

Lecture

MOTIVATION / NEED THEORY

Impacts on Tourism.

Lesson Objectives.

- To understand :



- 1) Needs and Wants – Definitions and Concepts.
- 2) Motivational Psychologies – An Insight.
- 3) Key Theorists - Maslow and Freud.
- 4) Applying Need Theories / Psychologies to the Tourism Industry and Societal Demand.

Initial Discussion Qs.

- UK TOURISM INDUSTRY - NEED THEORY

- **GENERAL**

- What is the difference between a Need and a Want?
- Who is Maslow and what does he say about Needs?
- Have our needs changed over the generations - If Yes, in what ways.....?
- Generally comment upon Modern Day CONSUMERISM.

- **TOURISM SPECIFIC**

- Consider the extent to which the TOURISM industry influences societal needs
- Are consumer 'RETAIL' needs good for society – *relate specifically to Leisure / Tourism / Events Purchases?*
- Consider the impacts of consumerism.

Motivation and Need Theory.

➤ LECTURE FOCUS:



Stages in the “Development of Need Theory”.

- Need is a *deficit* - - - ‘something lacking’.
- This leads to DRIVE.
- Drive is Goal Orientated.



MOTIVATION AND NEED THEORY

- Individuals' Desire = HOMEOSTASIS



(Feelings of *Balance* / *Equilibrium*).

- Concept of Homeostasis can be largely achieved from Physiological and Social activities (Torkildsen 1997)



MOTIVATION AND NEED THEORY

- Push and Pull of Needs 
- The drive to satisfy needs.
- ‘Needs’ disturb the balance and ‘drives’ restore the balance.
- *IMPORTANT* = Drives are developmental - they change with AGE - - - - [Q: *What is meant by this?*]



MASLOW's HIERARCHY OF NEEDS



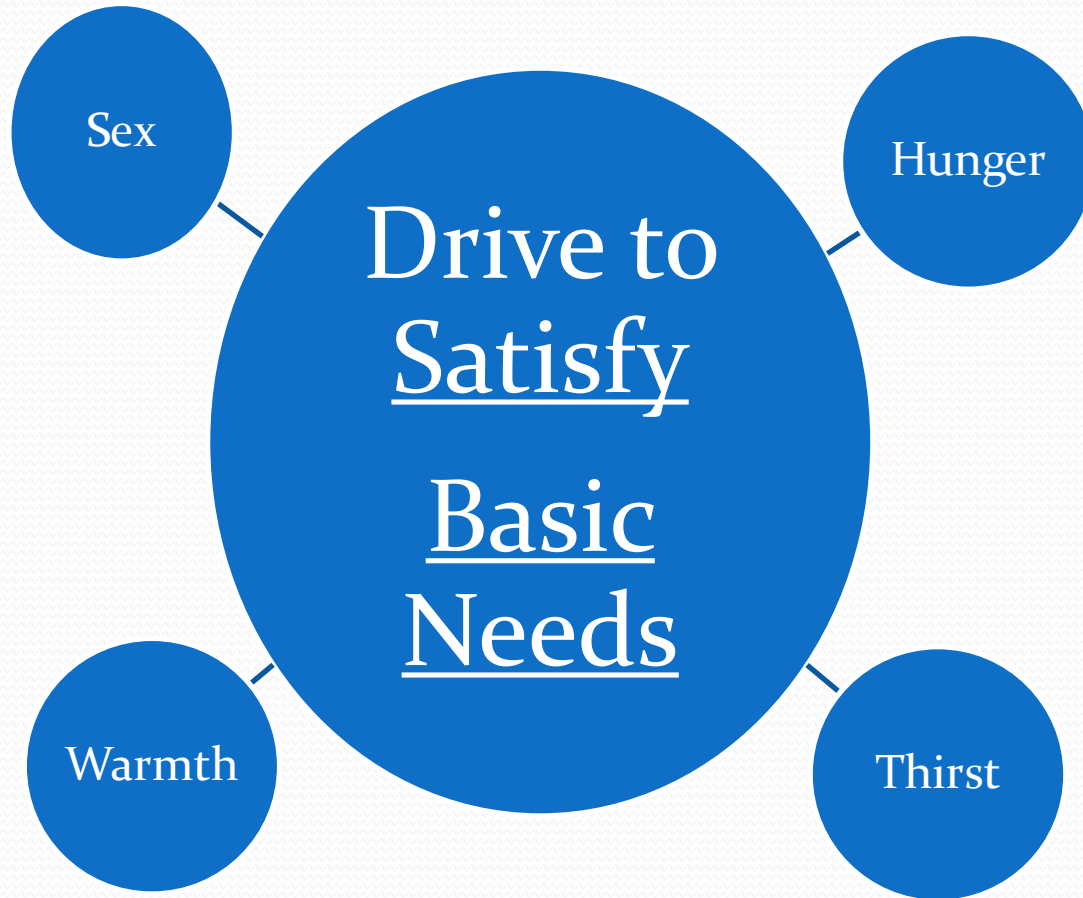
MASLOW:

