

TRAVEL MOTIVATORS & BARRIERS

CGG3OR - Travel & Tourism (Adapted from Regional Dynamics Textbook)

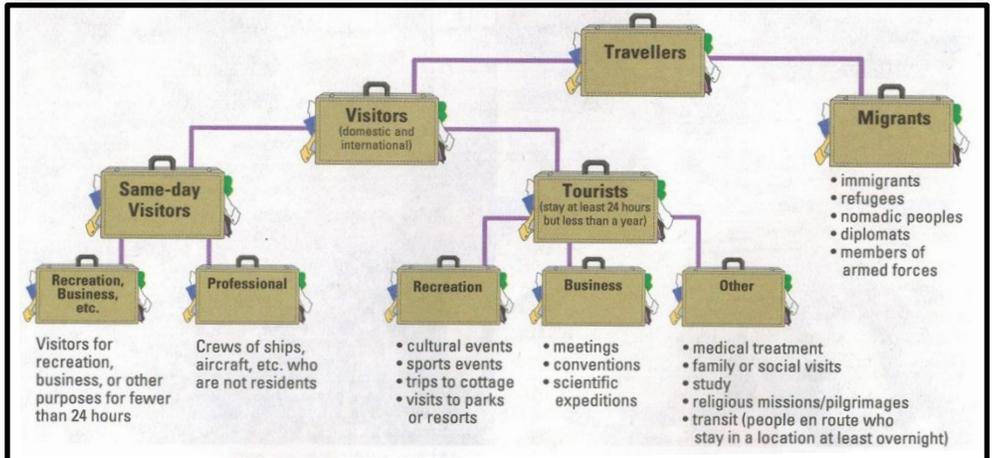
Travel Motivators

Figure 1.2 shows that tourists can travel for many reasons in addition to recreation and leisure. Both the person who travels to a nearby city for medical treatment and the business traveller in a foreign country are tourists. They may take part in activities characteristic of tourism during their visit. They will need accommodation and food. They may visit places of interest or sample local culture. They may even buy mementos to remind them of their trip. Any of these activities may be described as tourist behaviour, though the reasons for the trip may be quite different.

Figure 1.4 summarizes some of the main travel motivators or reasons people travel. We travel to meet certain needs and desires – which may be personal, cultural, social, professional, or environmental. A personal need to reduce the stress of daily responsibilities at home, work, or school can translate into a motivation to travel. These motivators also determine our choice of travel destinations, since we will select locations to meet our particular needs.

The motivators outlined in Figure 1.4 apply equally in developed and developing world societies. Participating in scientific expeditions and business conventions, for example, may be important motivators for travel in both developed and developing regions. Some trips in a developing region may involve fewer kilometers and the technology of travel may be less sophisticated, but the motivation may be no different and no less important. If you were motivated to see

Figure 1.2 Classifications of Travellers



a feature of natural beauty, a bike ride to a nearby river valley in Ghana may be just as stimulating as a well-planned group trip by luxury bus, from Lindsay to New York City. A walk to a nearby village to trade food products is just as important a business travel motivator as flying from Toronto to Boston for a convention.

Types of Tourism

Once people decide to travel and stay in a location for more than 24 hours, a form of tourism is created. For example, the traveller who has to visit a company in a different city and stay overnight is a business tourist. Figure 1.6 outlines some of the major types of tourism. Today's travel industry is offering more and more specialized forms of tourism to meet increasingly diverse and specialized demands. Eco-tourism, for example, has become a very popular form of nature tourism that stresses conservation.

