

Assessment Front Sheet

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Introduction

This essay examines the growth of tourism as well as the ideas underlying travellers' choices. It starts by outlining the historical turning points that have defined modern tourism, highlighting its expansion and effects on cultures and economies throughout the world (UNESCO, 2023). The travel-motivating ideas are explored in the next part, along with many viewpoints and explanations of why people travel. An in-depth analysis of the theories of Crompton, Maslow and Plog provides frameworks and supporting data for the explanation of travel motives. The pull and push forces of tourism are also covered in the article, along with how they connect to Maslow's Hierarchy and Plog's psychographic segmentation. The essay keeps a logical flow of ideas, which is backed up by proof in the form of figures, quotations and paraphrases. This essay seeks to offer a thorough knowledge of why people engage in tourism activities by examining the evolution of tourism and travelling motivational theories.

Discussion

The intriguing history of modern tourism spans millennia and reflects the growth of human communities, technical developments and shifting socioeconomic situations. One can track the development of the industry and comprehend its current position as a worldwide phenomenon by looking at the key moments in its history (Sharma, 2021). Tourism has its origins in ancient civilizations when commerce, exploration and pilgrimage were the primary motivators of early forms of travel (Cook, Hsu and Taylor, 2018). However, it wasn't until the 19th century that tourism started to take shape as a leisure activity that was accessible to a broader range of people (Crompton, 1979). Significant developments brought about by the Industrial Revolution, such as better mobility and more spare time, paved the way for the development of contemporary tourism. The evolution of the Grand Tour was a significant turning point in tourist history. Young European nobles and intellectuals first embarked on this tour in the 17th century in an effort to explore Europe's treasures of culture and the arts (Fletcher *et al.* 2018). The Grand Tour helped launch the travel guidebook business and increased people's desire to travel. The development of railways revolutionised travel in the 19th century by making it quicker, more accessible and more economical for a broader range of people. Due to the advent of mass tourism, as a result, middle-class travellers started to flock to places like natural wonders and beach resorts. The growth of the tourism industry during this period was also supported by the development of tourism infrastructure, such as hotels, restaurants and entertainment venues. Additional developments in transportation, notably the growth of

commercial aircraft, were made throughout the 20th century. The convenience of air travel has facilitated long-distance travel and has hastened tourism globalisation, with its share increasing from 46% in 2000 to 59% in 2019 (UNWTO, 2021). International travel rose dramatically in the years following World War II as a result of greater free time, economic affluence and a desire to learn about other cultures. The tourist sector has changed in recent decades due to the widespread use of technology, notably the Internet. The rise of Internet travel firms, survey sites and booking entries has changed how people get ready for and appreciate their getaways (Leiper, 1979). Furthermore, social media websites have had an enormous effect on how places are advanced and how individuals make travel choices. Nowadays, the tourist industry could be a pivotal portion of the economy, creating occupations, creating money overseas and cultivating nearby development. It incorporates many interests, including adventure travel, ecotourism, health tourism and social travel, among others. The longer-term development of the segment must take into consideration sustainable tourism practices and the security of natural and cultural assets.

In the field of tourism, it is significant to comprehend why individuals need to travel. Travel thought processes are the inside and outside variables that lead individuals to take part in tourism-related exercises (Page and Connell, 2009). They may be isolated into a number of perspectives, such as mental, financial, social and individual ones. One may learn more about the numerous distinctive needs and wants that influence people's travel choices by examining these motives. The Pull and Push factors theory by Crompton has become a well-known thought within the study of tourism. Pull components are the alluring highlights that draw individuals to a certain area, though push variables are the inward needs and yearnings that drive individuals to leave their homes and travel (Lickorish, 1997). This theory's importance in comprehending travel decision-making processes is well recognised. The characteristics of a location, such as its scenic beauty, rich culture, hospitable environment and recreational activities, are the main pull factors. For instance, the Maldives' immaculate beaches and diverse marine life serve as strong pull factors that entice people to travel there. Conversely, push forces result from internal motives including the need for social engagement, a break from routine, or relaxation. The significance of push and pull variables in travel is supported by data and surveys. An astounding 1.5 billion foreign visitors arrived in 2019 a 4% rise over 2018 according to the worldwide tourism sector (Unwto.org, 2023). The tourist industry would remain a robust and influential economic force in 2020 if current growth trends hold true, especially in light of the current uncertainty. These figures support Crompton's idea and

