



MOTIVATIONS FOR PLEASURE VACATION

John L. Crompton
Department of Recreation & Parks
Texas A&M University, USA

Crompton, John L., "Motivations for Pleasure Vacations," *Annals of Tourism Research*, October/December 1979, VI(4):408-424. The study is concerned with identifying those motives of pleasure vacationers which influence the selection of a destination. It also seeks to develop a conceptual framework capable of encompassing such motives. Empirically nine motives were identified. Seven were classified as socio-psychological, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives, novelty and education, formed the alternate cultural category. The latter were noted to be at least partially aroused by the particular qualities that a destination offered. By contrast socio-psychological motives were found to be unrelated to destination attributes. Here the emphasis shifted from the destination itself to its function as a medium through which socio-psychological needs could be satisfied. The research data suggest that the tourist industry may usefully pay greater attention to socio-psychological motives in developing product and promotion strategies. **Keywords:** motives, pleasure vacations, socio-psychological, cultural.

John L. Crompton is an Assistant Professor in the Department of Recreation and Parks at Texas A&M University. His research interests are primarily in the area of consumer behavior and marketing as they apply to tourism development and to non-profit leisure organizations.

RESUME

Crompton, John L. "La Motivation pour les voyages d'agrément," *Annals of Tourism Research*, octobre/décembre 1979, VI(4):408-424. Ce travail s'engage à isoler les motivations des vacanciers qui influencent le choix d'une destination. Il cherche aussi à développer un cadre conceptuel qui puisse inclure de telles motivations. On a défini empiriquement neuf sortes de motivations. On en a classé sept comme socio-psychologiques, à savoir: évasion d'un environnement que l'on considère comme banal, exploration et évaluation de soi, repos, prestige, régression, amélioration des rapports familiaux, et possibilité d'interaction sociale. Les deux autres sortes de motivation, nouveauté et éducation, forment la catégorie culturelle. On a remarqué que ces deux dernières motivations sont éveillées au moins en partie par les agréments particuliers qu'offre une destination donnée. On a trouvé par contre que les motivations socio-psychologiques n'ont aucun rapport aux agréments d'une destination. Ici l'accent n'est pas sur la destination en soi, mais plutôt sur sa fonction de moyen par lequel on peut pourvoir à ses besoins socio-psychologiques. Les données suggèrent que l'industrie touristique ferait bien d'accorder plus d'importance aux motivations socio-psychologiques lorsqu'elle développe des stratégies de promotion et de produit.
Mots clef: motivation, voyages d'agrément, socio-psychologique, culturel

INTRODUCTION

The travel market is often divided into four segments: personal business travel, government or corporate business travel, visiting friends and relatives, and pleasure vacation travel (Nesbit 1973). This study focuses on the pleasure vacation travel segment.

The objectives of the research were to identify motives which directed respondents' selection of destination, and to develop a conceptual framework that would integrate such motives. It was anticipated that the motives might provide a basis for sub-dividing or segmenting those traveling for pleasure.

The concept of a stable equilibrium state is either stated or implied in most theories of motivation (McNeal 1973). Disequilibrium or tension in the motivational system occurs when some need arises. Disturbance of equilibrium drives the organism to elicit a course of action which is expected to satisfy the need and to restore equilibrium. The action ceases when equilibrium is restored as the result of the need being met (Howard and Sheth 1968). Hence, satisfactory resolution of the tension state is the criterion against which alternative actions are compared, contrasted, and evaluated. In the study reported here, the concern was to identify states of tension or causes of disequilibrium which provoked respondents' decisions to select particular vacation destinations.

It is recognized that motivation is only one of many variables which may contribute to explaining tourist behavior. To expect motivation to account for a large portion of the variance in tourist behavior is probably asking too much since there may be many other interrelated influences operating. Nevertheless, motivation is considered a critical variable because it is the impelling and compelling force behind all

behavior (Berkman and Gilson 1978). The question of concern in this study is well-expressed by Smith and Turner (1973):

Just what motivates people? What does Florence have over sitting in front of the telly? Why the Fjords of Norway over lying on a beach in the sun? Why Bali - or Acapulco? -- or wherever? Even more interestingly, why do some people choose not to take holidays at all? Are they just poor, or do they have ideological objections?

It has been suggested that it is possible to describe the who, when, where and how of tourism, together with the economic and social characteristics of tourists, but not to answer the question "why" (Burkart and Medlick 1974; Nunez 1977). Lundberg (1976) in the most recent edition of his basic text devotes a chapter to "Why Tourists Travel," but prefaces it with the comment:

Because research and established theory are lacking, the comments included here are necessarily impressionistic and made principally to stimulate investigation...the observations that follow make no claim to validity other than a validity based on observation and reflection.

