



Università degli Studi di Genova

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Scuola di Scienze Sociali

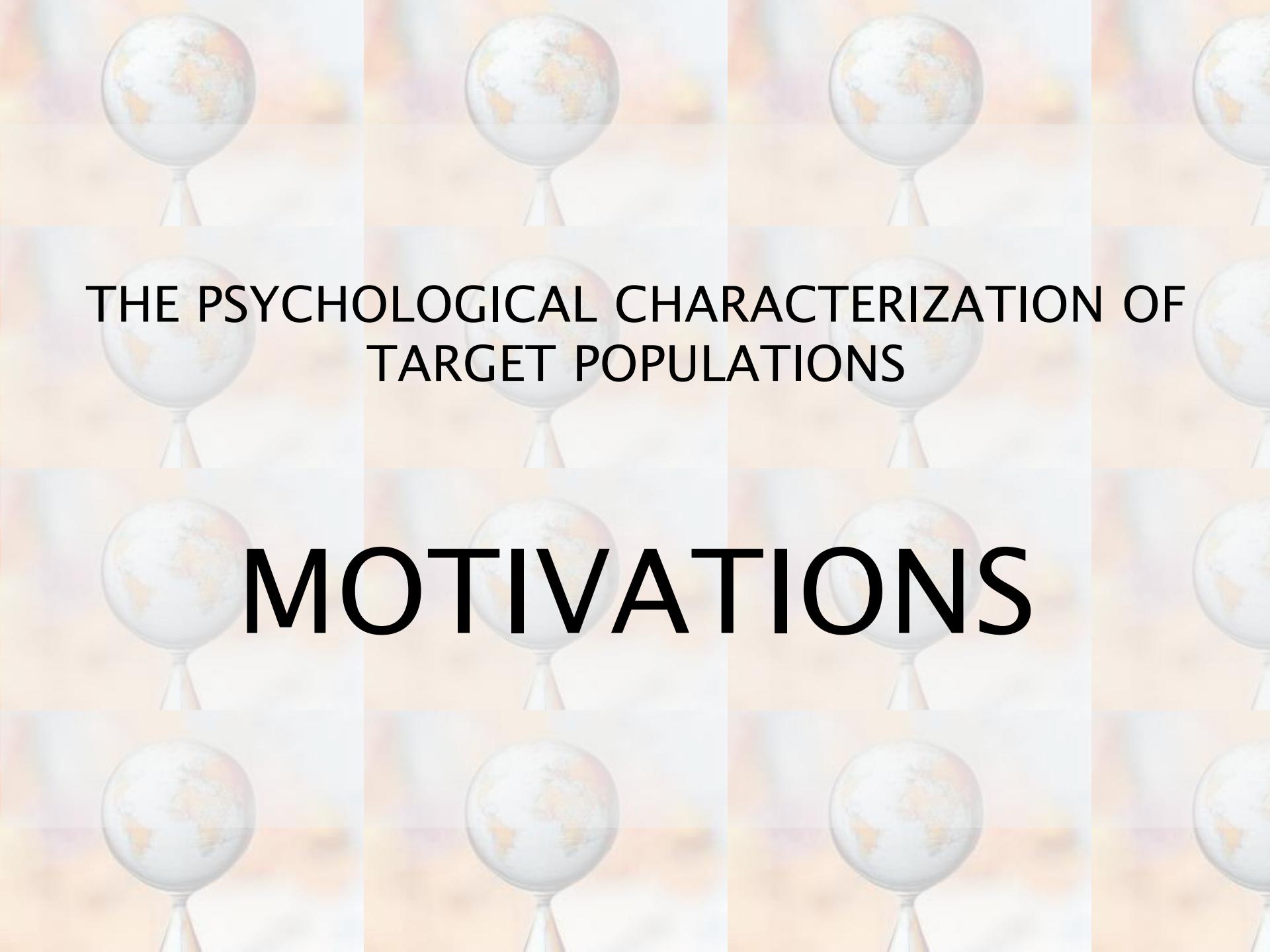
BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

