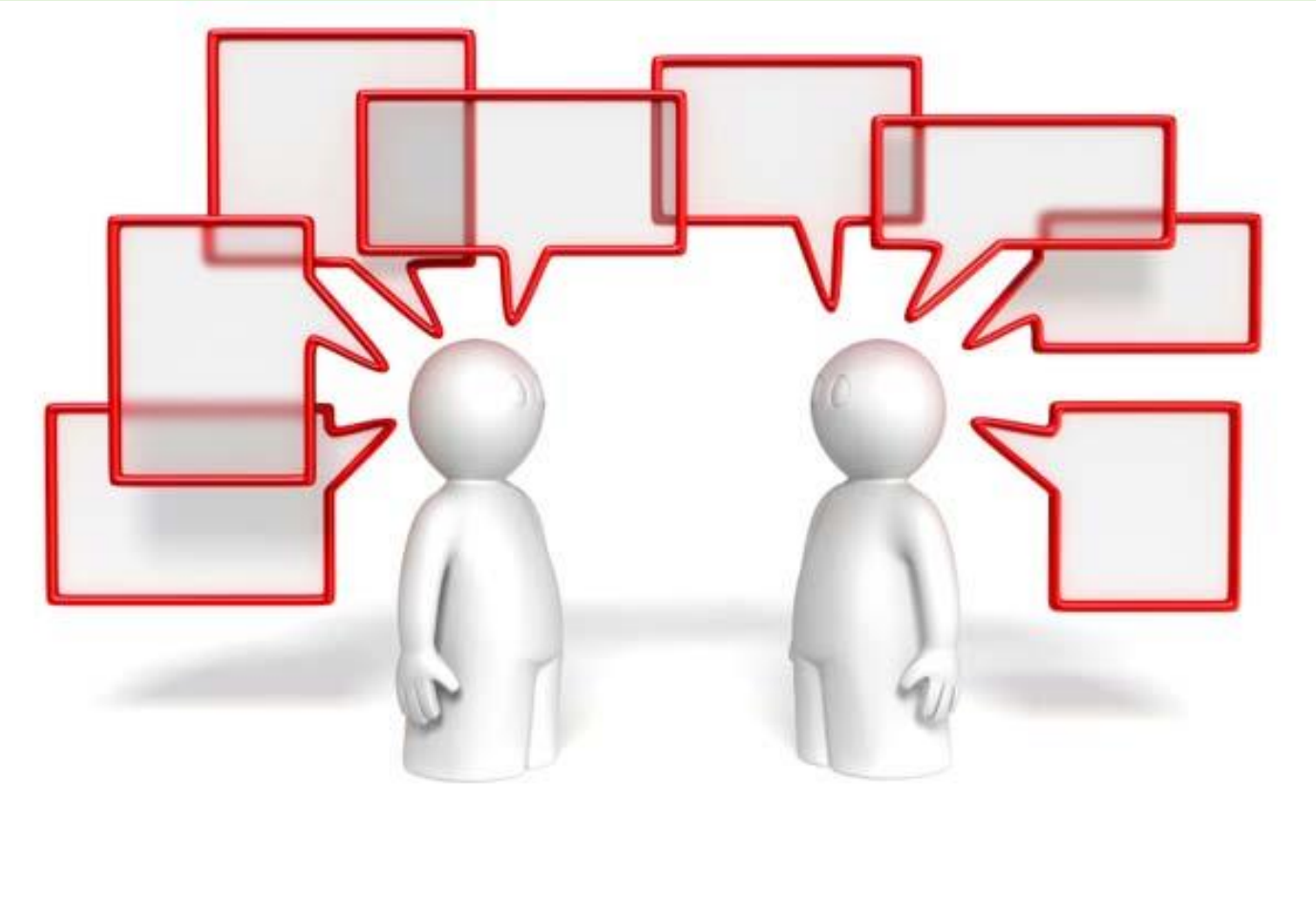
Discussion (Why do people travel?)



Global Tourism
Theobald (2004, p20)