Most discussions of tourist motivation have tended to revolve around the concepts of "pull" and "push." The push factors for a vacation are socio-psychological motives. The pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself. In this study, this latter category of motives is termed "cultural". These motives reflected the influence of the destination in arousing them. Traditionally, push motives have been thought useful for explaining the desire to go on a vacation while pull motives have been thought useful for explaining the choice of destination. For example, Dann (1977) states:

While a specific resort may hold a number of attractions for the potential tourist, his actual decision to visit such a destination is *consequent* on his prior need for travel. An examination of "push" factors is thus logically, and often temporally antecedent to that of "pull" factors. .

Prominent among the "pull" studies is the work reported by Williams and Zelinsky (1970). They studied international tourism flows and partially explained these flows by the term "heliotropic." Gray (1970) suggested a synonymous term "sunlust" which may be a more descriptive term referring to the same phenomenon. Sunlust characterizes vacations which are motivated by the desire to experience different or better amenities for a specific purpose than are available in the environment in which one normally lives. It is prominent with particular activities such as sports, and literally occurs with the search for the sun. Williams and Zelinsky (1970) effectively define this phenomenon when they state:

Specifically in those cases where Country B offers singly or in combination contrasting or desirable climatic characteristics, scenic attractions, cultural and historical features, sports, shopping facilities, night life, and so on, either missing or in short supply in Country A, one might expect a significantly high flow from A to B.

Gray (1970) suggested that an alternate appeal to sunlust, that destinations may satisfy, is wanderlust. He defined wanderlust as:

That basic trait in human nature that causes some individuals to want to

leave things with which they are familiar and to go and see at first hand different existing cultures and places, or the relics of past cultures in places famous for their historical associations, ruins and monuments.

Tourism researchers and writers have displayed a preference towards "cultural" motives in seeking to explain why tourists travel (Dann 1977). Similarly, the tourist industry generally has focused on cultural factors in seeking to attract tourists (Smith and Turner 1973). As a result, a review of the published literature reporting why people select one destination rather than another reveals that relatively little empirical research has been undertaken into socio-psychological motives. It is these motives which emerged as being of prime importance in the study reported here.

The most comprehensive empirical studies reported in the literature which are concerned with socio-psychological motives of tourists are those undertaken by Hill (1965), Plog (1976), and Dann (1977). The studies by Hill and Plog, like the study reported here, both used unstructured interviews to collect their data, focusing upon interpretation of individual responses in search of qualitative insights and understanding. Hill's (1965) study, which was commissioned by the Irish Tourist Board, identified some underlying motives for going on a vacation. These were used by the Irish Tourist Board as primary themes upon which to base its advertising and promotional efforts. Plog (1976) empirically derived typical vacationer profiles, which included motives, of each stage of the life cycle.

Dann (1977) confirmed his hypotheses that the answer to the question "What makes Tourists Travel" lies primarily in the socio-psychological concepts of "anomie" and "ego enhancement." In addition, both of these motives had a strong fantasy component. Underlying the anomie hypothesis is the need that man has for love and affection and the desire to communicate with his fellow man. Dann suggested that there is a desire to transcend the feeling of isolation obtained in everyday life, and that this need for social interaction can only be fulfilled by the individual getting away from it all on vacation. Similarly, Dann argued that man requires to be recognized, and that travel provides opportunity for ego-enhancement or self-recognition.

Hill (1965) concluded:

A holiday is undertaken in response to a sense of internal damage or depletion and represents a period of replenishment and restoration. When he goes on holiday, the holiday maker is hoping to take in and store "internal goods" with which he will return enriched, regenerated and recharged to his own environment.

This appears to support the assumption of most writers in the field of tourism who generally express the primary motive for taking a pleasure vacation in terms of personal enrichment of one kind or another. However, personal enrichment may not be the exclusive prerogative of the pleasure vacation. Howard and Sheth (1968) distinguish between specific and non-specific motivation. If motivation is specific, it is uniquely satisfied by the pleasure vacation experience. If it is non-specific it can also be satisfied by alternative opportunities available from other sources. For example, Hill reported that for those respondents who could easily give up the opportunity to go on a pleasure vacation, the same tension reliever or internal refreshment was sought in some other kind of activity:

It was noticeable that when alternatives to the holiday were mentioned

these were often expressed in terms of redecorating the house or relaying the garden. Activities such as these also express in a symbolic way the fundamental notion of repair and renovation to internal objects (Hill 1965).

However, for the majority of Hill's respondents, a pleasure vacation was regarded as a more or less essential period of refreshment. It was regarded as virtually priceless. If it has to be forfeited because of pragmatic constraints, this forfeiture was regarded as only temporary.

