

Conceptual Analysis of Pleasure Travel Motivations

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1. Introduction

Travel motivation is a popular topic among many researchers for decades. Yet, it seems extremely complex to systematically analyze people's motivations to travel. McCabe (1999) adverted that :

Motivation is the 'thorn in the side' of leisure and tourism research. Some attempts have been made to propose theories of motivation for leisure travel, but the operational methods used to study motivation are extremely complex, even unwieldy, and lack predictive power. (p. 211)

Social psychology (Cohen, 1979 ; Dann, 1977, 1981 ; MacCannell, 1976) contributed concepts understanding tourism behavior, yet often lack or have not been exposed to empirical verification (Gnoth, 1997). Crompton (1979) concluded that a motivational basis for tourist segmentation could provide cues and insights around which destinations could develop and promote their product to target market. Cohen (1979), and Ryan and Glendon (1998) have provided a typology of travelers based on motivation. Motivation is an antecedent of tourist experience. Ryan and Glendon focused on the evaluation of travelers need and expected outcome.

In today's experiential economy (Pine & Gilmore, 1999), tourism marketers are trying to sell overall experience, not just selling a room to sleep or a dinner. Behaviors of pleasure travelers, in particular, are driven by hedonic or emotional state of mind. In turn, emotions can direct travelers behaviors sometimes disregarding social norms.

In order to make a grasp of tourists' attitudes towards leisure travel experience, clarification of the definition of emotion forms the basis for further elaboration. According to Gnoth, "Emotions encompass drives, feelings, and instincts. Attitudinal affect is a distinct influence of the emotional system by being attached to cognitions about objects and experiences" (p. 287). Gnoth also referred cognitions to mental representations such as knowledge or beliefs.

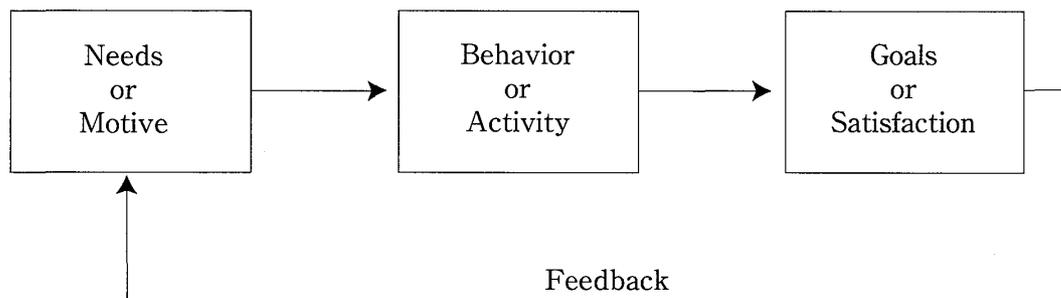
2. Motives and Motivations

Motives and motivations are different concepts. An examination of 'motive' and 'motivation' in Dann's (1981) work is a fascinating study. He reviewed an extensive literature to identify the uses of tourist's motivations as he believed there was a lack of consensus over definition and descriptions. The term, motivation, is used in multiple ways. It describes a goal or purpose, and sometimes it means a reason for travel. Or even traveler himself is not aware of his motivations for traveling (Lundbert, 1972).

Gnoth explained very well regarding these two constructs. He contended that while motivations are cognitive, motives are a categorization of the energy that moves people to act. Motives are, therefore, distinguished from motivations. Motivations are situation specific and imply direction. Motives tend to be global and less situation-specific.

In a social psychology of leisure, Mannell and Kleiber (1997, p. 189) clarified the differences between motives and motivations. The term of motivation was originated in Latin, which means “to move.” The basic components of a general model of motivation provided by Mannell and Kleiber are : needs or motives ; behavior or activity ; goals or satisfaction ; and feedback. Model of Motivation illustrates the structure of motivation. (Figure 1)

Figure 1. Model of Motivation



This model¹⁾ suggests that people possess a multitude of needs, motives, desires or expectations. For example, travelers may have a high need for affiliation, a strong desire for a vacation, or an expectation that spas will provide them relaxation and a feeling of rejuvenation. Mannell and Kleiber explained this model of the chain of events as follows :

On the basis of some combination of this desire to reduce the internal state of disequilibrium and the belief that certain actions can serve this purpose, people act or behave in a manner that they believe will lead to the desired goal or satisfaction. If the behavior or participation in an activity results in the fulfillment of the need, the experience of satisfaction provides positive feedback that their behavior or activity is appropriate. If the behavior does not result in satisfaction of the need, this negative feedback may result in people modifying or stopping their behavior or activity. (p. 189)

The motives that are generally important to people are called motivational dispositions. The assumption Mannell and Kleiber presented was that this set of motives differs from one person to another. In this case motives are essentially personality traits.

