



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

TOURISM PSYCHOLOGY

Teaching Unit No. 3

TEACHER: Guido F. Amoretti
Department of Education Sciences



MOTIVATION

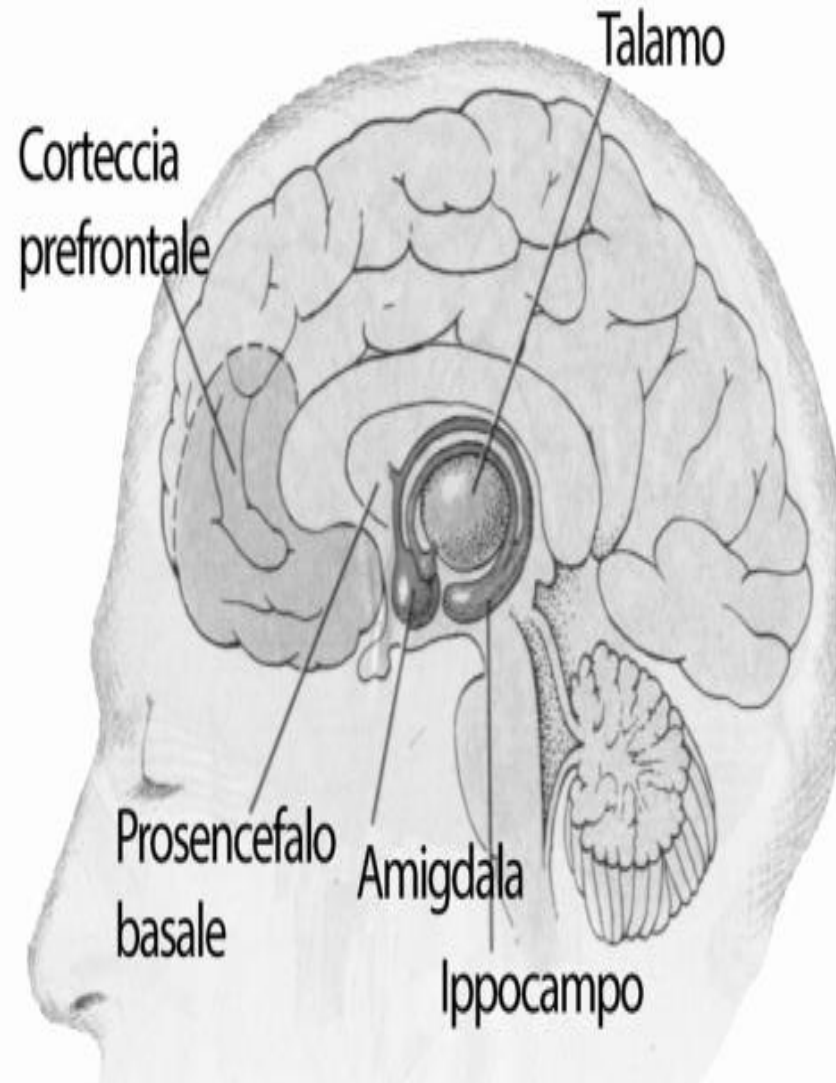
Instincts



Motivation: the set of processes of activation and orientation of behaviour towards the achievement of a certain purpose.

Instinct: an innate pattern of behaviour, integrated into the nervous system and biologically determined (Darwin, 1859).

Figura 1.4 – L'area limbica



Fonte: Curtis, H.; Sue Barnes, N. *Invito alla biologia. Quarta edizione italiana*, Bologna, Zanichelli, 1996