The study explored the contention that socio-psychological motives may be useful not only in explaining the initial arousal, energizing, or "push" to take a vacation, but may also have directive potential to direct the tourist toward a particular destination. This differs from the traditional conceptual framework described earlier, in which the primary utility of socio-psychological motives lies in explaining the initial decision to go on a vacation, and the consequent decision, choice of destination, is conceived to be primarily a function of the cultural pulling power of the destination.

METHODOLOGY

Thirty-nine unstructured interviews were undertaken. The interviews were approximately two hours in duration. Although the interviews also explored other socio-psychological variables, motives were a primary focus and typically recurred at a number of points throughout the interviews. The interviews were tape recorded, subsequently transcribed, classified and their content analyzed to isolate all data which pertained to motives. The content analysis yielded patterns of responses which provided the basis for the conceptual framework formulated in this paper.

The respondents consisted of a sample of adults who were conveniently available. They resided either in College Station, Texas or in the Greater Boston area of Massachusetts. Nineteen respondents were female and twenty were male. Thirty were married, four were single, and the spouses of five were deceased. Only five respondents did not have children. The age and occupational profile of the sample is shown in Tables 1 and 2. The occupational data suggests that the sample primarily was comprised of middle-class respondents.

Table 1

Age of Respondents

Age Category	Number
Under 30	6
30-45	19
46-60	9
Over 60	5
Total	39

Table 2

Occupation of Respondents

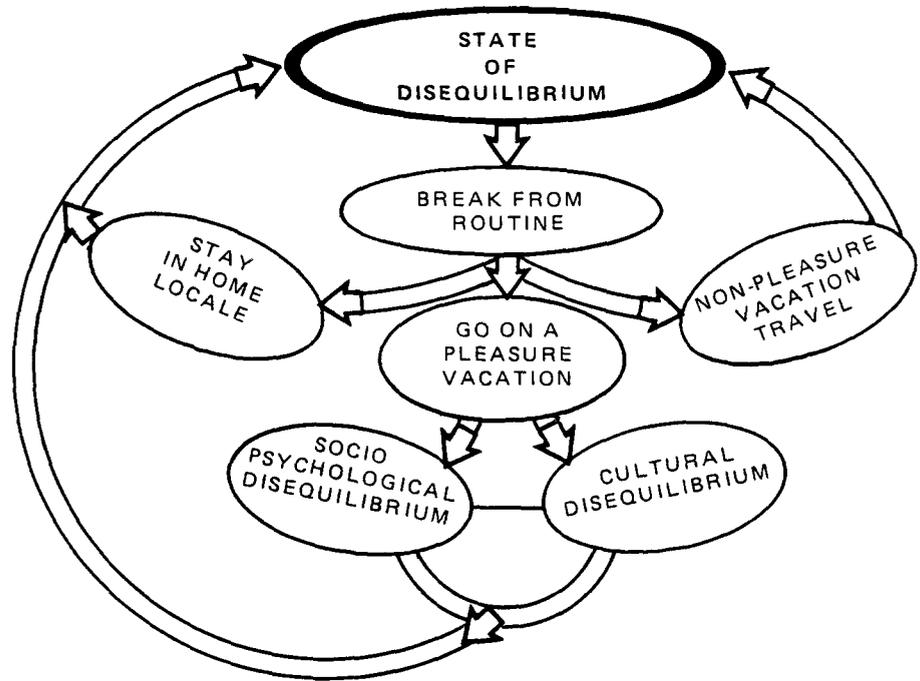
Occupation Category	Number
Professional and Technical Workers	14
Managers and Administrators	5
Sales Workers	1
Clerical and Kindred Workers	4
Craftsmen, Foremen and Kindred Workers	3
Service Workers	1
Graduate Students	3
Housewives	5
Retired	3
Total	39

It is important to note that the study reported here was essentially a qualitative study. Its objectives were limited to identifying, and obtaining insights into, tourists' motivations. Because of the research design, data collection technique, and the limited sample size, this study was not concerned with identifying the distributions of these motives in a population. An investigation into the distribution of these motives, which builds upon the basic work reported here, is currently being undertaken by the author as a subsequent project.

ANALYSIS

Figure 1 shows a conceptualization of the role and relationships of respondents' underlying states of disequilibrium which emerged from patterns in the data. It identifies four main components. First, a state of disequilibrium. Second, a break from routine, which was conceptualized as an initial overt manifestation of disequilibrium. Third, three behavioral alternatives: stay at home, go on a pleasure vacation, or travel for other purposes such as visiting friends and relatives or going on a business trip, each of which may provide a break from routine. Fourth, the particular motives which help determine the nature and destination of the pleasure vacation if that alternative is selected. These are aligned along a continuum as being primarily either socio-psychological or cultural.

