, Uysal and Jurowski (1994) introduced re-experiencing family togetherness, sports, and cultural experiences as the push factors while entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive as pull factors. According to Turnbull and Uysal (1995) the push factors are cultural experiences, escape, re-experiencing family, sports and prestige. Also, they introduced the pull factors such as heritage/culture, city enclave, comfort/relaxation, beach resorts, outdoor resources, rural and inexpensive. Oh, Uysal, and Weaver (1995) investigated knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment/prestige, sports, escape/rest as the push motives while historical/cultural, sports/activity, safety/upscale, nature/outdoor, inexpensive/budget as the destination related pull motives.

Cha, McCleary, and Weaver (1995) discovered the relaxation, knowledge, adventure, travel bragging, family and sports as the push factors. Later, Baloglu and Uysal (1996) identified push and pull factors sport/activity seekers, novelty seekers, urban life seekers, and beach/resort seekers. Sirakaya and Mclellan (1997) identified several destination related pull motives i.e. local hospitality and services, trip cost and convenience, perceptions of a safe/secure/ environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, unusual and distant vacation spot.

Gnanapala (2008) identified the pull and push motives of European and Japanese tourists through his empirical study. The push factors/motives of the Europeans are the desire to escape, achievement and curiosity, social interactions/romantics, prestige and status, and rest and relaxations. The same push factors have motivated the Japanese tourists to have their holidays, but the priority list has deviated from the Europeans. The push motives are desire to escape, rest and relaxation, achievement and curiosity, social interactions/ romantics, prestige and status. According to Gnanapala (2008) pull motives of the Europeans are safety of the destination, easy access, entertainment and nightlife, cost of airfare, local prices, reputation of the destination, quality of the attractions, quality of the facilities and hygienic, ability to deals with the nature, quality of the climate and rest and relaxation. The same pull factors have motivated the Japanese tourists to have their holidays but again the priority list has deviated from the Europeans. The motives are safety of the destination, reputation of the destination, quality of the attractions, easy access, quality of the climate, quality of the facilities and hygienic, rest and relaxation, cost of airfare, local prices, to deals with the nature, and entertainment and nightlife.

Ryan (1991) studied about the motivational needs of Cohen (1972), Crompton (1979) and Matthieson and Wall (1982) and identified eleven travel motivators (Mason, 2003). The travel motivators were escape, relaxation, strengthening family bonds, prestige, social interaction, sexual opportunity, education, self-fulfillment, wish fulfillment and shopping. These factors consisted of both push and pull motivators. According to Ryan (1991) the selection process of the potential holiday destination depends on the motivators that are on the priority list at the time. Further, he emphasized that the priority travel motivators may change over time depending on the specific needs and wants. Chadwick (1987) categorized the travel motivators into three categories such as pleasure (i.e. leisure, culture, active sports, visiting friends and relatives, etc.), professional (i.e. meetings, missions, business, etc.), other purposes (i.e. study, health transit, etc.).

ESCAPINNG AND SEEKING MOTIVATION OF ISO-AHOLA

Iso-Ahola's (1982) escaping and seeking motivation model is considered as highly practicable concept and later applied by different researchers. Iso-Ahola (1982) defined the motivation related to the socio psychological perspective. The theory consists of personal escape & personal seeking and interpersonal escape & interpersonal seeking motives. He stated that individuals perceive tourism and leisure related activities as a potential satisfaction producer for two major reasons i.e. seeking (the desire to intrinsic psychological rewards through traveling) and escaping (the desire to leave the everyday monotonous environment). The activity may provide certain intrinsic rewards, such as a feeling of mastery and competence, and it may provide and escape from the routine environment. For example, an individual may like to be away from the working environment and home due to the work related stress/problem and reasons. On the other hand, an individual would travel to a particular destination to seek/get something that he/she likes/lacks such as knowledge, learning, status, family togetherness, entertainment and night life and family togetherness etc. Similarly, Krippendorf (1987) found that tourists are motivated by going away from rather than going towards something and the tourist motivation is self oriented.

Snepenger et al. (2006) retested the work of Iso-Ahola's and stated that the tourism experiences shows higher levels of motivation especially for the person seeking and personal escape dimensions. Kozak (2002) identified four types of tourist motivations such as culture, pleasure seeking/fantasy, relaxation and physical and emphasized that the relaxation and pleasure motivations were the most significant motives in deciding a holiday spending at a tourist destination. Also, Kozak (2002) highlighted that German tourists traveled Turkey to have cultural and physical experiences i.e. to see historical and cultural sites, increase the knowledge about new places, meeting local peoples, be closer to the nature, sports, and being active and seeking adventure.

