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FOUNDATIONS FOR UNDERSTANDING TOURIST MOTIVATIONS

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Аннотация: Сегодня туризм является одним из динамично развивающихся явлений во всем мире. Ежегодно привлекая миллионы туристов, туризм приносит стране огромный доход. Туризм охватывает разнообразное туристическое поведение и формируется под воздействием различных внутренних и внешних факторов, которые существенно влияют на это поведение. Эта отрасль считается динамичной и включает в себя путешествия для отдыха, посещения друзей и семьи, паломничества и другие подобные виды деятельности. Поэтому понимание целей и мотивации туристов действительно важно при предложении им подходящих турпакетов. В этой статье будут представлены некоторые мнения и опыт о мотивации и интересе туристов.

Annotatsiya: Bugungi kunda turizm butun dunyodagi dinamik hodisalardan biridir. Har yili millionlab sayyohlarni jalb qilish orqali turizm mamlakatga katta daromad keltirmoqda. Turizm turistik xatti-harakatlarning xilma-xil majmuasini o'z ichiga oladi va bu xatti-harakatlarga sezilarli ta'sir ko'rsatadigan turli xil ichki va tashqi omillar bilan shakllanadi. Ushbu soha dinamik hisoblanadi va dam olish, dam olish, do'stlar va oilani ziyorat qilish, ziyorat qilish va boshqa shunga o'xshash tadbirlarni o'z ichiga oladi. Shuning uchun turistlarning maqsadi va motivatsiyasini tushunish ular uchun mos tur pakatlarni taklif qilishda juda muhimdir. Ushbu maqola sayyohning motivatsiyasi va qiziqishi haqida ba'zi fikrlar va tajribalarni taqdim etadi.

Abstract: Today tourism is one of the dynamic phenomena around the world. By attracting millions of tourists every year tourism is bringing huge revenue for the country. Tourism encompasses a diverse array of tourist behaviors and is shaped by various internal and external factors that significantly impact these behaviors. This industry is considered dynamic and includes travel for leisure, relaxation, visiting friends and family, pilgrimages, and other similar activities. Therefore understanding the purpose and motivation of the tourists is really important when offering the suitable tour packages for them. This article will provide some opinions and experiences about tourist's motivation and interest.

Key words: consumer behavior, induced information, pre-trip planning, product-related segmentation, geographic segmentation, market segmentation, psychographic segmentation, lifestyle, elastic demand, heterogeneous, homogeneous, , venturers.

Understanding tourist motivations is fundamental to the study of tourism, as it provides insight into why individuals choose to travel and engage in various leisure activities. The complex interplay of psychological, social, cultural, and economic factors influences these motivations, making tourism a multifaceted phenomenon. As the global tourism landscape continues to evolve, driven by technological advancements, shifting societal values, and changing consumer preferences, it becomes increasingly important to explore the underlying reasons that propel people to explore new destinations. Tourist motivations can range from the desire for adventure and exploration to the need for relaxation and escapism. They can be influenced by personal experiences, cultural backgrounds, and even external factors such as marketing and social media trends. By examining these motivations, stakeholders in the tourism industry including policymakers, marketers, and service providers can better tailor their offerings to meet the needs and desires of travelers. Abraham Maslow provided a good general framework for describing human needs in his classic model depicting the hierarchy of needs. (Figure 1) This hierarchy begins at the bottom with basic physiological needs and progresses upward through safety, belongingness, esteem, and self-actualization needs. Maslow further grouped these needs into two broader categories: lower-order and higher-order needs. He believed that this hierarchy of needs was shared by everyone. Although the hierarchy of needs model was developed to explain human behavior and motivation in general. In the advanced economies of developed countries such as Australia, Canada, Great Britain, Japan, and the United States, most consumers' lower-order physiological and safety needs have been met.

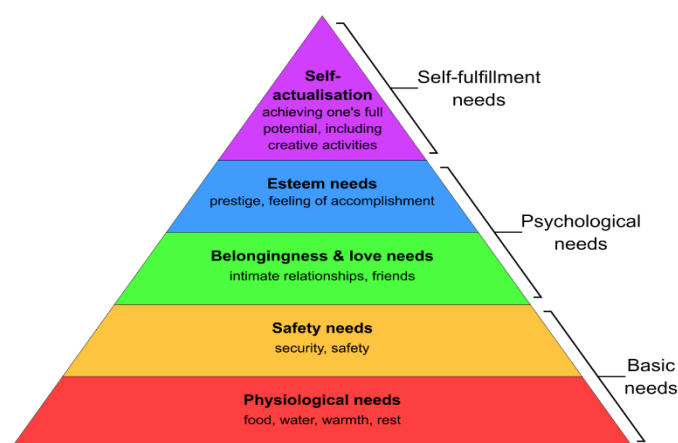


Figure 1. Maslow's hierarchy of need.