TOURISM PSYCHOLOGY

Teaching Unit No. 8

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**THE PSYCHOLOGICAL CHARACTERIZATION OF
TARGET POPULATIONS**

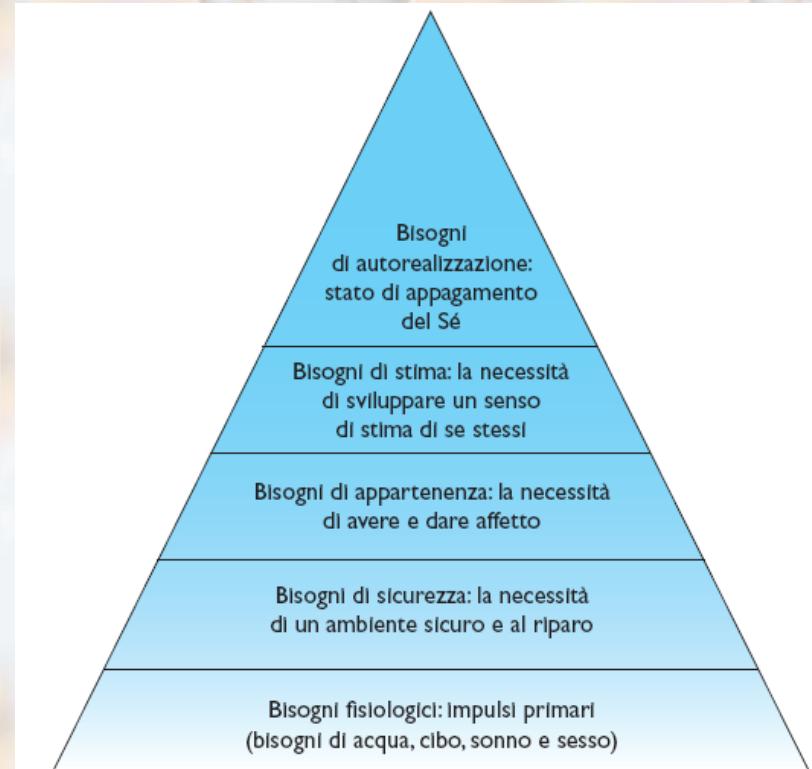
MOTIVATIONS

PICKING UP THE MOTIVATIONS

■ Need Hierarchy

(Maslow, 1970)

- Needs for self-realization
- Needs for esteem
- Needs of belonging
- Needs of security
- Physiological needs



THE NEED FOR A HOLIDAY???

- At the top because it can only be achieved after all the previous ones have been fulfilled? [only if made to conform to social standards].
- Among the basic needs? [only if seen as relaxation essential for maintaining a good state of health].
- Among the membership/affiliation needs? [only if seen as a group event].
- Irrespective of the hierarchical classification there are explicit reasons and implicit motivations behind the choice to take a certain type of holiday

MOTIVATION: RELAX

- Interruption of work activities
- Leisure
- Rejection of daily rhythms and concerns
- Energy recovery with a view to work recovery
- Times are dictated by the rhythms of production
- It is the typical holiday for employees
- Although there may be exceptions, it is mostly included in mass tourism, mainly family tourism, concentrated in the same time frame, aimed at locations equipped to accommodate large numbers of tourists with a wide range of services at medium and low-medium costs.

MOTIVATION: TO KNOW AND SATISFY CURIOSITY

- Cultural holiday
- Search for places full of cultural stimuli
- Deepening one's historical-artistic-cultural knowledge
- Satisfying your curiosity to know the world
- It is an independent age motivation: the different age of tourists of this type will be declined in different forms of holiday (more spartan for young people, more "comfortable" for older people).
- Starting culture and family influences seem to be favourable factors

MOTIVATION: MAKING NEW EXPERIENCES

- Experiential tourism
- In search of new emotions
- In search of little-known locations outside of mass tourism
- In search of places where to find the maximum distance, physical and mental, from everyday life
- But also places where to live adventurous experiences, able to satisfy the need of sensation seeking
- The experiential tourist is mainly adult, economically independent and not yet linked to parental duties (Stadium II sub-population).

MOTIVATION: SEARCH FOR PHYSICAL AND MENTAL TRANQUILLITY

- Religious tourism
- Reflection on oneself
- Search for inner peace
- Cloistered retreat
- Itinerant pilgrimage to more or less famous places of worship

MOTIVATION: SEARCH FOR PSYCHO-PHYSICAL WELL-BEING

- Psycho-physical wellbeing and relaxation in a healthy way
- Wellness tourism
 - in a curative key (thermal tourism)
 - in a hedonist key (beauty farm)
 - in terms of health (spa, naturopathic treatments and energy rebalancing)
- The three declensions are based on different motivational drives:
 - for spa tourism to undergo curative/preventive treatments and to meet friends and acquaintances who frequent the establishments
 - for aesthetic tourism to obtain/maintain an appearance at least similar to a prototype of physicality often due to social conventions/pressions
 - for health tourism taking care of oneself to improve one's health through curative practices and healthy lifestyle [relaxation is achieved through discipline].