¹⁾ “model of motivation,” by Mannell, R. C. and Kleiber, D. A., 1997, *A social psychology of leisure*, p. 189.

3. Motivational Theories

The most well-known motivational theory in tourism research is the model of push and pull factors (Dann, 1977). According to Dann, push-pull factors are summarized as follow :

Pull factors are those which attract the tourist to a given resort, and whose value is seen to reside in the object of travel. Push factors, on the other hand, refer to the tourist as subject and deal with those factors predisposing him to travel. Moreover, it was seen that a preference had been displayed towards pull factors in seeking to explain why tourists traveled. (p. 186)

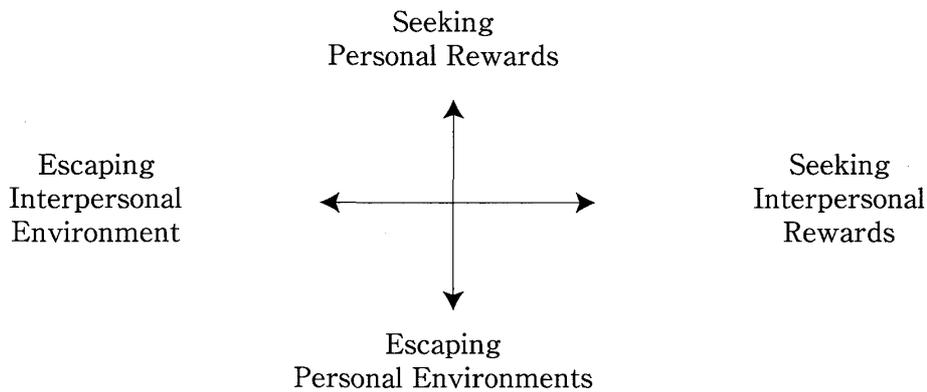
Dann contended that the question “what makes tourists travel” can only relate to the push factors as it is devoid of destination or value content, requirement of the pull factors. Traditionally, push motivation have been useful for explaining the desire to go on a vacation, while pull motivation have usefully explained the choice of destination (Goossens, 2000). From a marketing communication point of view, it is understandable that researchers focused attention on the pull factors of tourist behavior, as they represent the specific attractions of the destination, which bring about people travel there. (McCabe, 1999)

Dann preferred to view the push and pull factors of tourist motivation as to do with ‘anomie’ and ‘ego-enhancement’ (Dann, 1977, 1981). Anomie refers to the social instability caused by steady erosion of standards and values. It also applies to the individual, who is affected by the social situation in which he finds himself (Dann). He relates ‘anomie’ to a possible push factor for travel in the desire to the feeling of isolation from everyday life. ‘Ego-enhancement,’ on the other hand, derives from the level of personality needs, and usually associated with relative status deprivation in the individual. Dann further relates these two factors to travel psychology describing that “not only does travel represent the fulfillment of certain basic needs in the potential tourist, but that in so doing it offers him an alternative world to that in which he daily lives”. (p. 188)

Opposed to Dann’s ‘anomie’ and ‘ego-enhancement’ motivation, Iso-Ahola used the terms of ‘seeking’ and ‘escaping’ based on environment and stimulation levels (Iso-Ahola, 1982, 1989 ; Mannell and Iso-Ahola, 1987). Iso-Ahola²⁾ has suggested that the reasons people participate can be reduced to two basic motivational dimensions of leisure and travel behavior – ‘seeking’ and ‘escaping’ (Figure 2). According to Iso-Ahola (1989), these two motivational forces simultaneously influence people’s leisure behavior. On the other hand, leisure activities are engaged in because they provide novelty or change from daily routine and stress.

By escaping the everyday environment, a person can leave behind their personal and/or interpersonal worlds (Mannell and Kleiber, 1997). Mannell and Kleiber further explained by referring an example as follow :

Figure 2. Seeking and Escaping Dimensions of Leisure Motivation



The personal world refers to escape from personal problems, troubles, difficulties and failures, and the interpersonal world refers to other people such as co-workers, friends, and family members. A person can escape both worlds simultaneously. He suggests that escape is a powerful leisure motive due to the constraining nature of a person's life, particularly her or his work. Escape is also based on the need for optimal arousal ; individuals are constantly trying to escape from underarousing and overarousing conditions. (p. 201)