Instincts

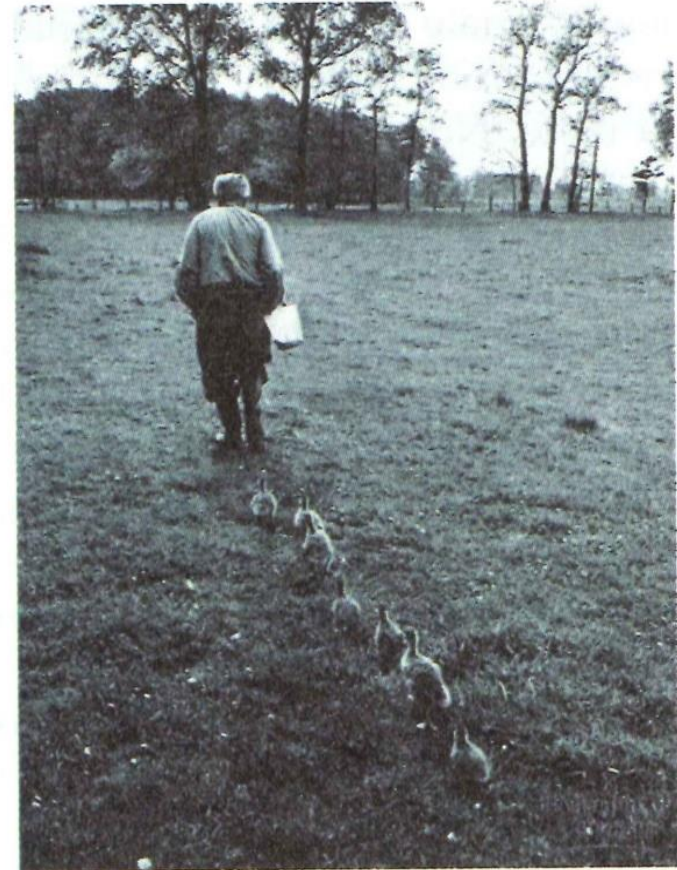
- **McDougall's Psychology of Instincts:** instincts are the engines of every behaviour and there are 3 components:
 - ***cognitive:*** recognizing something and giving it privileged attention;
 - ***emotional:*** each instinct is characterized by a specific emotion;
 - ***conative:*** the impulse to act to/from the object

LIMITS

- *Doesn't explain the more complex human activities*
- *Criteria for identifying instincts are considered too arbitrary*

Instincts

- Instinctive behaviors are sequences, even complex ones, of behaviors regulated by **fixed patterns** of action and sensitive to a certain activating stimulus called **key stimulus**. (Lorenz, 1937)
- **Imprinting:** genetically programmed species-specific behavior base of attachment behavior (Lorenz, 1937)
- **Hydraulic model of motivation:** energy model based on the idea of an energy that accumulates within the body and pushes to be released. (Lorenz, 1950)



Driving model

- Present in profoundly different approaches
- For Freud, human behavior would be determined by sexual drive and aggression...

The theory of drive reduction

- **Theory of drive reduction:**
 - the lack of basic biological requirements would produce a drive to obtain that particular resource. (Hull, 1943)
- Rejects the notion of instinct;
- Tension of organisms to maintain a situation of internal equilibrium (homeostasis) (Cannon, 1929);
- Primary [related to the body's biological needs] and Secondary [arising from past experiences and learning, e.g. success].

The theory of drive reduction

- 2 components of the motivation:
 - Habit: the repeated association between a given stimulus and a certain response;
 - Drive: activation of the organism that sets in motion a behaviour to satisfy a need (deficiency/need condition).
- **Incentive theory:** Effects of environmental factors on motivation
- Commission of the two theories: **Primary** and **secondary reinforcements**

Arousal Theories



- Theories of drive reduction do not explain behaviours aimed at increasing the level of arousal (e.g. sensation seeking, curiosity).



Arousal Theories

(Berlyne, 1967; Brehm e Self, 1989)

- *The individual tries to maintain an optimal level of stimulation and if it becomes too low tries to raise it by seeking other stimuli..*

Arousal Theories

Sensation seeking consists of the need, which varies from **individual to individual**, for new, varied and complex stimulations, combined with the willingness to take physical and social risks to experience them.

It consists of four different components [Zuckerman, 2002]:

The thrill and adventure seeking [*thrill and adventure seeking*] i.e. the tendency towards risky activities in sport or leisure.

Experience seeking i.e. the tendency to make new experiences.

Disinhibition [*disinhibition*] i.e. the tendency to free oneself from inhibitions.

susceptibility to boredom [*boredom susceptibility*] i.e. the tendency to avoid repetitive activities and tasks.

Arousal Theories

Risk: possibility of a negative outcome and associated loss

- *Rational investment model:* people undertake risky activities with a view to possible strong earnings if the action is successful.
- The risk is assessed as pleasant only as long as the subject feels in control of the events (Kogan and Wallach, 1967),
- *Vestibular component of the risk:* pleasure experienced by experiencing particular states of movement – fall, speed, rotations, accelerations, etc.. (Caillois, 1958; Kiphard, 1999).

Classify needs and create motivational hierarchies

Murray (1983): **Primary needs [viscerogens]** and **Secondary needs [psychogens]**.

- McClelland (1985) *three major classes of secondary needs: the need for success, affiliation and power.*

■ Hierarchy of needs

(Maslow, 1970)

- Need for self-actualization
- Need for esteem
- Need to belong
- Need of security
- Physiological needs

