

CHAPTER 2: Motivation for Leisure Tourism

Learning Outcome 1:

Discuss tourists' motivation for leisure travel and tourism.

Concepts for Lecture

- Building on the concepts of recreation and leisure discussed in Chapter 1, consider the forces that are preconditions for recreation and leisure, namely the increase in free-time, because of regulation of work hours, and the means to travel including minimum wage legislation and enabling factors such as the emergence of means for mass travel.
- Expanding public leisure opportunities which may be traced to the mid-1890s playground movement and the 1903 South Park Commission in Chicago which developed a system of neighborhood parks. <http://www.encyclopedia.chicagohistory.org/pages/976.html>
- Exploring the individual's inquisitive nature to find out what is beyond the "hills", and across the sea. Haukeland's travel-non-travel model might be discussed within the context of the individual's inquisitive nature.
- Increasing amounts of information about leisure experiences and increased access to this information, through the media, including television, newspapers, magazines and the internet to name a few of the media.
- Increasing acceptance that leisure travel and tourism are a reflection of the individual's quality of life and a measure of the individual's quality of life.
- Examine the importance of the life cycle and the individual's position along the life cycle as it impacts the time and money needed to facilitate leisure travel and tourism. Examine as well the life cycle's impact on destination selection.

(PowerPoints Chapter 2: 4-10)

Classroom activity:

Discussion of the forces that shape the evolution of leisure travel.

Learning Outcome 2:

Describe Maslow's hierarchy of human needs and Epperson's push-pull model.

Concepts for Lecture

- Having examined the five tiers of Maslow's hierarchy of human needs, the following considerations might be discussed with students:
 - a. Does the individual have to fully satisfy all the considerations of each tier before

- they can move to the next level? Can an individual skip a tier?
 - b. Can an individual move backwards along the tiers? For example if the individual loses their job what might be the implications?
 - c. What about the cultural context of the model? For example in some societies, such as Eastern cultures there are persons who may not have satisfied their physiological and safety needs, but are seeking self-actualization having by passed the esteem need. This suggests a Western Culture perspective for Maslow's model. This brings into question the global application of the model.
 - d. How might the model be operationalized and applied to a community?
 - e. What are the implications of the model for destinations selected by individuals?
 - f. Does this model have different applicability depending on level of education, income, social class, etc.?
- Although Epperson's push-pull model appeals to the logical and rational aspects of the deconstructed human psyche, when operationalized how might research of the push and pull be quantified/analyzed?
- Although pull forces might be evident, there must be something within the individual that influences the magnitude of the pull. External forces such as friends and wanting to belong to the group may cause individuals to participate in activities in which they have little interest (limited push influence). For example, friends are going to a Garth Brooks country music concert, but the individual has no interest in or liking for country music.
- This model might be considered as static, what about changes over time. Tastes preferences and affiliations change over time, how does this influence the model and its application?

(PowerPoints Chapter 2: 11-14)

Learning Outcome 3:

Discuss Pearce's leisure ladder model and Plog's psychographic model.

Concepts for Lecture

- Pearce's leisure ladder model suggests that over time the individual's travel preferences evolve. Questions arise as to the how the rungs of the model are evaluated, what makes one destination experience better than another or higher up on the ladder. Is it the price, quality of the accommodations, nature of the destination experience? Who determines what is at the pinnacle of the ladder and how is this determination made?
- Questions arise as to why persons might move up the ladder and can the individual move down the ladder and why? This suggests that there are persons who collect destination experiences, and are professional travelers. What causes these behaviors?
- Plog's psychographic model suggests that destinations range from the adventurous to the

conservative and that destination selection is compatible with the individual's psychological make-up. Although this appeals to common sense, what about individuals who use the opportunity of travel and leisure to participate in activities that may be perceived as out of character because of their anonymity at the destination.

- What about travel in groups and the development of a “group behavior” that is different from the behavior of the individuals when they are not in the group setting?
- All these theories and the questions that they bring about, emphasize the complex nature of travel motivation.

(PowerPoints Chapter 2: 15-22)

Learning Outcome 4:

Discuss the role and importance of the National Park System.