- THEORY:
- Physical Motivators
- Interpersonal Motivators
- Cultural Motivators
- Status / Prestige Motivators

MASLOW'S HIERARCHY OF NEEDS

- VIDEO CLIP.
- [Why Maslow's Hierarchy Of Needs Matters - Bing video](#)

Maslow's Basic Physiological Needs



• Additional Need Examples – Addressing the ‘Higher’ Levels of Maslow’s Hierarchy of Needs

Drive to

- **Self Actualisation:**
- Need to earn money £££££
- Provide for the Family
- Self Esteem / Goals Directed

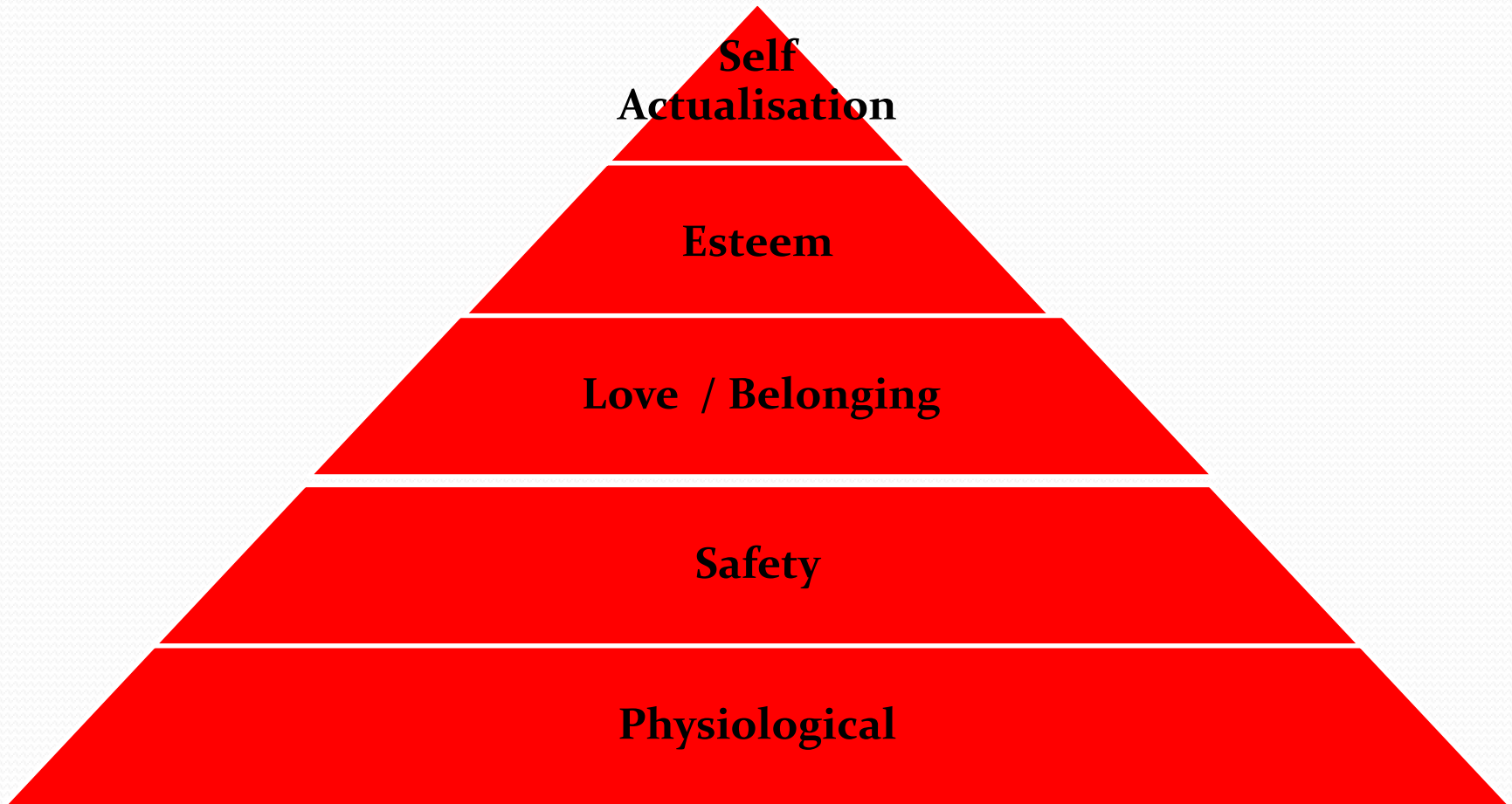
Satisfy

- **Love / Belonging / Esteem:**
- To feel wanted.
- Fitting in with crowd
- Be different

Needs

- **Safety / Security**
- Threat of Violence
- Feel Safe / Be Accepted
- Provide for the family

Maslow's Hierarchy of Needs: 1943





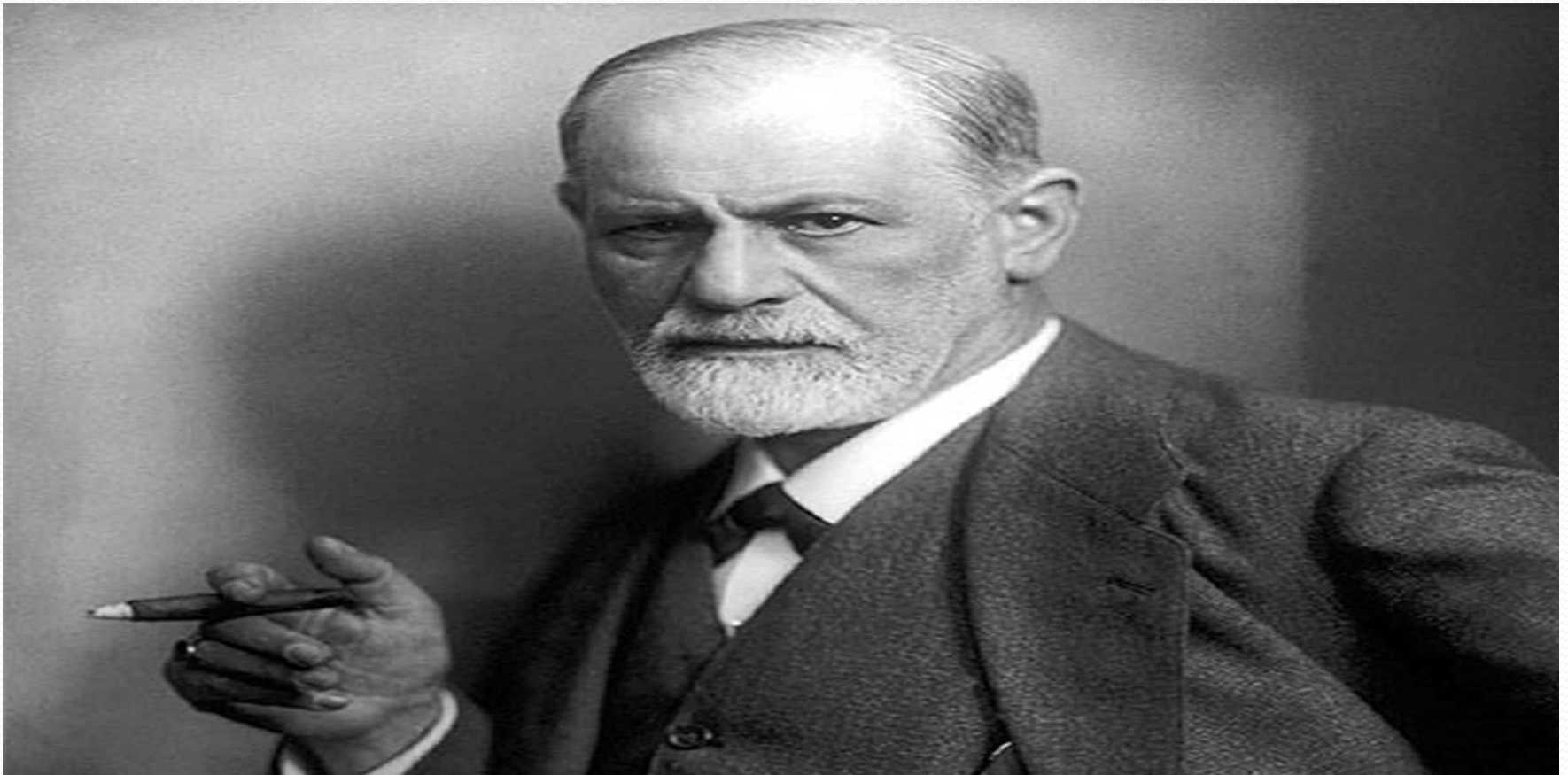
QUESTION (?)

