

# Why Do People Travel?

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1. Make a 4-box graphic organizer that outlines what MOTIVATORS exist, i.e. reasons for travel.
2. Make another organizer to note IMPORTANT TRAVEL VARIABLES.
3. Read through the graphic 'figure 1.6.' Expand upon it, with examples or/and additional details.

## Why Do People Travel?

Survey your friends and family members to find out why they travel, or want to travel. Perhaps an aunt travels for business reasons. Maybe your uncle enjoys visiting museums in other countries. Possibly your friends are looking for fun and adventure. Most people will tell you they want to experience the excitement of visiting other places. These are popular reasons for travelling, but they are not the only ones. Even though all tourists have their own reasons for booking a trip or planning a vacation, there are four general categories of reasons – these factors are travel motivators.

**Interpersonal Motivators** The desire to meet new people, visit friends and family, or just enlarge the circle of people around them are interpersonal motivators for tourists. The travel and tourism industry offers an abundance of opportunities for interpersonal experiences, from “singles” cruises to seniors’ bus tours. Activities in this category are designed to get people together, helping them satisfy their interpersonal motivators.

**Physical Motivators** Many people feel that the world today is extremely stressful. There are too many things to do, too little time in which to do them, too much work, and an incredible amount of information coming at us all the time. These people travel to get away, have a rest, take a break, and tense and refresh themselves. Often people want experiences that are physical – make them use their muscles and limbs in ways that are not routine for them. Activities such as sitting in the sun enjoying its warmth, playing sports, or stretching muscles hiking or mountain climbing appeal to tourists responding to physical motivators.

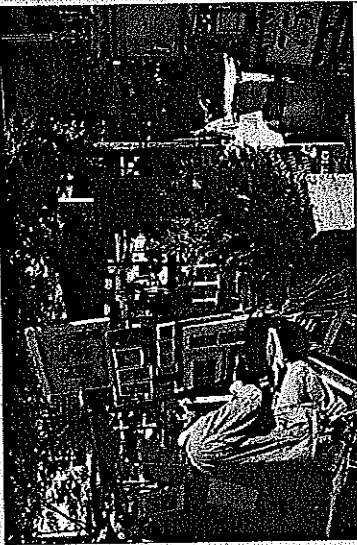
**Cultural Motivators** Some people seek places that offer them a glimpse of different cultures through dance, music, art, religion, entertainment, and food. The knowledge that they gain through such experiences also helps them to appreciate or understand their own culture better. The travel industry markets to people’s cultural motivators by offering destinations that include historical landmarks, theme parks, festivals and celebrations, casinos, museums, galleries, and sidewalk cults.

**Prestige Motivators** People engage in travel and tourism for personal benefits, such as increasing their knowledge and developing hobbies. They may also travel for the reputation or recognition that comes with travelling to the “newest” popular vacation spot. The tourism industry seeks to satisfy these prestige motivators by providing travellers with convention services, student exchanges, study destinations, first-class services, and so on.



**Figure 1.3** Spectators enjoy an event during National Aboriginal Week in Corroboree, Australia. Culture may be defined as everything we do in our lives. What part of another culture would interest you enough to motivate you to travel there?

**Figure 1.4** Hobbies, such as photography or painting, are a motivating force for many tourists.



“The world is a book, and those who do not travel read only one page.”

— Augustine of Hippo, fifth century

## Important Travel Variables

While the four motivators work in different ways to encourage people to participate in travel experiences, a number of important conditions – variables – help to determine how people actually respond to the motivators. These variables include age, education, health, responsibilities, amount of free time, and finances.