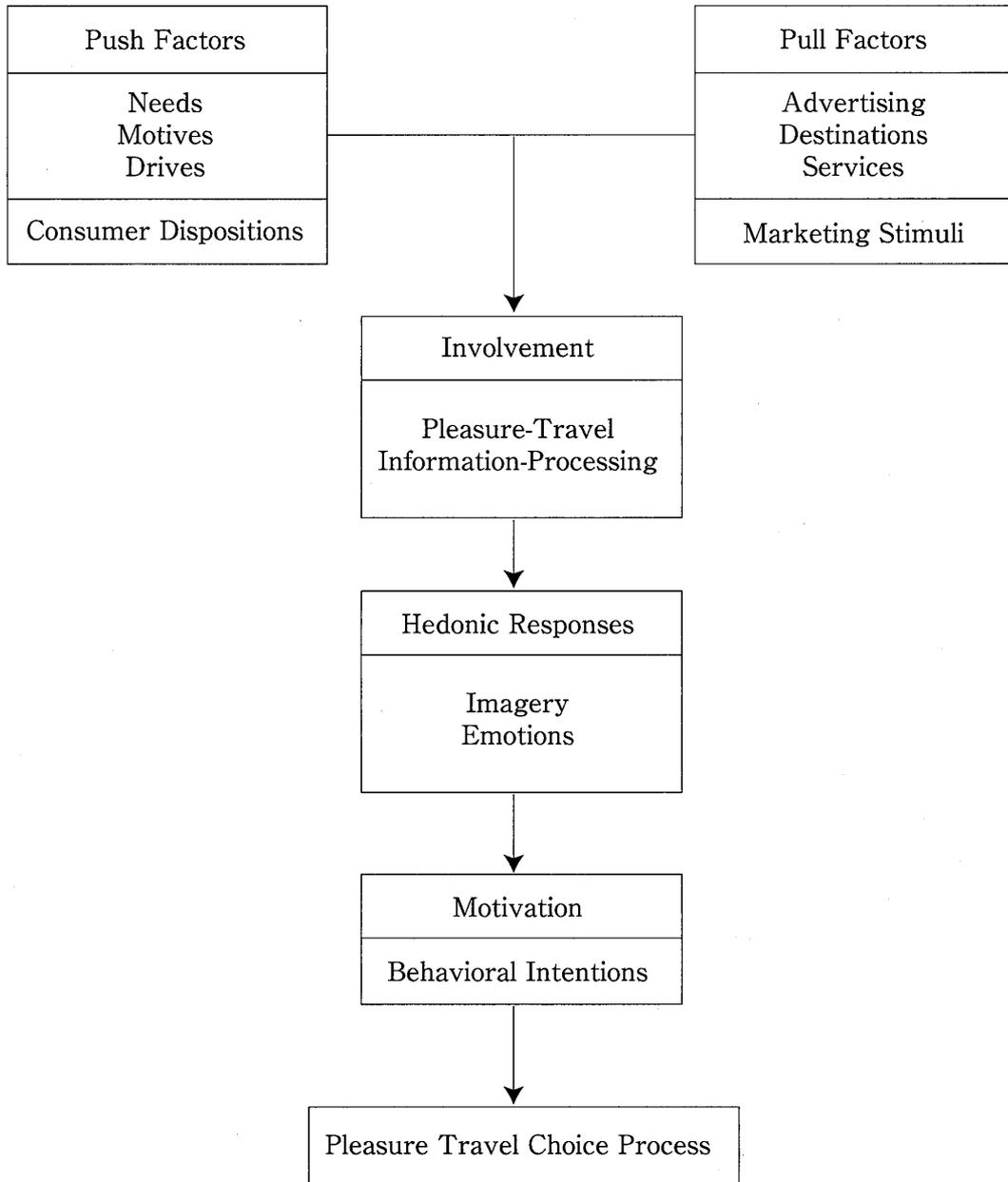
Mansfield (1992) argued against this apparent link between the escape from a mundane or urban environment associated with everyday life, coupled with a seeking that is based on either destination attributes or a compensation mechanism, on the basis of a lack of supporting evidence.

Goossens (2000)³⁾ proposed a model combing hedonic responses with push-pull factors into a motivational model (Figure 3). The left side of the "disposition – stimulus – response" model displays the consumer's needs and motives – dispositions or push factors. This state of mind can be illustrated as escape from duties, exploration, evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction (Dann, 1981, p. 192). The right side of the model displays some environmental variables confronting the consumer, such as the marketing mix provided by the suppliers, including the products and services, destinations, advertisement, brands, and symbols (Goossens). These elements are illustrated as marketing stimuli in this model.

Schofield (1996) stated that hyper-real society is dominated by advertising and electronic mass media, by highly processed communication, and by highly stimulated pleasure and spectacle. Consumers no longer buy products or services, but signs and images. Gnoth (1997) referred the push factors as internally generated drives causing the tourist to search

²⁾ adapted from Iso-Ahola (1989) and referred in "A Social Psychology of Leisure," by Mannell, R. C. and Kleiber, D. A., 1997.

Figure 3. A Hedonic Tourism Motivational Model



for signs in objects, situations, and events that contain the promise of reducing prevalent drives.

