



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



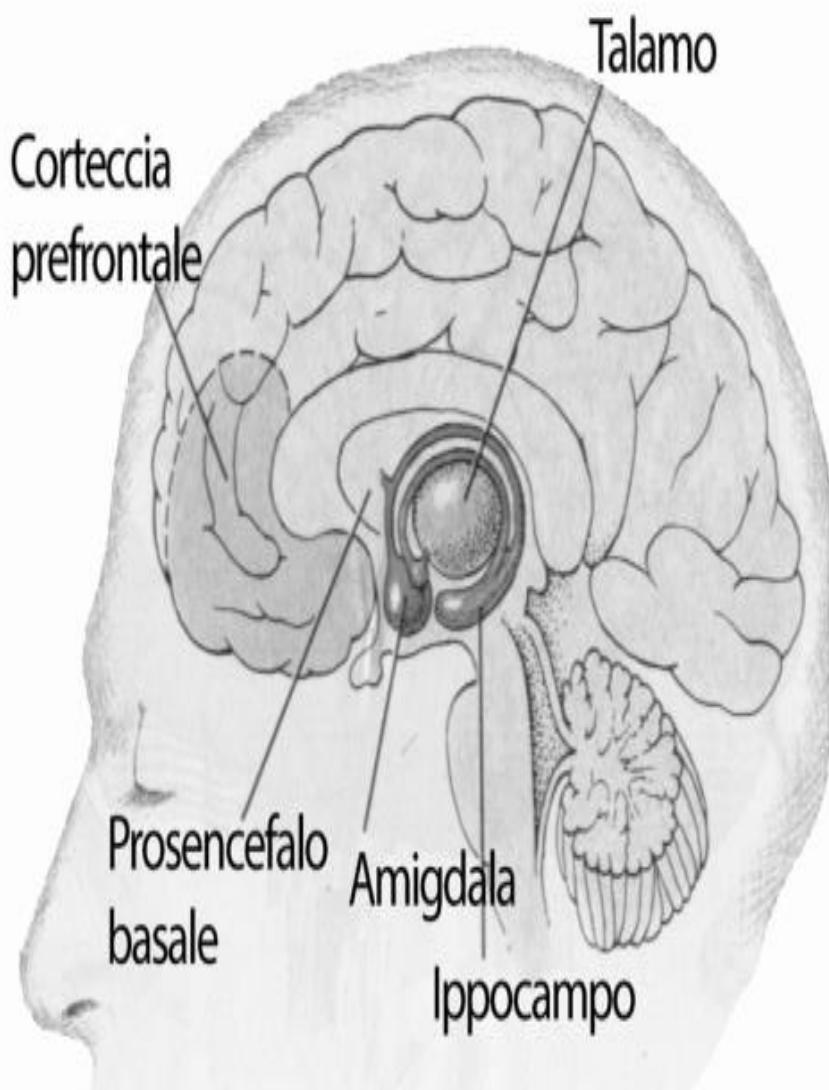
MOTIVATION

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

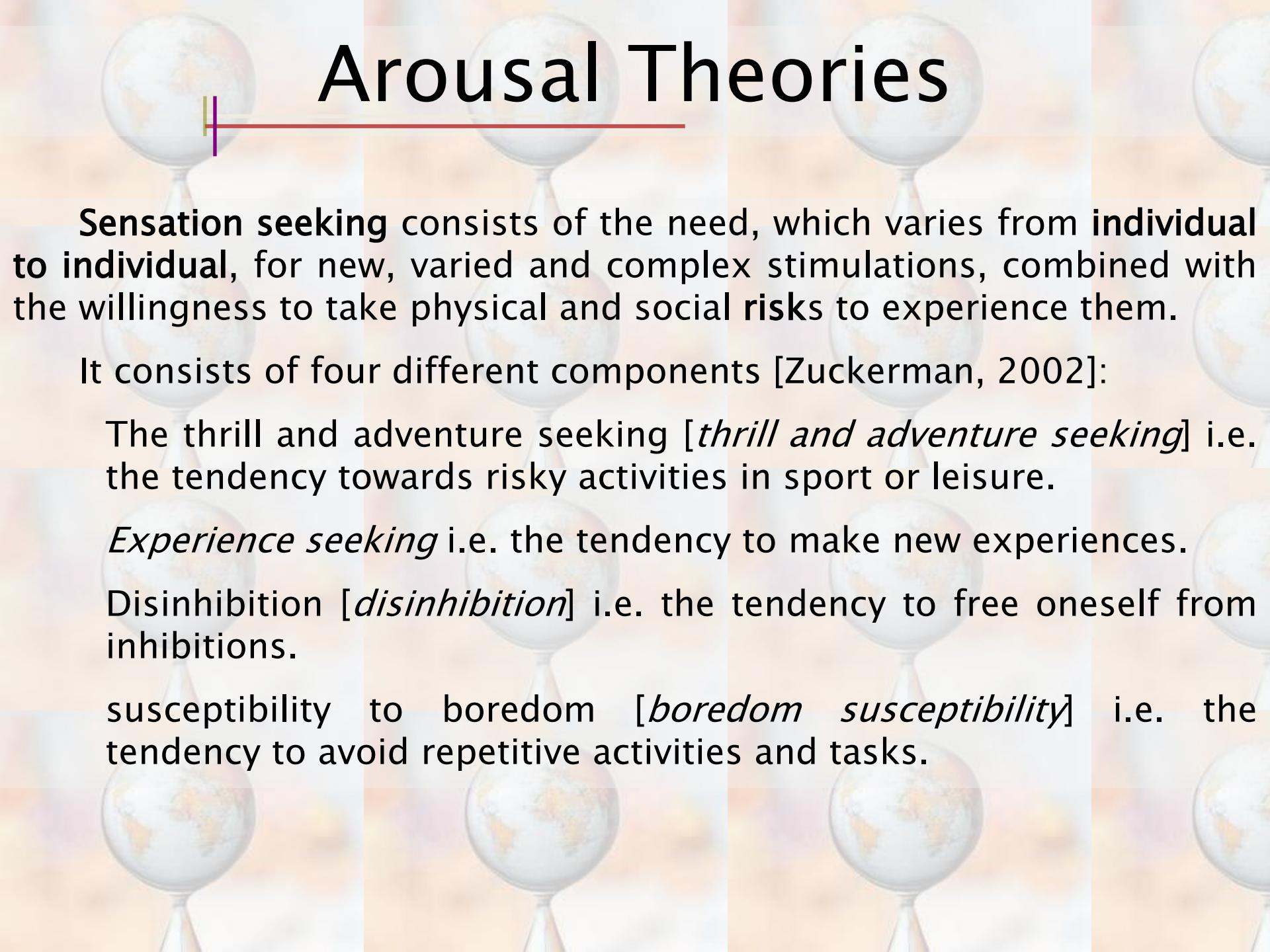
- **Theory of drive reduction:**
 - the lack of basic biological requirements would produce a drive to obtain that particular resource. (Hull, 1943)
 - Rejects the notion of instinct;
 - Tension of organisms to maintain a situation of internal equilibrium (homeostasis) (Cannon, 1929);
 - Primary [related 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