**Age, Responsibilities, Free Time, and Finances** Often, young people – who usually do not have family responsibilities – seek new and exciting experiences. They are interested in new places, different ideas, and meeting people they do not have their own age. Many young people do not have a great deal of discretionary money – money not needed for living expenses – and are willing to “rough” it, backpacking and staying in hostels. They plan their travel to experience these new situations. As people mature into their middle years, some may look for more comfort and security in their travel. Others want adventurous holidays. In both cases, middle-aged tourists generally have the time, fewer family responsibilities, and discretionary money to obtain the kinds of travel experiences they want. Some seniors may not desire to travel long distances or even at all. They may have declining health or have already travelled to the



**Figure 1.5** A family from Japan enjoys the ice sculptures at Ottawa’s Winterlude festival. Stage in life affects travel and tourism choices. How might these people’s travel choices be different in ten years?

destinations they want to see. They may simply be content with their immediate surroundings. Other seniors continue to seek exciting destinations. Some seniors have the money and time to continue to travel, while others living on fixed incomes cannot afford to travel.

**Education.** Education also affects travel decisions. First, those with more education tend to seek new and different experiences. They may try to go to places that are a little bit "off the beaten track." Second, people with higher education often have higher incomes. It seems that the better educated tourists are, the more money they have to spend on travel. These travellers often choose destinations that are unusual or exotic.

**Health.** Another variable that can affect travel and tourism choices for people of all ages is health. A person who has kidney problems and requires dialysis needs to choose destinations that have dialysis facilities available. A hearing impaired person may not be allowed to travel on some smaller tour boats or overnight cruise boats without a hearing companion who can react to an alarm in case of emergency. As people age, they tend to develop health problems. Those with more serious conditions may choose to travel only to destinations close to home.

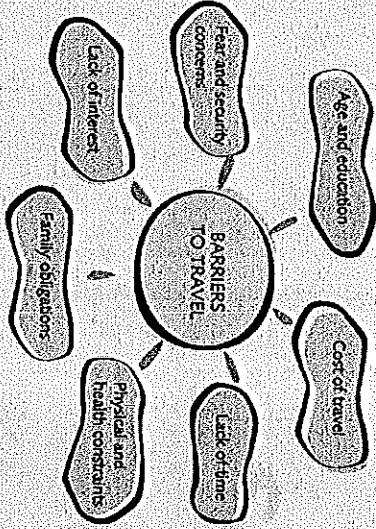


Figure 1.6 Some barriers to travel that may influence tourists' choices



Never give your credit card number to an agency or company unfamiliar to you, one that requires you to call 1-800 toll numbers for information. Phone numbers with the 1-900 designation mean that you are paying a fee while you are connected, even if you do not receive useful information. There are plenty of free services available that will help you plan a vacation. However, using your credit card to purchase travel services does give you one protection: if you fall to get what you paid for, you can contact the credit card company and request that the charges be cancelled. Credit card companies give you up to 60 days to dispute a charge.

### Interact

Which groups of people in our society are most likely to enjoy travel and tourism? How do you think these people would suggest ways to help these groups enjoy travel and tourism?



Each year, new sites are added to the interactive map you plan and book a trip. To find travel and tourism information for most countries, and online sources for travel agencies, visit the Student Page for Canada Travel.

### Travel Destinations

The different travel motivators combine with such variables as age, health, education, time, and finances to create diversity in the demand for travel and tourism experiences. People want to be able to choose from a variety of options, according to their needs and desires. The tourist industry responds by offering a wide range of places, or destinations. Some destinations offer opportunities to rest and be pampered, some offer excitement and thrills, others offer knowledge and ideas. The options can be a short distance from home or halfway around the world. We can begin to appreciate the range of possible destinations by classifying them. Seven categories of tourism are shown in Figure 1.8 on the next page.

**Conflicts and Issues.** Determining tourist destinations is not always as clear-cut as these categories suggest. Most travellers will engage in a variety of activities while on vacation. They might, for instance, add a bit of "sun, sand, and surf" to a business trip, or visit a museum while on their way to enjoy the quiet of a remote mountain retreat. Nevertheless, travel categories are a useful way to start looking at where tourists go, why they go there, and what they do while they are there. These categories also demonstrate that travel and tourism involves a large number of people and all their activities, from the tourists themselves to the workers in the industry. The size and complexity of the travel and tourism industry and the number of other areas the industry affects mean that there is plenty of room for conflicts and issues to arise around travel and tourism.



