

## FACTORS THAT MOTIVATE AND DETERMINE THE CHOICE OF TOURIST DESTINATIONS

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**Abstract:** *The motivating factors in choosing a tourist destination can be those that motivate a person to take a vacation or factors that motivate a person to take a particular vacation in a certain destination and at a certain time. These two categories of factors that motivate the choice of destination can be correlated with one or more motivators, cultural, personal development, status, emotional, physical and personal. In order to select tourist destinations, tourists must be persuaded by those who develop tourist products, by stimulating the desire to visit an alternative type of destination in the detriment of a marketed destination. Marketers must know the reasons which influence tourism consumers when provoking and directing human behaviors in purchasing a tourist destination, because there are several reasons which determine consumer behavior.*

**Key words:** *tourism, destinations, factors, motivations*

### INTRODUCTION

In the decision process on the purchase of tourist products/services and, implicitly, on the choice of a tourist destination, intervene a series of parameters, the most important of which are [Figure 1.] [1,3,7,9]:

- *the tourist experience is strongly influenced by external factors:*

- a. outbreaks of disease;
- b. armed conflicts;
- c. the weather.

All these factors are beyond the control of the tourist or the company that sells their tourism products [4,19,20,22].

- *the tourist product is complex:*

- it also has tangible elements - food, accommodation units;
- intangible elements - tourist services;
- can go from a stay from a one-night stay in a hotel or a day at a theme park to a trip around the world on a cruise ship;

- *the tourist buys a general experience rather than a clearly defined product, an experience that has three clear phases [12,23]:*

- anticipation phase - before the start of the trip;
- consumption phase - during the trip;
- remember phase - after the end of the trip;

- *the tourist is part from the production process in tourism, which means that:*

- expectations, attitudes and mood affect the evaluation of his tourist experience rather than the quality of the tourist product/service offered;
- behavior directly influences.

Starting from the specialized literature, the researchers [5,6,8,10] formulated some hypotheses related to the choice of tourist destination:

- personal constraints have a significant impact on giving up visiting another destination;

- the desire to visit an alternative destination and not a marketed destination because of a previous experience in that destination or because of the idea of the

destination in which he wants to go has a significant impact on the tourist who chooses not to go to the marketed destination [18];

- hesitation due to lack of knowledge or trust that the information obtained is trustworthy has a significant impact on the tourist who chooses not to visit the marketed destination;

- the positive perception after watching a marketing video determines the tourist, probably, to visit the destination presented in the watched marketing video [16,21];

- the type of tourist has a significant impact on the choice of destination: [15,17] the one characterized as looking for new environments is more likely to choose to visit the marketed destination than the one looking for a familiar environment [11,13,14].

### **MATERIAL AND METHOD**

The choice of a tourist destination is influenced by two categories of factors - motivating ones and determining ones, motivating or motivators factors being those factors which motivate the tourist to want to buy a certain product/service and determining factors, factors that determine in which extent the tourist is able to buy the tourist product/service he wants. Within this approach, the factors that influence and motivate the tourist destinations were analyzed, in order to improve the tourist products developed by those who act on the tourist market.

### **RESEARCH RESULTS**

Motivation is what stimulates the entire human behavior, the motivation process being initiated by the tension created by an unsatisfied desire, and the individual makes every effort to reduce that tension. Motivational needs underlie the motivation process and are of two types:

- physiological or primary needs include the need for shelter, air, water, food, clothing;

- psychological or secondary needs include the need for affection, safety, status.

Needs have specific objectives depending on their type can be conscious or unconscious, positive or negative and utilitarian or hedonic.

Marketers should know the reasons that influence the consumer when provoking and directing human behaviors. Psychologists have developed several inventories of reasons that determine consumer behavior:

- a model explaining that a consumer is affected by a combination of needs and not a single need;

- a model containing 27 different priority motifs different from individuals even if they are common to them;

- a model inspired by the five levels of needs;

- a model with three motives that meets the needs of power, affiliation and achievement.