- WOULD THE ABOVE NEEDS BE DEVELOPMENTAL WITH AGE? OTHER DEMOGRAPHICS????

DISCUSS

SIGMUND FREUD

- Freud's Psychoanalytic Theory



Id, Ego and Superego

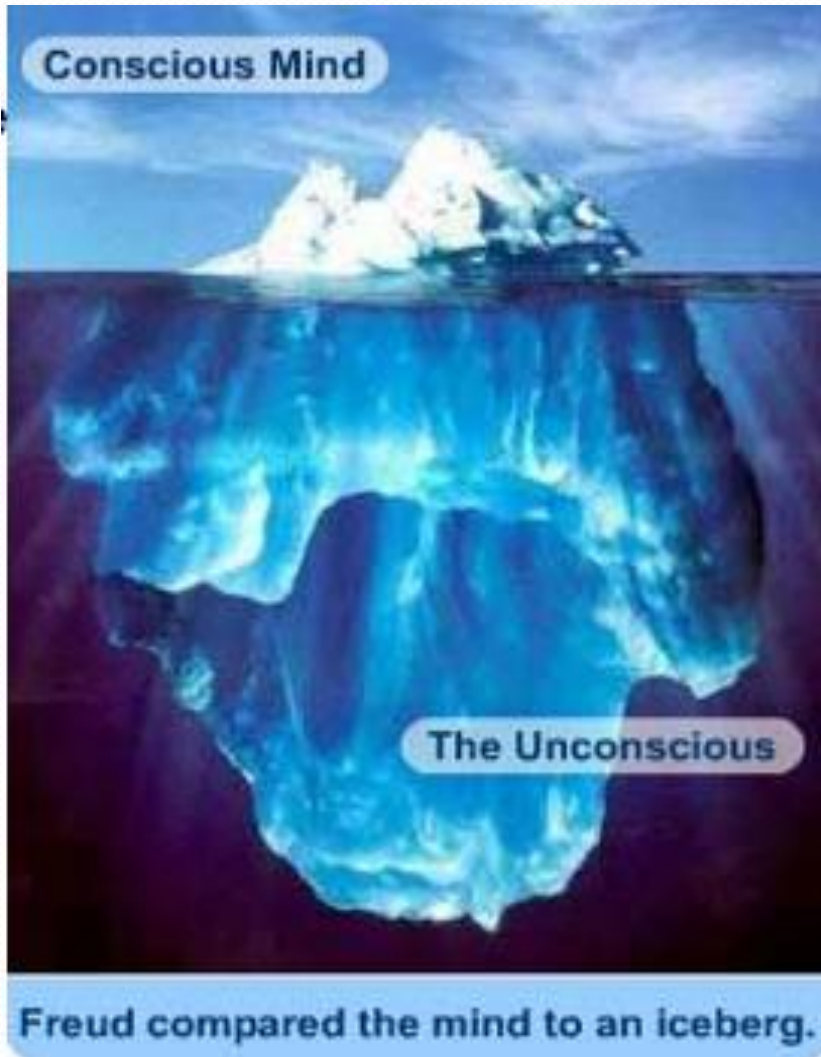


McLeod, S. A. (2008). Id, Ego and Superego. Retrieved from <http://www.simplypsychology.org/psyche.html>

The id (or it)

- The id is the primitive and instinctive component of personality. It consists of all the inherited (i.e. biological) components of personality.