Concepts for Lecture

- Conservation is the wise use of the resources such that the experience is available for future generations, “extinction is forever”. The National Parks have a preservation and conservation mandate, such that all can enjoy the places of scenic beauty.
- In addition the National Park System provides experiences that may not be easily available to persons living in large urban centers. These provide opportunities for education as well as refreshing of the human spirit. Some of the parks have species that are found nowhere else on earth.
- The National Park System provides opportunities for the reduction of the carbon impact of urban and industrial centers.

(PowerPoints Chapter 2: 23-30)

Learning Outcome 5:

Outline the different groups of sports tourists as well as the major sporting events.

Concepts for Lecture

- Participants and spectators/supporters are the primary groups of sports tourists. Sport tourism may best be developed and have greater longevity where there is a base of persons at the destination that can act as hosts and provide the facilitation needed. Host sporting organizations may have a greater understand of the intimacies of the sporting activities and working with professional event managers, these hosts can produce successful events.
- The culture of the location plays a role in the type of sporting activities embarked on. All things being equal, the wider the cultural and societal span of the sporting activity, the

greater the size of the mega event.

- The challenge of obesity through a lack of physical activity has stimulated an interest in increasing student involvement in sporting activities. While team sports have been historically an important component, the emergence of computer gaming systems that require activity provides an interesting development. Gaming competitions, Second Life and avatars demonstrate an emerging trend in sporting activities.
- Most sporting activities have a major pinnacle event. Such high magnitude events build spectator and participant expectations and enhance competition. Some of the major sporting events are annual, some every 4 years, but all have an impact on the destination.

(PowerPoints Chapter 2: 31-32)

Classroom activity:

Discussion of the costs and benefits of hosting a mega event such as the Olympic Games, for example, the Chicago Olympic bid <http://www.chicago2016.org/Default.aspx>

1. Positive Impacts:
 - a. Economic impact in the form of visitor (participants and spectators) spending
 - b. Employment
 - c. Publicity - pre
 - d. New facilities for the community post event
2. Negative Impacts
 - a. Costs of construction of new venues and facilities
 - b. Fees to be paid to Olympic organization
3. Overall net benefit.

Learning Outcome 6:

Describe the typical adventure traveler.

Concepts for Lecture

- The nature of adventure changes over time, both for persons watching and participating in the activity. Many adventures are individual activities that require special facilities or conditions or both. <http://www.adventuretravel.biz/default.aspx>
- The increased use of computer-based activities might create new cyber-adventures. This may have implications for travel and tourism.
- Increased political regulation and conservation management of adventure destinations may increase the cost of the experience and reduce its availability.

(PowerPoints Chapter 2: 33-34)

Learning Outcome 7:

Name the most common destinations for religious travel.

Concepts for Lecture

- Reverence for the deity is a primary motivation for religious travel. Some people have a religious requirement to visit a specific religious location at sometime during the follower's life.
- Seeking miracle cures for illness and blessings are other motives for religious travel.
- Events on the annual religious calendar, for example Christmas in Bethlehem, along with special one-off events, such as the naming of a new pope can be major stimuli for travel. Language barriers are a consideration, but the availability of escorted or hosted tours can provide a support system for religious travel.
- High costs and political unrest in some religious regions such as the Middle East may have a negative impact on potential travel.
- Increasing numbers of persons are seeking spiritual direction and non-western religions direction and will travel to avail themselves of such services.
- Missionaries and travel my religious groups to conduct community service activities such as rebuilding homes, schools or churches after high magnitude destructive events, is becoming more evident. Missions to Haiti and some of the countries of Africa are conducted without much fanfare.

(PowerPoints Chapter 2: 35-36)

Learning Outcome 8:

Discuss the fundamentals of health care tourism.

Concepts for Lecture

- Rising health care costs in many developed countries has precipitated patients seeking alternative facilities. Major concerns are trust in the service provider and the quality of care and the nature of the facilities at the less expensive location. Detoxification facilities, weight loss programs along with plastic surgery facilities have emerged from the traditional spa and mineral baths. The number of transplant and gastric bypass facilities appear to be increasing.
- A major concern is and will continue to be quality of the services, facilities, personnel and the overall experience, this places greater quality assurance responsibility on agencies such as the Medical Tourism Association, <http://www.medicaltourismassociation.com/>

- Persons seeking alternative, homeopathic and Eastern medicine may travel to avail themselves of these services.
- Important considerations are the information about these services, the means to access such services and the severity of the illness for which treatment is sought. Some procedures may be covered by the health insurance of the sufferer.