Source: https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs

Literature review:

Psychographics were developed by marketing researchers to try to link personality to product or brand usage. Originally, these researchers relied on standard psychological personality measurement. [1]

Employee productivity and motivation are a concern for all organizations, and incentive travel awards are an attempt to achieve higher levels of both. Incentive programs are designed to create competition, with the winner(s) receiving many different types of awards, including complete holiday getaway packages. The good news for the tourism industry is that, in general, if properly planned, people will work harder to receive an incentive trip than any other type of reward, including cash. [2]

Planning incentive travel awards requires creating a party atmosphere for celebrating achievement, so the settings for celebrating these successes are spectacular by design. In the United States, typical destination locations for recipient awards include Hawaii, Europe, and the Caribbean Islands. The upcoming destinations include Africa and China. [3] SMERF groups are typically run by volunteers, they pose some unique marketing challenges both in identifying the specific groups and in creating service offerings that cater to their needs. Social groups such as vacation clubs, reunions, weddings, and girlfriend get-togethers may be the hardest of all the SMERFs to identify and target, but they have proven to be the least price sensitive. [4]

A good idea of the changes taking place in the mature segment of the tourism market can be seen by looking at the changes taking place in the United States. The American population is aging and will continue to increase as a percentage of the total population. This segment will grow seven times faster than all other age segments. [5]

Millions upon millions of travelers worldwide are following “their team” or their favorite athlete, and they spend billions for tourism and other services. U.S. Travel estimates that nearly 40% of U.S. adults are sport event travelers, and the percentage in the industrialized world is likely to be high as well. [6]

Methodology

This study employs a mixed-method approach, combining qualitative and quantitative case studies. Data were collected through different nation’s experiences. There is given some scientists opinion about pros and cons of the tourism. The surveys focused on to find the interest and motivations of tourists. Data provided insights into policy frameworks.

Analysis and Findings

Simply identifying and attracting targeted customers is not enough. Tourism organizations must then meet customer expectations by satisfying their wants and needs. Every component of the tourism industry is service oriented. Therefore, providing consistently high-quality service is the key to establishing and maintaining a successful operation. Because the tourism market has become more competitive, service quality has become critical for tourism suppliers. It is no longer good enough simply to provide today’s demanding travelers with adequate service. Travelers now expect consistency in service, if not superior service. Delivery of superior service requires understanding travelers’ needs and expectations. Here is given some tourist interests. Figure 2

Archeological	Bird watching
Culinary	Culture
Dark	Ecotourism
Educational	Genealogical

Heritage	Sports
Shopping	Winery
Volunteer	Medical
Adventure	Nature (outdoor)

Figure 2. Examples of special-interest trips.

Source "The Business of Hospitality and Travel" Roy A. Cook Cathy H. C. Hsu Lorraine L. Taylor 2018.

Conclusion It is impossible to serve all of their wants and needs, we learned more about these travelers, their reasons for travel, and how we can meet their needs. As we learned more about these travelers, we could begin segmenting them into groups based on some similar characteristics. Common approaches to segmenting markets include classifying consumers based on geographic, demographic, psychographic, and product-related characteristics. There are several very large market segments such as business and professional, incentive, SMERF, mature, and special-interest travelers that are particularly important to the future of the tourism industry. Segmentation and target marketing are used to focus marketing efforts on groups of individuals with common wants and needs. A segment can then be seen as a distinct target that can be served with its own unique mix of services, prices, locations, times, and promotional activities. When customer wants and needs are properly identified and customer expectations are met, travelers will often tell others about their experiences and return. Providing service that, at a minimum, results in satisfaction and strives truly to delight customers should be the goal of all tourism organizations. Remember, tourism is a business dependent on human relations and shared experiences. People like to be served and feel that they are welcome, that their business is important, and that service providers care about their experiences. By identifying the specific needs of individuals and groups of guests and visitors, it is possible to meet and exceed their expectations.

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