

Quadrant II – Notes

Paper Code: COG 116

Module Name: Motivations in Tourism: Push and Pull Factors

Module No: 12

Motivations in Tourism

Concept

- ✓ The wants and needs of tourists are often regarded as travel motivations.
- ✓ Motivation is something that stimulates interest or cause a person to act in a certain way.
- ✓ Tourism is based on the distinction between factors which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or pull them towards it.

Push Factors

Push factors are origin related, intangible or intrinsic desires of the individual travellers, such as the desires for escape, rest and relaxation, health and fitness, adventure, prestige and social interaction.

Following are some of the Push factors:

✓ **Fulfilling Prestige:**

To increase the social status, people visit to different places. Sometimes the main motive to visit a particular place like destination listed as world's seven wonders is to impress friends and family.

✓ **Enhancing Relations:**

People travel to different places to enhance communication with local community, to exchange custom and traditions, to participate in new activities, to appreciate natural resources etc.

✓ **Seeking Relaxation:**

People need to get away from the stress of everyday life to relax physically, to find thrills and excitement or to visit a place that have not visited before.

✓ **Enhancing Social Circle:**

Many people have family/friends that are located in different parts of the world.

They need to visit with them even if its for a short period of time. The motive of travel may be to meet new people or to visit friends & relatives.

✓ **Sightseeing Variety:**

People travel because they want to see all beautiful scenery of different countries, to fulfil the dream of visiting a foreign country, to explore cultural resources of different countries and so on.

✓ **Fulfilling Spiritual needs:**

There are places in the world that hold religious importance for many people. Religious travel is often related to a purpose. People visit religious places to reconnect spiritual roots or to relax spiritually.

✓ **Gaining Knowledge:**

Some people travel because they want to learn other state/countries culture. They want to see the difference between their culture and other countries culture. They want to increase their knowledge about foreign destination, experience new and different lifestyles or to see how people of different culture live their life.

Pull Factors

Pull factors are those emerge as a result of the attractiveness of a destination as it is perceived by the traveller, which include tangible resources, as well as travellers perception and expectation and marketing image of the destination.

Following are some of the pull factors:

✓ **Events and Activities:**

Different events and activities such as festivals and events, Amusement / Theme parks, shopping places at the destination can act as a pulling force to attract many tourists towards it.

✓ **Easy access and affordable:**

People always prefer to visit to those places which are safe, convenient and affordable.

✓ **History and Culture:**

Travelling to experience the places, their culture and activities that authentically represent the stories and people of the past is also the motive of visitors to visit a destination.

✓ **Variety Seeking:**

To explore region's culture, specifically the lifestyle of the people in those geographical areas and other elements that helped to shape their way of life.

✓ **Adventure:**

Travel to remote, exotic and possibly hostile areas, activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, rock climbing also acts as a pulling force to attract many tourists towards it.

✓ **Natural Resources:**

Sometimes people choose to travel to a particular destination to explore usually protected areas that strive to be low impact and small scale but acts as a motive of visitors to visit such destination.

For e.g. Natural Reserves, Beautiful Beaches etc.

✓ **Marketing Efforts:**

A position that evoke image of a destination in the customers mind is the image that differentiate the destination from the competition and also act as a place that can satisfy their needs and wants. So tourists attract to that destination most having good marketing efforts.