Figure 1
A Conceptualization of the Role and Relationships of Respondents' Motives



THE NATURE OF A BREAK FROM ROUTINE

Almost every respondent described the essence of a vacation as being a break from routine. These breaks could generally be classified into two categories, short-term and long-term. These appeared to resolve different types of disequilibrium. Short-term disequilibrium seemed to reflect a particular set of circumstances or events which were temporal disruptions to homeostasis. Typically, these were expressed as "pressures." In this situation, a break from routine was perceived to be a necessary and sufficient condition to restore homeostasis. Long-term states of disequilibrium could not usually be satisfied by a single pleasure vacation. Instead these states of disequilibrium were satisfied through an ongoing program of pleasure vacations. A break from routine was perceived as necessary to facilitate the resolution of long-term disequilibrium states, but the break alone was not sufficiently inclusive to resolve the state of tension. Long-term disequilibrium was perceived by respondents as being ever present but postponable. In contrast, short-term disequilibrium demanded immediate attention. In other words, the data suggested that a two tier system of disequilibrium was operating.

The term "break from routine" did not necessarily mean a change to doing different kinds of things or a change in life style. Indeed, for many respondents it meant continuation of doing the same kinds of things but in a different physical, or social context. The essence of "break from routine" was, in most cases, either locating in a different place, or changing the dominant social context from the work milieu, usually to that of the family group, or doing both of these things. The kinds of activities in which people engaged were generally not different, although they were sometimes more concentrated. Respondents' life styles did not change. A break from routine often involved emphasizing particularly desired elements of the life style rather than changing the life style to incorporate different activities. The mundane elements in the routine were discarded, but the preferred discretionary elements of the normal life style were retained.

MOTIVES INFLUENCING SELECTION OF TYPE OF PLEASURE VACATION AND DESTINATION

Once a desire to go on a pleasure vacation has been established, concern shifts from the impetus dimension of motivation to its directive dimension which serves to guide the tourist toward the selection of a particular type of vacation or destination in preference to all the alternatives of which the tourist is aware. In most decisions more than one motive is operative. Priorities between alternative destinations are a function of the intensity of the particular combination of motives which are dominant in a hierarchy of motives at a particular moment of time (Howard and Sheth 1968). This hierarchy of motives construct helps to explain divergent reaction at different points in time by the same respondent to the same stimuli.

The data suggested that respondents' motives usefully could be conceptualized as being located along a cultural--socio-psychological disequilibrium continuum. Much of the tourist industry's *modus operandi* is based upon the assumption that tourists are attracted to a destination by the particular cultural opportunities or special attributes that it offers (Taylor 1974). However, the findings of this study suggested that for some respondents, the destination itself was relatively unimportant. Respondents did not go to particular locations to seek cultural insights or artifacts; rather they went for socio-psychological reasons unrelated to any specific destination. The destination served merely as a medium through which these motives could be satisfied.

The following sections of the analysis briefly discuss each of the motives empirically identified in this study, and categorize them as being located either toward the socio-psychological or the cultural end of the continuum.

Socio-Psychological Motives

Socio-psychological motives were rarely overtly identified by respondents in early discussion of their pleasure vacation experiences. These motives were difficult for respondents to articulate. However, as the interview proceeded, it often became apparent that while initial concern and effort had been with selecting a vacation destination, the value, benefits, and satisfactions derived from the vacation were neither related to, nor derived from, a particular destination's attributes. Rather the satisfactions were related to social or psychological factors unique to the particular individual or group involved. In effect, these motives represented a hidden agenda. This suggests that one of the reasons that some people do not take pleasure vacations

may be that they have not had the opportunity to recognize their tension states in socio-psychological terms.

The data suggested seven socio-psychological motives which served to direct pleasure vacation behavior. These motives were: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction.

Escape from a Perceived Mundane Environment

A temporary change of environment was a frequently expressed respondent motive. Even the most prized living environments sometimes became mundane to those living there. For example, one respondent who lived on Cape Cod indicated that when crowds of people descend upon the Cape in the summer, many of the local residents go to Maine, New Hampshire, or Vermont to avoid the crowds. Escape was sought not only from the general residential locale but also from the specific home and job environments.

There did not appear to be any single optimum type of environment that facilitated escape. The critical ingredient was only that the pleasure vacation context should be physically and socially different from the environment in which one normally lives. For some respondents, the escape offered by a pleasure vacation was for a much longer time period than the actual trip. As Clawson and Knetsch (1966) have suggested, anticipation of the trip was an important ingredient of the total experience. One respondent commented that "You are sustained a little through the winter, first by anticipation of Christmas, then by anticipation of the trip in February or March. It is something to which I look forward in the long winter."