The factors that motivate the choice of a tourist destination can be grouped into two categories:

- factors that motivate a person to take a vacation;

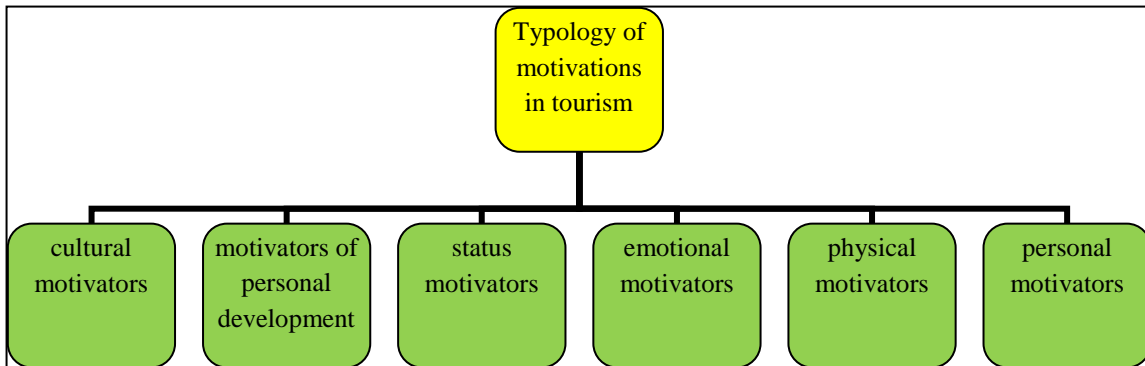
- factors that motivate a person to take a particular holiday at a certain destination and at a certain time.

Each of these two categories of motivating factors can be correlated with one or more motivators, suggesting the following typology of motivators in tourism:

- cultural motivators: admiring landscapes and experimenting with new cultures;

- motivators of personal development: accumulation of knowledge, learning new skills;

- status motivators: exclusivity, getting a good price, ostentatious spending opportunities and trend;
- emotional motivators: adventure, love, escape, fantasy, spiritual fulfillment and nostalgia;
- physical motivators: tanning, exercise and health and relaxation;
- personal motivators: saving in case of limited income, making new friends, the need to satisfy others and visiting relatives and friends.



**Figure 1. Typology of motivations in tourism**

This motivators can change themselves over time due to changes in the individual's life, starting from the hierarchy of needs based on physiological needs and security, love and belonging, esteem and self-actualization, some researchers have grouped the motivators into four categories according to the intellectual, social component, mastery of skills and avoidance of stimulus. Even though tourists are different and have different reasons to practice tourism, there are a number of main motivators that are among the motivators of all tourists:

- the tourist experience of the individual;
- the perception of others as the individual would like it;
- the individual's perception of his own strengths and weaknesses;
- the personality of the individual;
- the lifestyle of the individual;
- the past of the individual.

The motivators also depend also by the person/persons with whom the tourist is traveling:

- if they are children, the main motivation is to meet their needs;
- if the tourist travels with his/her teammates, the main motivation is to practice a favorite physical activity;
- if the tourist travels with members of his congregation, the main motivation is spiritual fulfillment;
- if the tourist travels with his/her partner to celebrate one year after the marriage, the main motivation is romantic.

There are also cases in which the tourist does not explain the real reason for the trip because:

- believes that others will find such a party unacceptable;
- is aware that the reason may be in contradiction with the tourist activity (he spends all night because he wants to relax);
- is aware of the contradiction between motivation and behavior (desire to improve their French language skills and accommodation in a boarding house in France where only English is spoken);

- the reason can be unconscious or subconscious.

Other researchers, [2] take the expressions "pushing factors" (which encourage people to leave home) and *push and pull factors* (which attract people to a place other than their home) from the migration sociology and explain the significance of these factors in tourism (Table 1).