(PowerPoints Chapter 2: 37-40)

CHAPTER 2: Check Your Knowledge - Questions and Answers

Check Your Knowledge (Page 42)

1. What are the main factors contributing to the immense growth in leisure travel that has and is taking place?

Escaping the everyday life and rewarding your self (Page 39)

2. What were the most common historical travel motivators?

Religious conviction, economic gain, war, escape and migration have historically been the main travel motivators. (Page 40)

Check Your Knowledge (page 48)

1. Name the five levels of human needs according to Maslow?

Physiological needs, safety needs; social needs; ego needs; and need for self-fulfillment. (Page 47)

2. Give one example of how travel and tourism can be linked to self-actualization needs.

Travel to the mountains to commune with nature and to embark on self-discovery (Page 43)

3. Give examples of push and pull factors when it comes to reasons why people travel.

A vacation in an isolated mountain cabin would allow for escape, self-discovery and rest (push factors) while at the same time providing scenic beauty (pull factor). (Page 43)

Check Your Knowledge (page 50)

1. Name some different reasons why it can suddenly get a lot cheaper or more expensive to travel to a certain country?

Devaluation of currency or the political situation in a country which makes it unstable can bring down the prices of services required by tourist. (Page 49)

2. What is a professional traveler?

A professional traveler is a collector of countries, a fancier of distant places, and a connoisseur of exotic spots, people and things. (Page 50)

Check Your Knowledge (page 52)

1. During which historical era was the appreciation of the beauty of nature reborn?

1800s (Page 51)

2. How many U.S. National Parks are there?

54 (Page 51)

3. What groups of people are most likely to go camping?

The demographics of campers can cut across social and economic lines, but most are families and semi-retired and retired persons (Page 51)

Check Your Knowledge (page 53)

1. List some of the measures that state park managers can do to improve a park's financial situation?

Increasing user fees, flexible pricing, central reservations systems for camping, corporate sponsorships, volunteers, "friends" groups and allowing bids on commercial use permits and concessions are some of the means that park managers are using to address the financial situation. (Page 52)

2. In how many states are there National Parks?

49 States (Page 52)

Check Your Knowledge (page 55)

1. Name a few of the famous heritage attractions managed by the National Park Service.

The Freedom Trail in Boston, Independence Hall in Philadelphia, the Antietam National Battlefield in Sharpsburg, Maryland and the USS Arizona Memorial in Pearl Harbor in Hawaii (Page 53)

2. When was the Great Smoky Mountains National Park established?

In 1926 President Calvin Coolidge signed a bill that provided for the establishment of a national park in the Smoky Mountains (Page 54). But the park was not officially established until June 15, 1934. (Page 55)

3. What features make the Great Smoky Mountains National Park unique?

Formed more than 1 billion years ago, the park contains the highest peaks in the Appalachian Mountain range, easy access with its well-developed road system, stunning vistas, rich wildlife and flora, tumbling streams, weathered historic buildings and forests along with the fact that the region was inhabited by Cherokee Indians from 1000 BC and the Spanish conquistadors arrived in 1540 constitute some of the unique features of the Great Smoky Mountain National Park. (Page 53)

Check Your Knowledge (page 57)

1. What is the motivation of most visitors to visit Yosemite Valley?

Gold in the 1850s and experiencing the Incomparable Valley (Page 56)

2. What is considered by many to be the most interesting sight in Yellowstone National Park?

Eruptions of the geyser Old Faithful (Page 56)

3. What animals can visitors expect to see in Yellowstone National Park?
Visitors can view bison, moose, elk, mule deer and bighorn sheep which are all present in Yellowstone National Park (Page 56)

Check Your Knowledge (page 58)

1. What is a main motivator for travelers to attend sports events?
To watch and support their favorite team or athlete (Page 57)
2. Name some famous sports events that draw lots of visitors from other areas?
The Olympics, the World Cup, the Australian Open, French Open, US Open and Wimbledon tennis, the Super Bowl are just a few of the events that draw lots of visitors from other areas (Page 57)
3. What are the main reasons why sports tourism has become so popular?
Fostering and promoting healthy individuals, as well as the role of sporting activities in promoting domestic, national and international friendship and understanding are some of the reasons why sports tourism has become popular (Page 58)