highlight how important destination characteristics and individual motives are in influencing travel choices. Researchers and business professionals may better grasp the dynamics of tourism and adjust their plans by recognising and comprehending these elements. A well-known psychological theory called Maslow's Hierarchy of Needs has a lot to do with understanding why people travel. Maslow asserts that human needs may be divided into a hierarchy that ranges from fundamental physiological demands to needs for self-actualization. Depending on the degree of requirements they want to satisfy, this framework might help illuminate the many reasons people travel (Miller, Richard and Washington Kelli, 2019). People may go out on travel adventures to fulfil their fundamental wants for food, housing and safety since these things are at the base level of physiological demands. For instance, someone may arrange a trip so they can stay in a nice place and eat delicious food. Social requirements like connection and belongingness become more important variables in travel motivations as society advances up the hierarchy. Individuals may be inspired to travel in order to learn about other cultures, develop friendships with individuals from other backgrounds, or get noticed. Travel also turns into a tool for people to achieve personal growth and their full potential at the self-actualization level. This might entail taking on difficult challenges, looking for educational or spiritual experiences, or devoting oneself to artistic endeavours. One may demonstrate how varied travel experiences cater to the various levels of demands in Maslow's Hierarchy by adding data and real-world examples. For instance, research by the Harvard Business Review of more than 400 travellers revealed that 94% of participants said they had the same amount of energy or more after they returned from an enjoyable trip (Travelhub.wttc.org, 2023). In addition, a 2013 research that looked at people between the ages of 25 and 70+ found that 75% of participants said that travelling reduced their stress levels and that 80% of respondents thought travelling enhanced their outlook on life and general mood (Travelhub.wttc.org, 2023). These findings demonstrate how to travel goals may go beyond simple pleasure and play a key part in meeting basic human needs, supporting Maslow's hypothesis by highlighting the transforming benefits of travel on people's well-being. Plog's Psychographic Segmentation theory offers another perspective on travel incentives that can be combined with the importance of sports tourism in developed countries. Based on their psychographic characteristics, travellers can be classified as allocentric, midcentrics, or psychocentrics, according to Plog. Allocentrics are adventurous and seek out fresh experiences, whereas psychocentrics prefer safe and predictable situations (Cruz-Milán, 2022). Midcentrics are in the middle, exhibiting characteristics from both categories. Given the importance of sports tourism, it is clear that allocentric travellers may be compelled to visit distant wilderness locations, participate in

extreme sports, or immerse themselves in strange cultures through sports activities. According to research commissioned by Marriott International, sports tourism adds significantly to the GDP of industrialised countries, accounting for 1% to 2% (Core.ac.uk, 2023). Psychocentric visitors, on the other hand, may prefer all-inclusive resorts, guided tours and well-known tourist spots with sports-related services. Understanding these psychographic categories is important for locations and tourist firms because it allows them to adapt their offers to specific traveller interests, including sports tourism.

Conclusion

In conclusion, this essay has looked at the evolution of tourism as well as the beliefs that guide travellers' decisions. The historical review of modern tourism reveals the growth of the sector and its impact on cultures and economies around the world. The second portion discussed travel motivations, including Crompton, Maslow and Plog's theories. The importance of destination features and human motivations was emphasised by Crompton's Pull and Push elements. Maslow's Hierarchy of needs demonstrated the hierarchical nature of human wants in travel decision-making, whilst Plog's Psychographic Segmentation theory provided insights into various traveller profiles. Researchers and industry experts can customise their plans to satisfy the different requirements and wishes of travellers by understanding the elements that motivate people to participate in tourism activities. The evolution of tourism, as well as the insights provided by travel motivational theories, provide a thorough understanding of why individuals choose to travel and the ramifications for the tourist sector.

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