- The id is the impulsive (and unconscious) part of our psyche which responds directly and immediately to the instincts.

Freud (1915)

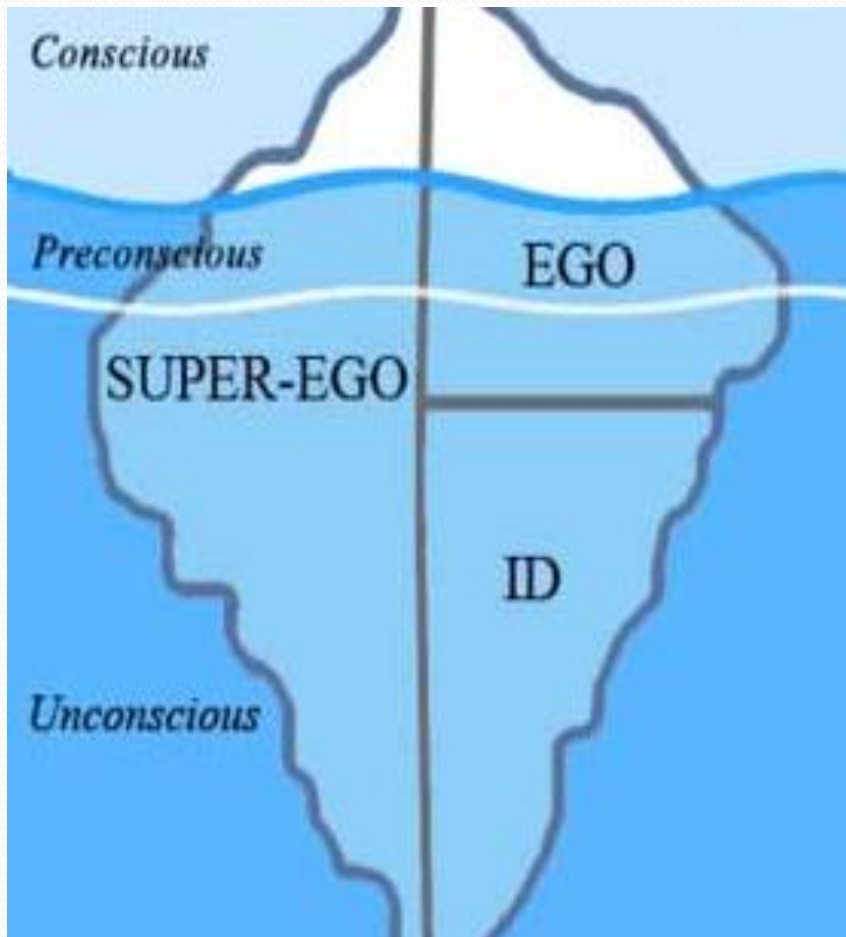


Freud (1915) described the conscious mind, which consists of all the mental processes of which we are aware. For example, you may be feeling thirsty at this moment and decide to get a drink.