Figure 1.3 Visitors to Upper Canada Village see life as it was in nineteenth-century Ontario.

Destination Category	Description	Tourist Activities	Example Destinations
Environments	Travelling to places that have exotic natural environments	Hiking, mountain climbing, canoeing, photography, camping	Alpenhorn Park, Canada Grand Canyon, USA Great Barrier Reef, Australia Serengeti Plain, Tanzania Rain forest, Costa Rica
Recreational	Vacationing in relaxing situations	Golfing, tennis, skiing, gambling, shopping, club scene, beaches	Guano Niagara, Canada Nashville, USA Disney World, USA Monte Carlo, Monaco Morali, China
Historical	Glimping briefs past, such as the grandeur of cities and societies or the glory of fallen heroes	Touring museums, cathedrals, mosques, battlefields, archaeological digs	Fort Louisbourg, Canada Quebec City, Canada Smithsonian Institute, USA The Louvre, France Great Wall, China
Domestic Culture	Travelling to experience or participate in parts of your own culture that are changing or vanishing	Visiting music inns, historic villages, cultural festivals, battle reenactments, art and crafts shows	Upper Canada Village, Morrisburg, Canada Carleton Place, Ontario McMichael Gallery, Kelowna, Canada
Urban	Experiencing the excitement of a big city and all the services it has to offer	Going to techno clubs, museums, restaurants, neighbourhoods, galleries	Montreal, Canada Toronto, Canada New York, USA Paris, France Tokyo, Japan London, U.K.
Foreign Culture	Travelling to observe a lifestyle and culture quite different from your own	Viewing dances and ceremonies, religious rituals, marketplaces	Pyramids of the Nile, Valley, Egypt Temple of Wat Aun, Thailand Bj Mahal, India Masai villages, Kenya
Business	Engaging in activities for the primary purpose of gaining an advantage in business ventures	Attending conferences, seminars, trade shows, exhibitions	Toronto Convention Centre, Canada Las Vegas, USA World expos

Figure 1.8 Categories of tourist destinations

**CHECK IN**

- Which travel motivators would you consider to be most important for
  - you and your friends?
  - your family?
 Explain your choices.
- Why is the term "motivator" used to describe the reasons that people travel?
  - in what ways might gender be an important variable?
  - Name two other variables that you think influence people in their decisions on tourist destinations. Explain your choices.
- For each of the categories of tourism shown in Figure 1.8, name a local or provincial destination not listed that fits the category.

**TRAVEL FACT**

Las Vegas currently has more than 120,000 hotel rooms. It would take one person spending one night in each room 325 years to sleep in every room!

**Through Different Eyes: Issues and Viewpoints**

It is not surprising that people have so many different views on the same subject, such as tourism. Think about the last time you discussed a current movie with your friends. Some probably liked it and wanted to tell everybody about it. Others no doubt were less enthusiastic, making comments such as "It was too long" or "I didn't understand it." Some may have decided not to see it because they disliked the type of movie or the actors starring in it. People have differing views on many other topics, such as books, cars, and clothing styles. Probably nothing shows different views more clearly than a discussion of popular music — most people have very strong likes and dislikes.

We have different views on larger matters as well. It is easy to start discussions about controversial topics such as government spending, how to deal with criminals, immigration policy, and the need to protect the environment. Within any group, there may be a variety of opinions and viewpoints on such topics. In our broader society, the range of viewpoints is huge. These different opinions can be both interesting and frustrating. Some opinions may be interesting when they help us to see topics more clearly and lead us to reshape our own views. Or such discussions can be frustrating if we are convinced that our own view is the only "correct" one.



Figure 1.9 These tourists are on their way to new experiences. People from all walks of life travel and have many perspectives on the experience.