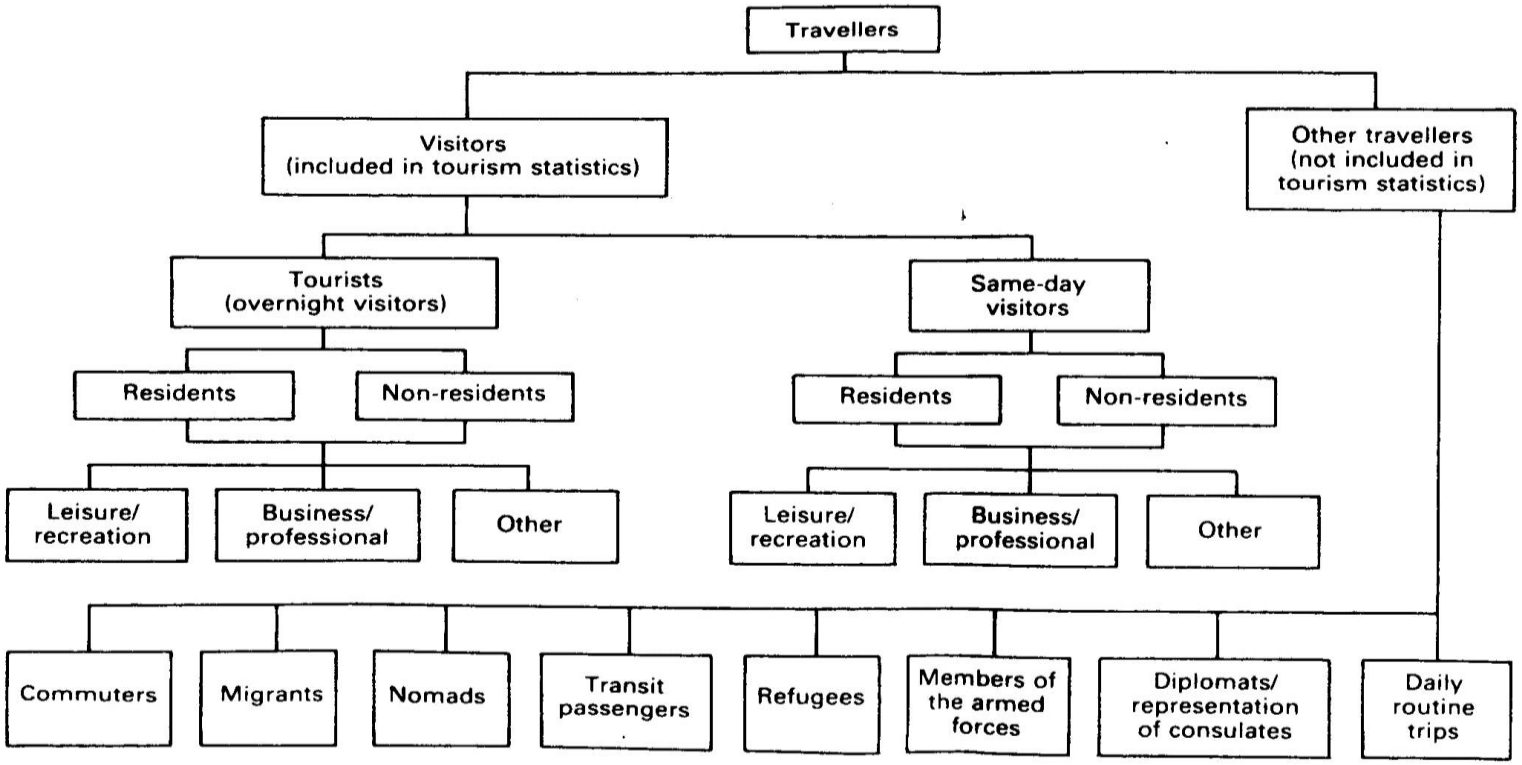
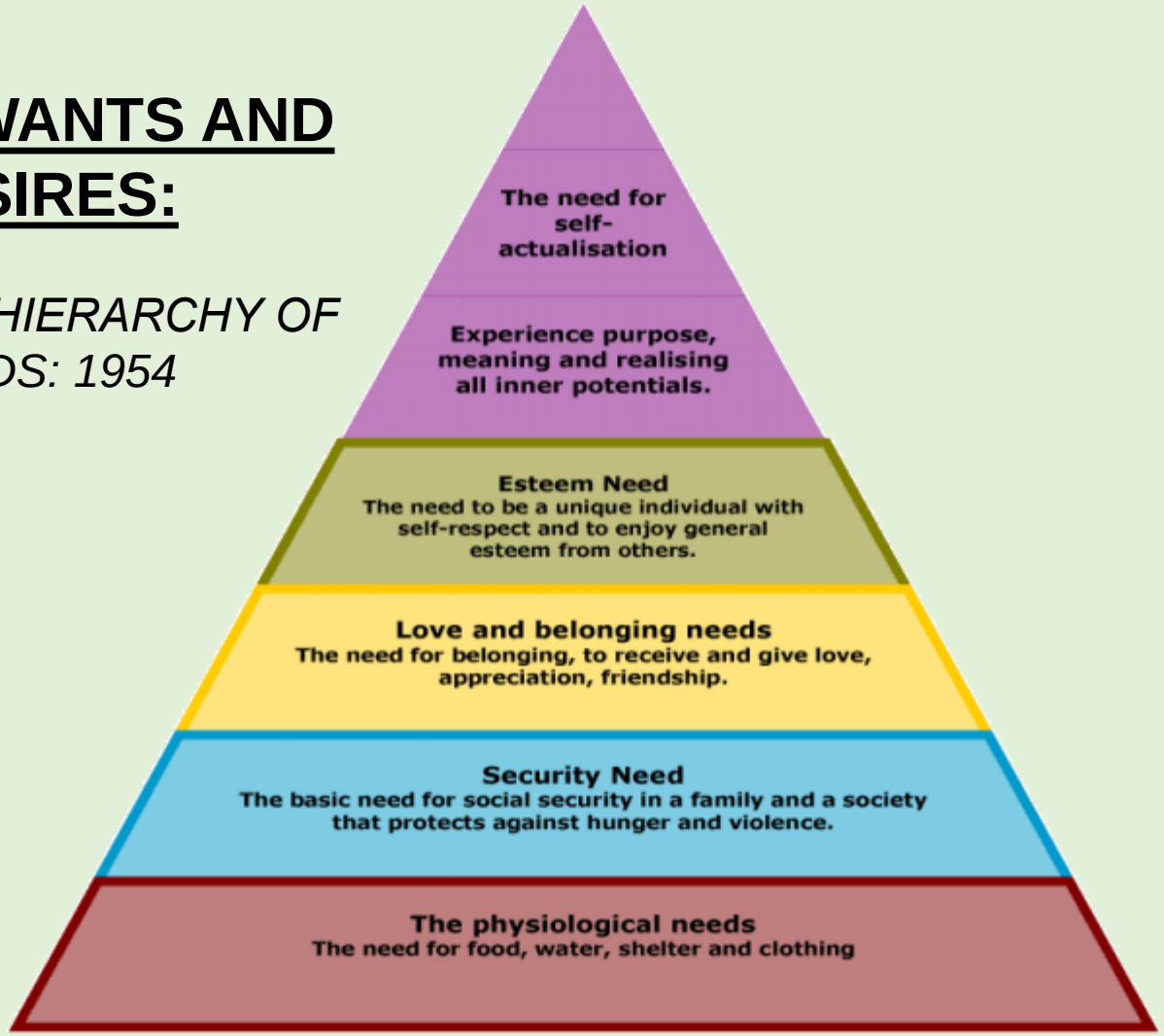