Exploration and Evaluation of Self

The data suggested that a pleasure vacation may be viewed by some people as an opportunity for re-evaluating and discovering more about themselves or for acting out self-images and in so doing refining or modifying them. For example, one respondent commented:

This trip put a lot of things in perspective for me. It helped me to get a clearer picture of myself because I put myself in different situations. I saw how I interacted with other people in other conditions. I had some constraints come up, some hardships, and I had to deal with that. It gave me a chance to see what is inside of me and how that would come out, without any outside pressures. You don't find this out when you go to the office from eight to five.

Self-discovery emerged as a result of transposition into a new situation. The novelty of the physical and social context appeared to be an essential ingredient in the process. These insights into the person's self, could not be achieved by staying at home or visiting friends and relatives. In the case of the latter there would be outside pressures serving to ameliorate hardship, and hence dilute the value of the experience, because of the accessibility of friendly other people. In the case of the former, there would be less likelihood of finding different situations or conditions.

Exposure to a different milieu sometimes caused a revision of existing perceptions of self-status and enhanced feelings of self-worth. A respondent who was a boat

mechanic living in the wealthy Cape Cod area of Massachusetts considered himself to be of low status in that community, but on pleasure vacations, "I see people who are a lot worse off than I am, and I sort of appreciate what we do have." Other respondents stressed that exposure to a different milieu for a period of time served as a reference point for re-evaluation of their own life style.

Self-discovery was not confined only to those respondents who went camping or sought inexpensive pleasure vacations. The wealthiest and most widely travelled respondent in the sample expressed similar sentiments. After a cruise vacation in which she found that she was not disposed to the socializing and organized activities which characterized the experience she commented, "I learned a lot about myself on that cruise."

Relaxation

The term relaxation was a constant respondent theme, but its use was often ambivalent. Generally, there was a reluctance on the part of respondents to relax physically. Respondents would say they felt relaxed and then admit that they came home physically exhausted. It was apparent that the term relaxation referred to a mental state rather than a physical relaxation. Given this interpretation it was possible to reconcile physical exhaustion or fatigue as being mentally refreshing and relaxing.

Relaxation meant taking the time to pursue activities of interest. The activities selected were often a reflection of the increased time available at the vacation destination. In the rhythm of the normal routine, the mind was not directed toward these hobbies or interests. These interests were not selectively perceived because they were not pertinent to the prevailing train of thought or dominant motive.

Most respondents indicated that they were fatigued upon their return home from the exertions expended on the vacation and on associated travel. This fatigue factor, together with the contribution the vacation has made to ameliorating tension states, possibly accounted for the sentiment that respondents frequently expressed, "I am always delighted to go on a vacation, but I am just as delighted to return home again."

Prestige

Although some respondents suggested prestige was a primary motivating factor in other people's trips, few of them accepted that there was any prestige motive involved in their own pleasure vacation decisions. It may be that as travel has become more frequent, it is perceived to be less prestigious. Travel may have become part of the indigenous life style rather than symbolic of a higher life style. Prestige potential disappears with frequency of exposure.

Regression

Some respondents suggested that a pleasure vacation provided an opportunity to do things which were inconceivable within the context of their usual life styles. The things respondents' cited were often puerile, irrational, and more reminiscent of adolescent or child behavior than mature adult behavior. The opportunity to engage in this behavior was facilitated by withdrawal from usual role obligations. On vacation, respondents were freed of the mores that inhibit capacity for this type of enjoyment at

home. Normally, respondents would be constrained from indulging in such behavior by the mores, values, and expectations of reference groups. For example, one respondent stated, "My life style is free and more relaxed when I go away from home. I let my guard down more than I would at home."

While puerility was the prevailing form of regressive behavior, another form was identified by some respondents. This was the search for the life style of a previous era. This is sometimes referred to as the "nostalgia factor." In essence, the desire was to regress to a less complex, less changeable, less technologically advanced environment. For example, a respondent stated that she and her friends were:

Looking for the simple life. We are not looking for big cities, but are looking for peasants of the soil. A lot of us are very romantic. We want to go out and see the fields; to escape Americanism.

Like the puerile regression state, this search for the life style of a previous era is a transitory, ephemeral tension state, and when homeostasis is restored, return to the routine of life is accepted. The actuality frequently is not congruent with the image, for as the same respondent commented, "It depends where they go, but a lot of people come back not always totally satisfied."

Enhancement of Kinship Relationships

Many respondents perceived the pleasure vacation as a time when family members were brought close together. Hence, the pleasure vacation served as a medium through which family relationships could be enhanced or enriched. This enhancement is often facilitated by long drives in an automobile because family members are physically juxtaposed for long periods and forced to interact with each other. It is inevitable that a much greater exchange and understanding of each other is likely to occur than in the normal routine situation in which family members go in different directions interacting only spasmodically. The essence of this tension state was well expressed by a respondent who stated:

The important notion is being out of routine. It isn't that you are away from a place anymore than you are at a place. What is different is the fact that you are together as a family. You are able to put aside the other kinds of responsibilities that each of you may have that would otherwise be impinging themselves upon that notion of focusing inwards and putting things together.