Check Your Knowledge (page 61)

1. Who is a typical adventure traveler?
They are more likely to be young, single and employed compared to all U.S. adults. (Page 59)
2. What are the two categories of religious travel?
These categories are 1) satisfying one's religious convictions and 2) fulfilling one's curiosity about a particular faith or practice. (Page 59)
3. Where are the major holy lands for Buddhists, Muslims and Catholics?
The major holy lands for these religions are, South East Asia, Mecca, and The Vatican respectively. (Page 61)

REVIEW QUESTIONS (page 65)

1. What factors can you identify as reasons for the increase in leisure travel?
More people can afford to travel, and have the opportunity to do so, along with the need to escape the pressures of their daily life are all reasons for the increase in leisure travel. (Page 38)
2. Summarize the concepts discussed in Maslow's hierarchy of needs theory.
Maslow's hierarchy is based on the belief that need satisfaction motivates behavior. (Page 42)
3. Give examples of vacations that push versus those that pull (three each).

Push vacations: Vacation for escape and self-discovery (Page 43)

Pull vacations: Disneyland, Sea World, and a museum (Page 43)

Are there some destinations that could serve as both?

Yes (Page 43)

How?

For example, a vacation in an isolated mountain cabin would allow for escape, self-discovery, and rest (push factors), while at the same time providing scenic beauty (pull factor). (Page 43)

Be sure to thoroughly explain your reasoning.

Although push factors operate within the individual and pull factors are destination related, the two do not operate exclusively of each other (Page 43)

4. Explain the role of government policies in the leisure travel and tourism industry.

The role of government is to formulate tourism policy and create the environment to facilitate the successful implementation of that policy (Page 49 and the author)

What can governments do to increase or decrease the number of visitors to their country?

Governments can manipulate a number of factors to create travel bargains, such as placing ceilings on room and meal prices. Governments can set artificially high or low exchange rates of exchange for foreign currencies either to reduce or to accelerate tourism. (Page 49)

5. Why has the interest in adventure travel seen such an amazing growth?

People are increasingly seeking active and challenging activities to add something extra to their vacation (Page 59)

6. What are the most romantic locations in Yosemite?

Old Inspiration Point, Sentinel Dome and Tuolumne Meadows (Page 37)

INTERNET EXERCISES:

1. **Go to the website of the National Park Service. Which is the newest national park and what is the reason it was declared so?**

Congaree National Park <http://www.nps.gov/cong/index.htm>

South Carolina was the site of many significant events in American history, and South Carolina National Parks preserve these national treasures. Here visitors can view the remains of the country estate of Charles Pinckney, a drafter and signer of the Constitution; learn the stories of the 'Ole 96th, an important Revolutionary War battle site; and visit Fort Sumter, where the first shots of the Civil War were fired.

South Carolina's newest National Park, Congaree National Park, preserves the largest contiguous tract of old-growth bottomland hardwood forest in the U.S. and contains one of the tallest deciduous forests in the world.

This is the largest remnant of old-growth floodplain forest remaining on the continent! The Park was commissioned to facilitate the experience of national and state champion trees, towering to record size amidst astonishing biodiversity. Walk, paddle or just relax within this dynamic floodplain ecosystem. Beauty and tranquility reign supreme in the midst of this natural treasure.
<http://www.nps.gov/cong/index.htm>

“On November 10, 2003 it was designated as the nation's 57th National Park.”
<http://www.nps.gov/cong/historyculture/index.htm>

2. On the Internet find three companies that offer adventure travel and describe some of the interesting packages they offer.

a. Go South Adventures: <http://www.go-south-adventures.com/>

Discover Galapagos & Machu Picchu - (16 Days)

Go South Adventures offers two classic South American adventures in one great trip - Galapagos and Machu Picchu. Together we can design an exciting expedition featuring a Galapagos cruise, Quito, Lima, Cusco, Sacred Valley and Machu Picchu. We start with Peru and Machu Picchu (via train). In Peru your activities will include Incan and Spanish history, thriving markets, vibrant Andean culture and of course the mysterious ruins of Machu Picchu. Then it is off to Ecuador for a 5 or 8 day Galapagos cruise of the Galapagos Islands on your choice of Galapagos boats. You will be expertly guided by a Galapagos naturalist guide to see up close and personal the flora and fauna of this incredible destination. This trip encompasses two of South Americas' most important and fascinating destinations.