Figure 1.3: Classification of travellers.
Source: World Tourism Organization and the Travel and Tourism Research Organization.

NEEDS WANTS AND DESIRES:

MASLOW'S HIERARCHY OF NEEDS: 1954



It is argued that due to its simplicity, 'Maslow's Hierarchy of Needs' is the best known theory of motivation. Many theories based on tourism demand have been built upon Maslow's ideology.

Maslow's ideology is centred on "Push" and "Pull" Factors

Needs disturb the balance
Drives restore the balance.

Concept of Homeostasis.

QUESTIONS.

- Would Tourism best be considered a NEED (essential) OR WANT (desire)?

- CAN IT BE BOTH????

- *In relation to Maslow's Hierarchy discuss how the tourism and leisure industry can address all stages. List 3 tourism products / services that may appeal to an individual at each level.*

EVOLVING NEEDS AND WANTS.

- Needs and Wants - - - - Often people *confuse* what are needs and wants.

- A Diverse Tourism Market has led to much of society being : MATERIALISTIC / STATUS CONSCIOUS / MARKET LED / CONSUMER ORIENTATED .....

- Our NEEDS / WANTS can be influenced by many factors - - Individually shaped and Industry Manipulated!

Consider what factors influenced you / your family to book your last holiday ??

Factors Shaping Individual Tourism Needs / Wants:

- Pressures from Society
- Fashion and Trends
- Lifestyle and Status (Prestige)
- Demographics
- Personal Improvement / Development
- Personality Traits
- .....

Q) Consider whether any of these influenced your holiday booking decisions?

Stanley Plog (1974)

Psychographic Theory (Personality Based)

- Theory classified individuals into a series of 'TYPES' which he claimed strongly influenced holiday choice.

2 EXTREMES:

- Psychocentric Type - Very Anxious / Wary disposition - - - - conservative holiday types ,choice of 'SAFE' destinations. (Repeaters)

- Allocentric Type - Very Outgoing / Motivated attitude - - adventurous holiday types, choice of 'UNIQUE' destinations. (Wanderers)

NB: Consider also Midcentrics – Most of the population would fall within this category (Middle Range) - - - - - lower S.C tend to be more psychocentric whereas higher S.C tend to be more allocentric.