Facilitation of Social Interaction

It was evident that an important motive for some respondents going on a pleasure vacation was to meet new people in different locations. These trips were people oriented rather than place oriented. Like several of the other motives which were located towards the socio-psychological end of the disequilibrium continuum, respondents often became aware of this motive only after the trip was completed.

A variety of dimensions of this motive emerged from the data. For some respondents, an opportunity for transitory meetings with others from outside familiar reference groups to exchange views, was all that was sought. Others were seeking more permanent relationships that would serve to extend their range of social contacts. Several observed that interaction with non-familiar people was more likely

to occur on a pleasure vacation than in the normal course of their life style. Often the social contact was initiated by children, who were a common ingredient shared by both parties. The physical planning of accommodations was also perceived to be an ameliorating factor, for if the accommodations were closely juxtaposed they facilitated interaction.

Although several respondents expressed a desire to interact with local people in the destination area, they reported that this was frequently difficult to achieve. Most interaction was with other tourists in the area. There was little common identity with local people who were serving as waitresses, and much more with other tourists who were also waiting in line or visiting a particular attraction for the first time. Some respondents suggested that traveling with others may inhibit opportunities for interacting with local people at the destination. The availability of companions provided built-in entertainment and removed the urge to visit with others outside of the group. The natural tendency was to turn inward rather than outward.

The organized tour was a preferred type of vacation for some respondents because it served as a vehicle for facilitating social intercourse as well as being financially expedient. The prime ingredients inducing the camaraderie which respondents reported from tour experiences appeared to be the sharing of many dimensions of the experience and close physical juxtaposition with others. Some participated regularly in group tours which were arranged locally and were comprised of people who knew others in the group from the outset. In essence, these people were taking some of their home social environment with them to a different location. The existence of a nucleus of known people provided a good foundation upon which to establish new social relationships through introductions. In addition, the group often had a common interest which facilitated social interaction. For example, it may be comprised of lawyers, teachers, doctors, rose growers, or home builders.

Cultural Motives

Motives located towards this end of the continuum (Figure 1) were concerned with the destination rather than with the social and psychological status of the individual. Most respondents explained their reasons for going on pleasure vacations in terms of cultural motives. In many cases, cultural motives were more apparent than real. In other cases, the data suggested that many respondents did not receive socio-psychological satisfactions, but received almost exclusively cultural benefits.

Two primary cultural motives were expressed. They were novelty and education. These may be related since exposure to new destinations, sights, and experiences is presumably educational. However, respondents did not always perceive this relationship and hence they are discussed separately.

Novelty

Novelty was defined by respondents in a variety of ways. Synonyms included curiosity, adventure, new and different. Novel meant new experience but it did not necessarily mean entirely new knowledge. Often respondents knew a lot about a place. The novelty resulted from actually seeing something rather than simply knowing of it vicariously.

A preference for going to a previously unvisited destination was a consistent

respondent theme. Most of the findings reported in the consumer behavior literature indicate that it is usual for customers to purchase a brand that has previously proved satisfactory, rather than to purchase a brand with which they have had no previous experience (Engel, Kollat, and Blackwell 1973:15, 548-549). Generally, this does not appear to apply to pleasure vacations. Cultural disequilibrium appears to be an on-going state which requires a supply of fresh cultural stimuli to restore homeostasis. In most cases, respondents anticipated that re-experiencing known cultural stimuli would not contribute as much as experiencing new stimuli to reducing the tension state. Hence, when the pleasure vacation product was purchased, a different destination brand was selected by respondents.

At the same time, there were some respondents who returned to a previously visited vacation destination. In some cases, the same destination was selected each year. While the data did not enable the reasons for this to be identified, it may be speculated that three factors account for this phenomenon. First, habitual destination respondents may be motivated primarily by socio-psychological rather than cultural motives. Second, they may have restricted knowledge of the want satisfying attributes of other places. Returning to a proven destination reduces the risk that an unfamiliar alternative may not be as satisfying as those previously experienced. The third factor may be fear, or anxiety of the unknown, which is removed by revisiting a destination.

The urge for new and adventurous experiences was frequently compromised by the felt need to minimize risks of exposure to novelty which may be threatening. One respondent, who was a travel agent, pointed out that for some people, it was a fearful experience to go into an unknown situation in a country where the people did not speak your language. These people "would like to go away from home but they also have the desire to be taken care of. That is why you get tours and tour conductors, because it is a security blanket." People used organized tours to introduce themselves to travel, its problems and associated fears. Organized tours served to remove any anxiety or exposure to unfamiliar situations that may have been threatening.