Freud (1915) - Unconscious Mind

- The unconscious mind contains our biologically based instincts for the primitive urges.
- While we are fully aware of what is going on in the conscious mind, we have no idea of what information is stored in the unconscious mind.

Personality Structure



- The id demands immediate satisfaction and when this happens we experience pleasure, when it is denied we experience 'unpleasure' or pain. The id is not affected by reality, logic or the everyday world.

The Ego (or I)

- Initially the ego is '*that part of the id which has been modified by the direct influence of the external world*' (Freud 1923).
- The ego develops in order to mediate between the unrealistic id and the external real world. It is the decision making component of personality. Ideally the ego works by reason whereas the id is chaotic and totally unreasonable.

The Ego (or I)

- The ego operates according to the **reality principle**, working out realistic ways of satisfying the id's demands, often compromising or postponing satisfaction to avoid negative consequences of society. The ego considers social realities and norms, etiquette and rules in deciding how to behave.

The Superego (or above I)

- The superego incorporates the values and morals of society which are learned from one's parents and others. It develops around the age of 3 – 5 years
- The superego's function is to control the id's impulses, especially those which society forbids, such as; aggression. It also has the function of persuading the ego to turn to moralistic goals rather than simply realistic ones and to strive for perfection.

The Superego (or above I)

- The superego consists of two systems: The **conscience** and the **ideal self**. The conscience can punish the ego through causing feelings of guilt.
- The ideal self (or ego-ideal) is an imaginary picture of how you ought to be, and represents career aspirations, how to treat other people, and how to behave as a member of society.
- If a person's ideal self is too high a standard, then whatever the person does will represent failure.

Freud Theory – ID :Self Gratification

- Inner Drives - - Demand (ID) - - Reaching Goals = SELF GRATIFICATION.
- Receive AT ANY COST?!
- ID - -IMPACT ON PURCHASING? / CONSUMERISM?
- Tourism - Leisure Industry Influences..... (Instantaneous satisfaction - - immediate products – Amazon. Social Media Hits. Risk Taking –Gambling.....
- Media Campaigns to arouse the consumer....! LEADS TO DRIVE
- CAVEAT – Negative Impact on Consumer - - - Never satisfied / Over Indulging / Exceeding Spend.....

- Tutorial Task:
- Consider whether Maslow's Hierarchy of Needs (and in particular the pinnacle of "Self Actualisation"), could be compared to Sigmund Freud's "Super Ego / Id" Theory??? OVERLAPP???



Self Actualisation Vrs Self Gratification

Q: FREUD + MASLOW

- Consider whether Tourists TODAY have become more focussed on the 'Higher -End' pinnacles of Maslow's Pyramid (Self Actualisation) and Freud's Self Gratification Ideals [Intangibles of Tourism - - *Spiritual Aspects?*]

THEORIES AND LINK TO TOURISM INDUSTRY

- Why is it important to understand 'Need Based' Theories - like Maslow and Freud, when considering the Leisure and Tourism Industries?

- **Importance of studying Need Theory :**

- Travellers motivations are critical to understand to predict future Travel Patterns.
- Need Theories are vital as they can be used to explain Travel Behaviours.
- Meeting 'Consumer Needs / Wants' is important for the Leisure + Tourism Industry as it leads to consumer satisfaction, which in turn, leads to future market impact - - eg; 'Word of Mouth Sales' / Repeat Customers / Maintaining Customer Loyalty.....

MOTIVATION AND NEED THEORY

QUESTION:



- DO 'IDEALIST' LEISURE / TOURISM NEEDS EXIST?

**Links to Self Actualisation / Self Gratification?!?*



- TILLMAN's 10 identified needs that may determine societal leisure needs (Tillman 1974)

- i) New Experience
- ii) Relaxation
- iii) Recognition / Identity
- iv) Security
- v) Dominance
- vi) Social Interaction
- vii) Mental Activity
- viii) Creativity
- ix) Service to Others
- x) Physical Activity



MOTIVATION AND NEED THEORY.