<http://www.go-south-adventures.com/galapagos-peru.htm>

b. Zegrahm & Eco-Expeditions <http://www.zeco.com/>

Antarctica, South Georgia & The Falkland Islands

Our Antarctica cruise is a luxury expedition to the spectacular Antarctic Peninsula and Elephant Island, the little-known natural wonderland of South Georgia, and the Falkland Islands. Join our Antarctic adventure as we cruise through this thrilling land of abundant wildlife and icebergs while learning about Sir Ernest Shackleton's expedition history. Together, our expedition leaders have visited the continent more than 250 times, this level of experience allows us to share the best of Antarctica's rarely traveled areas.

http://www.zeco.com/destinations/antarctica_region.asp

c. Ever Green Escapes <http://www.evergreenescapes.com/index.html>

SNOQUALMIE SNOWSHOE HALF DAY TOUR

Activities: Snowshoeing, birding, marine and wildlife spotting and educational sightseeing

Interests: Winter ecology, wildlife, local and natural history

Inclusions: Hotel pick up and drop off, highly qualified and knowledgeable naturalist guide, travel in adventure outfitted luxury Mercedes van or Jeep, morning & afternoon tea, northwest style, refreshments, snowshoes, all park entry fees and comprehensive naturalist commentary.

Escape Plan:

Your expedition begins in the heart of Mt. Baker-Snoqualmie National Forest. With the adventurous day before us we stop to view the breathtaking Snoqualmie Falls and experience up close and personal the 268' falls tumbling over granite cliffs into the emerald canyon below. This place is overflowing with peaks, lakes, rivers and streams and the perfect region to enjoy the outdoors during the winter. Depending on conditions, your guide will pick the Trail of the Day and embark on an interpretive snowshoe through a northwest winter wonderland experiencing the season's beauty and the adaptive ecosystem! Track and spot wildlife and wintering birds, all the while making sure we take time just taking in some magical scenery. Your naturalist guide will also share their vast knowledge of winter ecology, sustainability during the winter and extreme weather wilderness survival skills. You will also witness a grand landscape in motion - as seen from a geological perspective your guide will describe the forces that have shaped the land, which only adds to the pleasure of the remarkable panorama. This escape will no doubt quench your thirst for an authentic Pacific Northwest winter adventure!

Tour Length: 4 Hours

Tour Code: EV34S

Pick-Up: Downtown Seattle Hotels and Cruise Terminals

Departing: 8:00a

Returns: 12:00p

Difficulty: Easy/Moderate

Offset your Carbon Footprint: Please ask for a quote

Season: Winter

Tour Cost: \$125.00 per escapist or at private request

This tour can be customized as a private experience or corporate retreat.

http://www.evergreenescapes.com/snoqualmie_snowshoe.asp

CASE STUDY QUESTION AND RESPONSE:

You need to provide some advice to the director of the tourism office and to the advertising department on how to best reach these people and increase numbers of visitors. What advice will you give them?

Possible answers:

Visitors want to learn about the state's culture and history but also want to have fun, so emphasize attractions and events that where they can do this such as museums, historic sites, and cultural events. Make sure the unique aspects of attractions and activities are obvious; what you have in your state that no one else has. Emphasize travel routes and destinations that have both great scenery and unique, interesting cultural sites and activities. Places that have shopping, probably arts and crafts or other culturally oriented items should be of interest to this group so highlight such places.

VIDEO:

Horizons Unlimited-Motorcycle Adventure Travel Guide series-Intro

<http://www.youtube.com/watch?v=Q-UnKgdFcKU>

<http://www.horizonsunlimited.com/>

Long distance motorcycle adventure travel, who are the persons who participate in this form of adventure travel? What might be some of the pull and push factors associated with this form of adventure travel. What might be some of the challenges that are faced by these adventurers?