FIGURE 1.4 Travel motivators

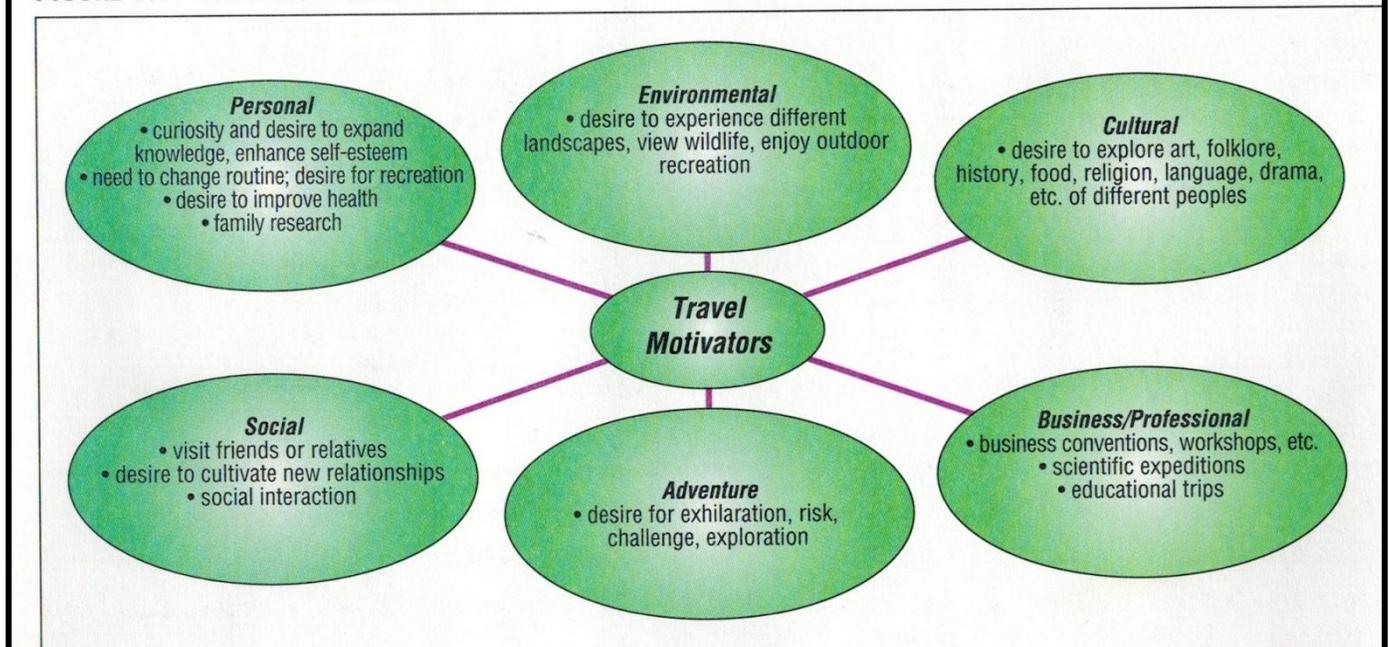


Figure 1.6 Types of Tourism

Business Tourism – Travel to complete a business transaction or attend a business event (eg. convention)

Nature tourism – Travel to enjoy a natural setting, beautiful scenery, or wildlife. A growing form of nature tourism known as eco-tourism specializes in the serious study and conservation of ecological environments.

Cultural tourism – Travel to experience the history, folklore, and cultural lifestyle of a location.

Social tourism – Travel which involves the company of others. Companionship of tour bus travel is an example. Family visits are included in this category.

Recreation tourism – Tourism to experience something different from the routine of daily life. This could include relaxing to escape the stress of work or camping to escape the pressures of city life.

Active tourism – Tourism that has a predetermined objective, such as climbing a mountain, discovering one’s ancestry, or learning a new language.

Sports tourism – Tourism which involves visiting a place of spiritual significance.

Health tourism – Tourism to improve one’s health, such as visits to health spas, weight loss camps, and high altitude resorts.

Adventure tourism – Tourism which involves an aspect of challenge and adventure, such as trekking through a tropical rain forest or rock climbing.

Volunteer tourism - Tourism which includes volunteering for a charitable cause. In recent years, "bite-sized" volunteer vacations have grown in popularity. Volunteer vacations vary widely in scope, from low-skill work cleaning up local wildlife areas to providing high-skill medical aid in a foreign country. Volunteer vacations participants are diverse but typically share a desire to “do something good” while also experiencing new places and challenges in locales they might not otherwise visit.

Travel Barriers

In choosing a destination, a traveller must overcome a number of obstacles. If the motivation to travel is strong enough, the obstacles will be overcome but they may still affect the choice of destination. Time and cost, for example, are the obstacles that most immediately come to mind. We must plan trips around our vacation time and our budgets. If both are limited, we may choose a destination close to home. Some of the major travel barriers include the following:

- **Cost:** Consumers have budgets. Travel competes with other financial commitments.
- **Health:** Inadequate health may keep people from travelling.
- **Time:** People have jobs, business, family, and other commitments that limit the time available for travel.
- **Family stage:** Parents with young children may limit travel because of cost and inconvenience or may be restricted in their choice of travel destination.
- **Lack of interest:** people have values and other interests that may screen out travel.
- **Fear:** Knowledge of political conflict or high crime rates at destinations may deter travellers.

Applying your new found knowledge!

1. A tourist is usually motivated to travel for more than one reason. Identify travel motivators that may apply in the choice of the following destinations or experiences.
 - a. Ocean-side hotel in Cuba
 - b. Alberta dude ranch
 - c. Kenyan wildlife safari
 - d. Imperial Palace in Kyoto, Japan
2. Provide one example for each of the types of tourism listed in Figure 1.6.
 3. Personal travel motivators change through time. List the main reasons you would travel at this point in your life. Then think about your future and identify the travel motivators that will:
 - a. Decrease in importance as you age
 - b. Increase in importance as you age
 - c. Remain important to you throughout your life.
 4. a. Which travel barriers might affect your travel decisions? How might you overcome them?
 - b. How might these obstacles affect your choice of travel destinations?
 5. Identify the travel barrier influencing each of the following decisions:
 - The McCrindles have switched their vacation from Cancun to a northern Ontario resort because they have read about recent increases in crime against tourists in Mexico.
 - Ms. Vass has to complete a business proposal and cannot take the planned weekend trip to Toronto.
 - The Hendrens will postpone their vacation because of the recent birth of little Manny Hendren.
 - Sam has twisted her ankle playing on the school basketball team. She will not be able to go on the ski trip planned to Blue Mountain this month.
 - Mark has been given a choice by his parents. He can either travel on the school trip to New York City or he can buy a new mountain bike. He will not be able to do both.
 - Julie has turned down the opportunity to go on a camping trip to Algonquin Park. She said she preferred not to miss a local soccer tournament planned for the same weekend.