

Welcome students in this  
session we are going to learn  
about the motivators of tourism.

Outlines are introduction,  
push and pull factors,  
motivators of tourism,  
conclusion and references.

Learning outcomes are will understand  
the importance of motivators, will  
understand the factors affecting tourism.

The wants and needs of tourists are  
often regarded as travel motivation.

Motivation is something that  
stimulate interest or cause a  
person to act in a certain way.

Tourists hope to experience various  
culture and meet new people over the world  
because of the curiosity and curiosity is  
the primary motivation of all the visitors.

Tourism is based on the distinction between  
factors which encourage individual to move

away from that home setting through tourism.

We call them as a push factors and

those attributes of a different place

which attract them towards each.

We call them pull factors.

Some of the examples of push factors are

fulfilling prestige, enhancing relation,

seeking relaxation,

an enhancing social circle,

examples of pull factors are

events and activities adventures,

easy assessment,

affordable and natural resources.

Now fulfilling prestige means we

are moving different places of the

world to increase the social status.

So mostly people are selecting such

kind of destination like for example.

Which are listed as a world seven

wonders so that they can impress their

family members as well as relatives.

Or we can impress friends, next

is enhancing relation.

Enhancing relation means people

are visiting different places to

enhance communication with the local

community so that they can exchange

that custom and tradition as well as

they can participate in different

activities. seeking relaxation.

People need to get away from

the everyday stress of life,

so they basically going toward the

different places of the world and

they relax physically and mentally.

Next to enhancing social circle.

Now,

enhancing social circle means every

people or everyone is having our

relation or we can see a different

people or friends which are located

in different places of the world.

And they are generally going towards  
their families so that they can  
spend some time with them and they  
can seek different experiences.

Now moving towards the pool factors,  
events and activities,  
events and activities like for example  
international events like Olympic Games,  
Asian Games,  
any kind of exhibitions,  
national celebrations etc which  
attract thousands of tourists.

Adventures. Nowadays different kind  
Of sporting activities which  
attracted thousands of the tourist,  
like for example tracking, walking,  
swimming, River rafting etc.

Indeed in that area people are mostly  
visiting to do some kind of the  
adventures easy assistants afford people.

People prefer to go such places

which are very safe,

convenient and affordable.

Next to natural resources,

some people choose such kind of the

destination which are considered

as a protected areas,

like for example natural resource

or our beautiful beaches etc.

These are some of the push and pull factors.

Because of that people indulge

in travels.

Beside that there are four important

motivators which attract tourism

and those are physical motivators.

The cultural motivators.

The interpersonal motivators and

their status and prestige motivators.

The first one is a physical motivator.

These are related to refreshment

of body and mind.

So mostly people such type of the

people are indulge in such kind of the activities which can relaxed or which can reduce their attention or distress.

The urbanization and industrialization brought a lot of pressure on modern city life.

These are related to the stress and strain on modern city life has made it is still more necessary than ever.

Now relaxation is very essential to keep the body and mind healthy, so there are various ways of relaxation and rest purpose, some secure to go to different places.

Some people like to do some kind of the activities at seaside areas or any kind of resort areas.

Some people relaxed when they are meeting some, any kind of strangers, etc.

The next is a cultural motivator.

These are identified by the desire to

see and know more about other cultures.

To find out about the native of a country,  
their lifestyle, art, dance, music, etc.

The curiosity is the primary  
motivation of all the visitors.

Every man is having some of the curiosity  
in there because they want to see and  
know more about the foreign length,  
foreign culture and tradition.

And nowadays with the development of  
technology helps with the help of  
mass media, we can know we can hear.

We can read about the foreign length  
and with the help of the things  
we can select our destination.

Nowadays people are mostly attracted  
to see the most of the monument areas,  
historical areas, art, culture,  
music areas beside the another aspect of  
men's curiosity is to seek more knowledge.

The next is our interpersonal motivator.

These include a desire to meet new people,

visit friends or relatives to

seek new experiences.

Here mostly people are visiting their

relatives please or be friends please

so that they can spend some time

with him even though if it is for

a short period of time so that they

can seek new experiences with them.

Like for example,

thousands of Americans every year

moving or traveling towards the

European countries so that they

can meet their family members.

Or maybe sometimes they feel that

They are visiting their Homeland.

And another example is thousands

of tourists are visiting in India

for the ethical reason.

The 4th one is a status

and a prestige motivator.

These are identified with the needs of  
personal esteem and personal development.

Here mostly people are traveling to different  
places of the world for the business  
purpose or the professional work purpose,  
or sometimes for the educational purpose  
or sometimes for the pursuit of hobbies.

Mostly.

The conference is associated with trade,  
Commerce, industry.

Politics or for the educational  
purpose which is held over the world.

And because of that purpose people  
indulge in traveling beside these  
things there are other factors like  
for example people like to do some  
shopping or for the family strength  
and standing together next sometime.

Another reason is a religious purpose.

It is also one of the factors which are  
affecting traveling and we are considering

as a one of the earliest motivator,  
because mostly people are traveling  
different areas for the pilgrimages.

Like for going for the holy places,  
so mostly people are intelligent travelling.

Conclusion motivation is something  
that stimulate interest or cause  
a person to act in a certain fee.

Tourism is based on a  
distinction between factors,  
so which factors that those are  
deep pool and the push factors  
beside those things there are four  
important motivators and those are.

Physical motivators.

Cultural motivators,  
interpersonal motivators and status,  
and prestige motivators beside  
all such thing,

the major reason of travel are  
freedom and entertainment which

can define as a pleasure travel.

Here are my references..

Thank you.