According to some tourism specialists, the factors that determine the choice of a tourist destination can be grouped into two categories:

- factors which determine whether someone will be able to take a vacation or not;
- factors which determine what type of trip this person will make depending on:
  - the activities undertaken by the tourist during the trip;
  - how much is spent on travel;
  - who is part of the holiday group;
  - the trip destination;
  - trip duration;

**Table 1.**

**Push factors and pull factors in tourism**

<i>Push factors</i>	<i>Pull factors</i>
<b>Looking for relaxation through:</b> - away from home - strong emotions and sensations - physical relaxation	<b>Accessibility:</b> - good value for money: price - safe destination - affordable tourist destination
<b>Gaining prestige through:</b> - the search for loneliness - visiting a destination that will impress his friends and family - visiting one of the seven wonders of the world - visiting a place that some friends have visited	<b>Events and activities:</b> - Activities such as shopping - Activities for the whole family - Festivals and entertainment events - Amusement/national parks - Night life
<b>Acquiring knowledge through:</b> - contact with people from different cultures - experimenting with new lifestyles or different traditions - increasing knowledge about a specific destination	<b>History and culture:</b> - historic buildings - remarkable landscape - reflections of culture, arts and traditions
<b>Escape from everyday life through:</b> - satisfying the desire to be somewhere other than at home	<b>The need for adventure:</b> -trekking on a special route -outdoor activities (cycling, swimming, rowing). -special activities (bungee jumping, canoeing, paragliding).
<b>Improving the relationship through:</b> - appreciation of natural resources - participation in new activities - exchange of customs and traditions - increasing communication with the local community	<b>The need for variety:</b> - outdoor activities - exotic atmosphere - traditional food
<b>Improving social relations through:</b> - meeting new people - spending time with fellow travelers - visiting friends and relatives	<b>Natural resources:</b> - animal reserves - preserved natural areas
<b>Satisfying spiritual needs through:</b> - reconnecting spiritual roots - spiritual relaxation	
<b>Changing the landscape through:</b> - exploring cultural resources - visiting tourist places	

Source: [2]

- mode of travel within the tourist destination;
- mode of travel to the tourist destination;
- the moment in which the trip is made;
- type of accommodation.

The personal determining factors of the tourist's behavior - and, implicitly, of the destination-are: attitudes and perceptions, circumstances, knowledge and experiences. Regarding the external determinants of tourist behavior - and, implicitly, of the choice of destination - these are the marketing activities in the tourism industry, economic, political, social and technological factors at the global level, economic, political, social and technological factors at the national level influence, the influence of the media and the opinions of relatives and friends.

It must be taken into account that, apart from the personal and external factors that determine the tourist's behavior and, implicitly, the choice of a destination, there are other factors that are more difficult to fall into one of these two categories:

- *last minute purchase;*
- *unforeseen circumstances;*
- *rational decision in choosing a destination and a trip;*
- *negative tourist experience;*
- *outdated determinants;*
- *factors that determine the group trip;*
- *the role of the tourism industry.*

## CONCLUSIONS

The choice of tourist destinations depends on personal constraints and the desire to visit an alternative destination and not a marketed destination. A significant impact on the tourist who chooses not to visit the marketed destination is determined by the hesitation caused by the lack of knowledge or trust and information. The type of tourist has a significant impact on the choice of destination by the fact that the one characterized as looking for new environments is more likely to choose to visit the marketed destination than the one looking for a familiar environment.

Even if the tourists who travel to a certain destination are different and have different reasons to practice modern forms of tourism, there are a number of main motivators that are among the motivators of all tourists such as: tourist experience, perception of other tourists, individual perception of their own beliefs, the personality of the individual and the lifestyle of the individual.

The factors that motivate the choice of a tourist destination can be those that motivate a person to take a vacation or factors that motivate a person to take a particular vacation in a certain destination and at a certain time. These two categories of factors that motivate the choice of destination can be correlated with one or more motivators, cultural, personal development, status, emotional, physical and personal.

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