- TUTORIAL TASK.
- Can you provide a range of Leisure / Tourism based activities which would provide specific examples for Tillman's 10 point 'Need' theory.



Tillman Exercise:

- i) New Experience - - - - Adventure Activities / Extreme Sports.
- ii) Relaxation - - - - Escape / Fantasy
- iii) Recognition / Identity - - - - Team Sports (Captain / Coach)/ Travel Guide / Events MC
- iv) Security - - - - Team Player / Peer Involvement.
- v) Dominance - - - - To Direct + Control Others (Sport?)
- vi) Social Interaction - - - - Relationships to others from LETS Activities.
- vii) Mental Activity - - - - To perceive and Understand Others / Participate in Sports + Cultural Activities (?).....
- viii) Creativity - - - - Arts and Culture / Sporting Challenges – Sporting Skills
- ix) Service to Others - - - - The ‘Need to be Needed’ – Hospitality Industry
- x) Physical Activity - - - - Fitness / Sports



MOTIVATION AND NEED THEORY.

- Tutorial Task:
- Are any of these 'true' leisure needs or are they just a collection of mixed up needs that *may* be satisfied by leisure opportunities ????
- **DEBATE - - NEEDS CREATED OR SHAPED?**
(McClelland Theory 1973)



MOTIVATION AND NEED THEORY.

- Needs and Demands are often confused.
- Need is fundamental - Demand is generated by Need .
- Need can be 'WOOLLY' / Demand is 'MEASURABLE'

Needs

- Are deficiencies which relate to fundamental human requirements.
- Arguably leisure and tourism are most relevant to health and self development needs – (essential needs)



[Rest , Recovery, Rejuvenation, Restore, Recreate . . . Mix of Active and Passive Descriptors from Leisure and Tourism Activities.]

Leisure / Tourism WANTS

- Are many and various and exist as responses to the desire to satisfy needs and preferences.
- They include the desire for new 'more extravagant' experiences such as; luxury holidays, attractions, shows and events.

Leisure / Tourism DEMANDS

- Are simple wants but are often interpreted as actual, revealed demands i.e. leisure activities and expenditures that have been realized - - *eg; living in privileged societies, we take much for granted / expect too much – such as; global travel, cultural experiences....*
- NB: Many WANTS / DEMANDS may not be realised, e.g. simply because of lack of sufficient Funding / Times / Resources.....

Future Demand – NEED - WANTS

- What are your thoughts as to future Leisure / Tourism NEEDS??
- What does the Future 'Leisure / Tourism Industry need to be considerate of?

* MOTIVATION AND NEED THEORY

- TUTORIAL TASK:

- Deliberate whether future needs can be predicted from current demand????



MOTIVATION AND NEED THEORY.

➤ Planning and Management in 'Tourism' should:



- i) Provide opportunities for satisfaction and development.
- ii) Allow for public involvement.
- iii) Provide better knowledge for wider groups - eg; host community....
- iv) Provide 'wider' info on future 'travel' opportunities.



MOTIVATION AND NEED THEORY.

➤ Social needs?????

- 7 needs that overlap to provide a model that may be used to establish REAL needs within society (Bradshaw, Mercer, McAvoy, Godbey)
- 1) Normative
- 2) Felt
- 3) Expressed
- 4) Comparative
- 5) False
- 6) Changing – 4 Stages of Kew and Rapoport 1975 =
Stages 1-4 / FAMILY - WORK – LEISURE Needs)



MOTIVATION AND NEED THEORY.

- TUTORIAL TASK:
- Critically reflect on Godbey's idea of 'CREATED NEEDS' (Godbey 1976)

??????



MOTIVATION AND NEED THEORY

RECAP .

Link to Next Lecture:

“Tourism and Participation”

Q: Consider what factors influence rates of participation - -
eg; Travel / Participation in Cultural Exchanges / Events.... ?

Consider them under the categories of:



- **Personal**
- **Social – Circumstantial**
- **Opportunity Factors.**