An alternative strategy to the organized tour for reducing anxiety and fear was to experience the unknown by starting with the known and using that as a base. For example, a number of respondents indicated that they had visited the Mexican border towns, but had no intention of going further into Mexico. The border towns were close to the perceived safety of the known United States and could thus be experienced relatively quickly with minimal anxiety. Similarly, some of the respondents who had visited Europe indicated that they started in the United Kingdom where they knew the language, or in a country that they had previously visited, so that there was some familiarity. From this relatively familiar base, sorties were made into new areas. When they felt comfortable there, the process was repeated and exploration extended to their new destinations.

Education

The positive influence of pleasure vacations on childrens' education was exhorted by most respondents and in some cases was the primary consideration in the selection of a destination. Education was perceived as a means of developing a rounded individual. One respondent suggested, "As a generalization, those who have been on vacation, and have travelled, are usually more interesting to talk with than those who have not."

The feeling that something "ought" to be seen was reiterated by several respondents. It was perceived as almost a moral obligation to take the opportunity to visit a distinctive phenomenon, particularly if it was reasonably accessible. The sense of "ought" to see and experience a particular place frequently meant that circumstances, especially present location, had been the trigger which initiated selection of a destination. Cultural disequilibrium was not site or destination specific. It did not relate to one particular place, but it was generally applicable to all places. Hence, there was a feeling expressed by several respondents that, "I ought to go because I am here," particularly if it was anticipated that the present residential location was transitory. In this situation, it may have been perceived as the one opportunity in a lifetime to see particular cultural phenomena. If the opportunity was not grasped then educational benefits were lost.

CONCLUSIONS AND IMPLICATIONS

Delineation of underlying motives offers useful insights into understanding the destination selection decision process. All else equal, preference is likely to be given to a destination which is perceived as most likely to service the dominant motive. Nine motives were identified. Seven of these were located towards the socio-psychological end of the disequilibrium continuum and two towards the cultural end.

For ease of exposition, the motives were discussed as separate entities. However, they should not be considered as mutually exclusive, nor should any single tension state be selected as the determinant of behavior. They operate in tandem or combination, for motives are multidimensional. Thus, destination decisions were usually energized by several motives acting in tandem. The study suggested that any given destination can in principle attract customers whose motivations are neither homogeneous nor necessarily compatible.

While the study gave no indication of the distribution of the two disequilibrium states in the population, it suggested that more attention usefully could be given by the tourist industry to socio-psychological dis-equilibrium in developing its product and promotion strategies than is presenting the case. The tourist industry's *modus operandi* is based upon the assumption that people go on vacation to do and see things. The data suggested that, for many respondents, this assumption is challengeable. They have been conditioned to thinking in terms of destination, but a number of motives emerged from the data which were not place specific. Consumers motivated by socio-psychological motives were not looking for uniqueness in the product. That is, some specific attribute it possessed which other destinations did not have. The pleasure vacation destination was not perceived by most respondents as a "specialty good."

There appear to be two directions which could usefully be pursued profitably by the tourist industry if it accepts the significance and role of socio-psychological tension states in pleasure vacation decisions suggested in this study. First, efforts are required to arouse people's awareness of their own real motives. The in-depth interviews caused many respondents to confront for the first time their real motives for going on a pleasure vacation. Several commented similarly to the respondent who stated, "This is interesting, I am learning all these things about myself." They expressed surprise at what they revealed, for the motives which ultimately emerged were often radically different from the reasons they were accustomed to giving for going on a vacation. The interviews proved to be an exercise in self-discovery. The role of the travel agent may

usefully be expanded to that of travel counsellor, offering similar services to those of the emerging leisure counsellors. Once the real motives for travel were elicited from interviews, then the counsellor would be in a much better position to recommend the most appropriate type of pleasure vacation and destination.

The second direction lies in the development of the destination product and its promotion. The motives may be used as a basis for market segmentation. They provide cues and insights around which destinations can develop and promote their product to target segments. Supplier efforts have generally focused on unique amenities and facilities of the destination (Taylor 1974). Socio-psychological tension states suggest that this may not be the most appropriate strategy. For example, the escape from a mundane environment, exploration of self, and regression motives, require only a destination which is physically and socially different from the residential environment. Literally thousands of destinations could meet these criteria and thus serve as direct substitutes. The detailed cultural attractions of a destination are not important in this context. The best promotion strategies for this market segment may be to stress the contribution the destination can make to reducing these disequilibrium states and to stress price advantages. Those destinations seeking to cater to the relaxation motive may stress familiarity and the availability of facilities to enjoy preferred activities rather than a radically different environment or new activities. Destinations targeting at the prestige market segment may emphasize their unique qualities as a destination, rather than the activities or facilities available. This uniqueness must be fairly widely disseminated so that it is known to peer groups in order that they are able to confer upon members appropriate prestige for visiting it. At the same time it should not be promoted as a popular mass destination. The social interaction motive may be accommodated by physical juxtaposition of parties and organized programming, while enhancement of kinship relationships may be a useful theme for promoting family pleasure vacations.