MASLOW'S HIERARCHY OF NEEDS THEORY

Maslow's (1943) hierarchy of needs theory is considered as one of the most important literature support to discuss the interrelationship between the travel motives and the needs of the individuals. Goodall (1988) mentioned the human needs and motives are interrelated. Abram Maslow's physiological needs in tourism are food and beverages, hotels and accommodation, health and fitness, comfortable climate, sex etc. Safety plays a major role in the travel decisions of

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the individuals. The factors related to the home country such as severe and bad weather conditions, spreading of diseases, economic problems like inflation and taxes force the people to escape from the present environment. If these factors are favorable in the destination (host) country they act as pull motives.

The social needs of Maslow's motivate the tourists to have the holidays. These include needs for belonging, love and affection. Relationships such as friendships, romantic attachments, visiting friends and relatives, enhance kinship relationships, festivals and events, love and sexual gratifications help to fulfill the need for companionship and acceptance.

Maslow's higher order needs such as social, esteem and self actualization fulfill the psychological aspects of the travelers. The psychological needs can be divided into two such as cognitive and aesthetic needs and the aesthetic need includes the human needs for beauty, harmony, balance, symmetry and order. The cognitive needs include the needs to know, understand and explore. It is very easier to apply each and every steps of this theory to explain the motivational process of tourists i.e. to find the answer to the question why people travel? The people are motivated to travel to meet different people, enjoy with friends and relatives, night life entertainments, romantic experiences, stay in luxury and expensive hotels, visit unusual and new tourist destinations (Gnanapala, 2008; Crompton, 1979; Chon, 1989; Pyo, Mihalik and Uysal, 1989; Cha, McCleary and Uysal, 1995; Jang and Cai, 2002).

Maslow's theory has been used by various researchers to develop many other theories with many travel motives. Among them the Leisure Motivation Scale (LMS) developed by Beared and Ragheb (1983) and The Travel Career Ladder (TCL) by Pearce (1988) are considered as the most important and popular motivation theories.

Beared and Ragheb (1983) developed the Leisure Motivation Scale (LMS) theory by modifying the Maslow's needs theory and it consists of five major needs/motives such as intellectual, social, competency mastery (including health and fitness) and stimulus avoidance. According to Beared and Ragheb (1983) intellectual motives measure the motivation that is based on learning and exploring. The social motives are related to the need for friendship or esteems of others. The competence mastery assessed the motives of achievement and competition and the stimulus avoidance category includes the motives to relax. Lousbury and Franz (1990) analyzed the Beared and Ragheb's LMS to study about the vacation motivation and have extended the original LMS up to seven motives by adding another two needs such as thrill seeking and work advantage. The thrill seeking includes the ride and adventurous and work advantages include the items such as thinking about a project at work.

The Travel Career Ladder (TCL) was developed by Pearce (1988) partly based on Maslow's (1943) hierarchy of need. The travel career ladder categorized the tourists' needs into a hierarchy as follows. The lowest is the relaxation need while the highest is the self actualization/fulfillment needs. The needs are relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self actualization/fulfillment needs.

McCLELLAND'S NEEDS THEORY

McClelland's (1965) needs theory, which draws on Murray's model (1938), proposed that an individual's specific needs are acquired over time and shaped by one's early life experiences. These needs can be classified as achievement, affiliation and power. According to the theory, a person's motivation and effectiveness in behavioral functions are highly influenced by these three needs. Later works indicated that motives are actually quite stable over long periods of time. When apply the McClelland's needs in tourism, an individual with high need for achievement tend to travel for new and exciting places to engage in such activities. They also, like to enhance their knowledge through learning and experiences. The peoples with higher need for affiliation like to maintain good and healthy relationships with others (both host and guests) also like the acceptance of others. They like to achieve social experiences and like to meet new people. Also, like to make more friends with new cultural experiences. The need for power is the desire to have dominance, impact on others, prestige, position, and influence over others. A traveler with a high need for power will prefer to do activities which can influence others, win the situations etc. Based on the above discussions we have developed the following three prepositions.

P1: Motivation affects the decision making process of the tourists. First, push motives generate the travel needs while pull motives influence the holiday destination selection of the tourists.

P2: The unsatisfied needs, both physiological and psychological, press the individuals to travel in different destinations for their gratifications.

P3: Tourists differently evaluate the suitability, expected benefits and other destination attributes and they highly affect for their destination selection process.