Goossens model explains that the push and pull factors are mixed together in consumer's mind, and the traveler is motivated to take advantage of the supply in the market. The involvement concept in particular plays a central role in integrating the push and pull factors.

³⁾ "Tourism Information and Pleasure motivation," by Goossens, C., 2000, *Annals of Tourism Research*, 27 (2), p. 304.

It is evoked by a particular stimulus or situation, and has drive properties.

Havitz and Dimanche (1990) emphasized the multi-dimensional character of involvement – a psychological state of motivation, arousal, or interest between an individual and recreational activities, destination, or related equipment, characterized by the perception of importance, pleasure value, sign, value, risk probability, and risk consequences. Goossens placed an emphasis on that the pleasure value and defines involvement as a psychological state of motivation at one point in time characterized by the perception of self-relevance and the emotional benefits of stimuli.

Pearce (1993) explained varying motivations of relaxation, stimulation, relationship, self-esteem and development, and fulfillment in the travel career ladder model. This is built on the notion that stage in the life cycle held value in determining the motivation for leisure travel. He argued that at different stages of the life cycle, individuals were motivated by different factors that would influence their travel choices and decisions. Krippendorf (1987) identified eight reasons for travel : recuperation and regeneration ; compensation and social integration ; escape ; communication ; freedom and self-determination ; self-realization ; happiness ; and broaden the mind.

4. Definitional Approach of Motivation

Dann (1981) discussed motivation from multiple angles. Through the extensive literature published in the past, he itemized motivational definitions in a number of ways. Motivations have been used with the following key words ; 1) purpose, 2) goal, 3) both push and pull factors, 4) the quest for meaning, 5) because-of, 6) in order to, 7) interest, and 8) economic terms. Dann also explained it the importance of understading travelers motivations from both positive and negative implications. The summary of negative implication is as below :

- a. Motivations should not be confused with aspiration.
- b. Motivation often differs from verbal justification. Objective may differ from motivation.
- c. Satisfaction differs from motivation.
- d. Motivations distinct from a reason.
- e. Motivation differs from intention.

By contrast, motivation is believed close to disposition (Brown, 1963). Disposition offers an explanation in terms of a tendency statement. Motivation and disposition carries similar implications. State of mind is used in preference to attitude. State of mind may include various attitudes, but it is not identical with them (Dann).

As exemplified by Gnoth (1997), and Mannell and Kleiber (1997), motivation and motive are two distinct but somewhat correlated notions. While Dann (1981) examined and contribution to a knowledge of tourists motivation, so did Crompton (1979) on the research of motives. Through the empirical investigation of motive, his study provided eight categories of travel motive. These motives are : 1) escape, 2) exploration and evaluation of self, 3) relaxa-

tion, 4) prestige, 5) regression, 6) enhancement of kinship relationships, 7) facilitation of social interaction, and 8) cultural-including novelty and education. According to Crompton, seven motives are socio – psychological motives and the last motive of cultural are part of destination characteristics, which included in pull factors (Dann, 1981). Crompton has given a warning us that motive and motivation should not be considered as mutually exclusive, nor any single tension state should be selected as the determinant of behavior.

5. Conclusion

The studies of travel motivations are vary as shown in this conceptual review and discussion, and yet obscure for systematically explaining people’s motivations to travel. The summary of the previous travel motivations research concludes : 1) while motivations are cognitive, motives are a categorization of the energy that is undermined and moves people to act ; 2) push factors can be useful for explaining the desire or need to travel, whereas pull factors are likely to explain the marketing stimuli or the choice of destination ; 3) motives and motivations would not be mutually exclusive, but two distinct and somewhat correlated notions. Based on the literature of motivation and motive analysis, Table 1 systematically recaps what factors or dimensions have been identified in the motivational research.

Table 1. The Factors/Dimensions to Compose of Motives in Chronological Order

Author (s) /Year	Theory/Concept	Factors/Dimensions
Cohen (1974)		pleasure, novelty, change, health, education, Culture
Dann (1977)	Push-Pull factors	anomie, ego-enhancement
Crompton (1979)	Social-psychological	escape, exploration & evaluation of self, relaxation, prestige, regression, kinship enhancement, social interaction
	Cultural	novelty, education
Iso-Ahola (1983)	Optimal arousal	optimal arousal
Iso-Ahola (1984)	Escaping & Seeking	escaping, seeking
Krippendorf (1987)		recuperation & regeneration, compensation & social integration, escape, communication, freedom & self-determination, self-realization, happiness, broaden the mind
Pearce (1993)	Travel career ladder	relaxation, stimulation, relationship, self-esteem & development, fulfillment
Ryan & Glendon (1998)	adapted from leisure motivation	intellectual need, social need, competence-mastery, stimulus avoidance

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