MOTIVATION: CONTACT WITH NATURE

- Ecological tourism
- Search for places not very frequented
- Search for minimalist lifestyles
- Search for healthy and untreated foods
- Taking contact with standards of living far from those experienced on a daily basis
- Farmhouse

MOTIVATION: TO DO TOURISM IN FREEDOM

- Tourism in camper or tent
- Search for maximum freedom
- Itinerant tourism
- Contact with nature
- Rejection of comfort
- Economic tourism
- The limits placed on this type of tourism apparently reduce its ecological value, but those who practice it still believe in it.

MOTIVATION: THAT'S WHAT EVERYONE DOES

- Search for social homologation
- Holiday as maintenance of a class standard
- Holiday as a status symbol
- Economically onerous
- Not very profitable in terms of psycho-physical well-being

MOTIVATION: STUDY

- It concerns a young population group
- Language courses, Erasmus stays
- Acquisition of language skills
- Deepening the knowledge of the host country's customs and traditions
- Desire to come into contact with different cultures
- Reconcilable to cultural tourism

MOTIVATION: WORK

- One example, but not the only one, is congress tourism
- Combine the need to go to other places for work with the satisfaction of one's own curiosity
- Congress conventions are often held in places of particular historical, cultural or landscape interest.

MOTIVATIONS CLASSIFICATIONS IN THE LITERATURE [1]

- Iso-Ahola [1982]
- Two-dimensional model characterised on the one hand by research and on the other by avoidance
- Research: new places, new experiences, rest.....
- Avoidance: escape stress, get out of the daily routine

MOTIVATIONS CLASSIFICATIONS IN THE LITERATURE [2]

- Dall'Ara [1990] proporne una tripartizione delle motivazioni turistiche:
- **Area del sé:** la vacanza ha una funzione rigeneratrice per l'individuo
- **Area dell'altro da sé:** ricerca di esperienze ad alta attivazione emotionale
- **Area del dentro di sé:** scopo del viaggio è ritrovare se stessi e il senso della propria vita

MOTIVATIONS CLASSIFICATIONS IN THE LITERATURE [3]

- Yiannakis e Gibson [1992]
- They use a three-dimensional bipolar model
- Stimulation vs tranquility
- News vs familiarity
- Structuring vs independence
- Each individual is placed in a point of each of the three dimensions whose combination would determine the location in the ideal holiday space.

MOTIVATIONS CLASSIFICATIONS IN THE LITERATURE [4]

- Ryan e Glendon [1998] [have adapted the motivational scale measures in tourism] identify 4 areas:
 - Avoidance
 - Intellectual motives
 - Social reasons
 - Competence
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- But motivations and expectations appear mixed in this model

THE ATTRIBUTIVE STYLE: THE LOCUS OF CONTROL [LOC]

- Rotter [1966]
- It is not a motivation but the way we attribute the reasons for what happens to us.
- Internal Locus: attributing the outcomes of our actions to ourselves
- External Locus: attribute the results of our actions to chance or other people
- Those who have an internal locus have a positive perception of their own self-efficacy [Bandura, 1997] i.e. the level of confidence that each of us can have in the ability to reach a goal
- Those who have internal locus prefer trips in which they are an active part of the construction of the trip
- Those who have external locus prefer organized trips

THE PLOG MODEL[1991]

- It is not referable to the motivations but it is closely related to the concept of LOC
- It tries to define the personality characteristics of the tourist by placing him within a bipolar dimension.
- **Allocentric vs Psychocentric**
- Allocentrists are endowed with self-esteem and curiosity, they are looking for new experiences, they know how to put themselves on the line.
- Psychocentrists show insecurity, they are self-centred and prefer less active or adventurous lifestyles.
- Allocentric internal LOC
- Psychocentric external LOC

STADIAL MODEL: SOME CONFIRMATIONS

- The stadal model proposed so far finds substantial confirmation in the works of Gibson and Yiannakis (2002), in turn inspired by Levinson's theory.
- They hypothesize that tourism motivations vary throughout life according to the changes in role and task that people experience.
- We could interpret them as forms of adaptation to the changed psycho-physical, economic and social conditions in people's lives.