FINDINGS: THE MOST IMPORTANT FACTORS TO REVEAL THE TRAVEL MOTIVES RELATED TO THE SRI LANKAN CONTEXT

Based on the literature review on tourists' motivation, we have identified and proposed the following factors, which are the most important and valuable factors to identify and discuss the travel motives related to the Sri Lankan context. The identified factors are;

PUSH TRAVEL MOTIVES OF THE TOURISTS

PSYCHOLOGICAL RELIEF

Escape from the Busy Job

Rest & Relaxation

Be away from Monotones Life

FAMILY TOGETHERNESS

Have Enjoyable time with Family

Experience the Traditional Cultures for the Kids

Be together as a Family

Increase the Family Relationships

Visiting Friends & Relatives

EDUCATION & KNOWLEDGE

Explore new Places

Experience Different Lifestyles

Learn New Things

Search for New Knowledge

CULTURAL EXPLORE

Trying Different Foods

Learn different Customs & Traditions

Meet Different People

Learn Different Cultures

SOCIAL & FUN

Meet Opposite Sex

Nightlife

Fun & Enjoyment

Make Friendships

Feeling Thrills & Excitements

To take Pictures & Films

ESTEEM & ACHIEVEMENT

To Show my Social Status

To Show my Experiences

To Show my Achievements

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Diversity of Attractions
Diversity of Flora & Fauna
Sandy Beaches
National Parks
Wildlife
Quality of the Climate
FOOD & BEVERAGES
Food & Beverages
Eco Friendly Hotels
Quality Accommodation
Quality Services
Night Life & Entertainment
SAFETY & SECURITY
Friendly Locals
Safety of the Destination
Peaceful Environment
Free from Natural Disasters
Free from Natural Hazards
Cleanliness of the Destination
CONVENIENCE EASY ACCESS
Easy Access
Availability of Different Flights
Easy to get Visa
Friendly Government Policies
Reputation of the Destination
PRICES & SHOPPING
Low Cost/Product Prices
Low Air Fares
Budget Accommodation
Shopping Facilities
Trade Fairs & Exhibitions
HEALTH
Medical Treatments
Ayurvedic Treatments
Be Physically Active
Be away from the Bad Weather

CONCLUSIONS

The main objective of this study was to critically review the theories and concepts about the consumer motivation generally, and then tourists' motivation specifically. We have identified a range of factors and forces that motivated the tourists to take their travel decisions. Further, we categorized the theories of motivational research in tourism into push and pull motives, escaping and seeking, needs theories (McClelland's & Maslow's) etc. In addition, the study has identified most important factors and forces that can be utilized for the motivation research in the Sri Lankan context.

The study communicates practical implications for the destination managers to identify the real psychological makeup and the expectations of the destination. The understand of the factors that influenced the tourists to visit a particular destination and why other tourists visit competitors' destinations help the destination managers to prepare effective marketing and promotional activities. Motivation literature proved that the tourists motivation differ on factors such as individual or group needs, attributes of the destinations, culture, nationality, time, age and family life cycle. Clear understanding of the tourists motivation helps to develop the customer profiles, effective positioning and marketing segmentation strategies.

Most of the motivation and behavioral researches are carried out in Western countries. Therefore, when applying these theories in different countries (especially in the East) and cultures, the validity and reliability of the findings are questionable. Hence, it is necessary and important carryout specific researches in different contextual situations.

The psychologists, marketing researchers and scholars have extensively studies the concepts of consumer motivation/travel motivation. The researchers have emphasized the travel motivations are: the most basic and fundamental basis for the potential behaviors, essential to diagnose the travel decision making process, base for assessing the perceptions and satisfaction about the holiday consumption, and foundation and milestones to evaluate post purchasing/potential behaviors.

The revealed information of this study has significant managerial implications for the destination marketers. Findings highlighted that the destination managers need to consider the practical important of the motivation factors, since they are the major determinants of satisfaction with destination products and services and enhancing the customer loyalty. There are many similarities and differences among the available motivational concepts, therefore, it necessary to conduct further investigations of travel motives using different tourist groups. The tourists may be differently motivated and react differently. Therefore, the destination managers should pay much attention to tourists' travel motives and needs in order to appeal to tourists' internal motives to travel.

The review of literature highlighted that for the success of marketing destinations the destination managers must consider the pull motivators or the destination attributes in order to improve the tourists satisfaction with positive travel experiences. Since the destinations offer the similar travel products and services the destination managers have to consider the important of push motivators and their relationships with the destination loyalty in order to enhance destination competitiveness.

It is highlighted that the tourist motivation, satisfaction and destination loyalty are interrelated. Therefore, the destinations managers need to take steps to improve the tourist satisfaction which leads to attract the favorable post-purchasing tourist in order improve the destination competitiveness.

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