Cultural disequilibrium referred to the desire to see new places or do things in a different environment. It is this motive to which most tourist supplier effort is presently directed. Two culturally oriented motives were identified. These were novelty and education. Novelty implied that there was no desire to return to a previously visited destination no matter how successful the vacation. This lack of "brand loyalty" may be ameliorated by establishing a network of cross recommendations. That is, agreement between destinations to recommend satisfied consumers to a destination with similar characteristics in a different location. Chain and franchise organizations offer illustration of this at the individual motel or fast-food facility level. For example, if the vacationer enjoyed Dade County, Florida, they may be recommended to try the Rio Grande Valley region of Texas, or Orange County, California. This offers the credibility accrued by the proven destination that there is a good probability of the vacationer enjoying a similarly satisfying experience in a different cultural context.

To remove the fear inhibition present for some in contemplating a novel pleasure vacation, the organized tour may more prominently promote its anxiety reducing potential, rather than concentrating exclusively on price advantage which is its present tendency. Similarly destinations may stress the attributes with which vacationers were likely to feel familiar, that is their recognizable cultural ties, before pointing out cultural differences. Establishing the known before proceeding to the unknown.

Emphasis on how a particular destination or attraction caters to childrens' educational prowess may be useful in attracting vacationers for whom the education motive is dominant. Finally, many respondents changed residential location frequently. Location appeared to be an important ingredient in bringing the education motive state to the head of the hierarchy of motives. This suggests that people are likely to be susceptible to promotions reminding them that the opportunity to visit a destination in reasonable proximity may not arise again.

People went on pleasure vacation to satisfy a variety of different motives. As a result, the attributes which might attract them to a destination differed. The implications suggested in the above paragraphs are intended to be illustrative of how these data may be applied rather than exhaustive. Specific implications appropriate to a particular destination will vary according to its attributes, environmental niche and goals. □ □

BIBLIOGRAPHY

- Berkman, H. W. and C. C. Gilson
1978 *Consumer Behavior: Concepts and Strategies*. Belmont, California: Dickenson Press.
- Burkart, A. F. and S. Medlick
1974 *Tourism: Past, Present and Future*. London: Heinemann.
- Clawson, M. and J. Knetsch
1966 *Economics of Outdoor Recreation*. Baltimore: John Hopkins Press.
- Dann, M. S.
1977 Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research* IV(4): 184-194.
- Engel, E., D. T. Kollat, and R. D. Blackwell
1973 *Consumer Behavior*. Hinsdale, Illinois: Dryden Press.
- Gray, J. P.
1970 *International Travel - International Trade*. Lexington Heath: Lexington Books.
- Hills, J. M. M.
1965 *The Holiday: A Study of Social and Psychological Aspects with Special Reference to Ireland*. London: The Tavistock Institute of Human Relations.
- Howard, J. and J. N. Sheth
1968 *The Theory of Buyer Behavior*. New York: John Wiley.
- Lansing, J. B. and D. M. Blood
1964 *The Changing Travel Market*. Ann Arbor, Michigan: Survey Research Center, Institute for Social Research.
- Lundberg, D. E.
1976 *The Tourist Business*. Boston: CBI Publishing.
- McNeal, J. U.
1973 *An Introduction to Consumer Behavior*. New York: John Wiley.

Nesbit, W. R.

1973 The Art of Forecasting Domestic Air Travel: A Survey Assessment and Overview. *In* Fourth Annual Conference Proceedings, The Travel Research Association, pp. 285-290. Salt Lake City, Utah: The Travel Research Association.

Nunez, T.

1977 Touristic Studies in Anthropological Perspective. *In* Hosts and Guests: The Anthropology of Tourism. Valene L. Smith, ed., pp. 207-216. Philadelphia: University of Pennsylvania Press.

Plog, S.

1976 Increasing your sales to new and existing markets. Paper presented at The Travel Research Association Conference.

Smith, M. A. and L. Turner

1973 Some Aspects of the Sociology of Tourism. *Society and Leisure* 3:55-71.

Taylor, G.

1974 Tourism research. *In* Indicators of Change in the Recreation Environment - A National Research Symposium. Betty vander Smissen, ed. Pennsylvania State University.

Williams, A. and W. Zelinski

1970 On some patterns in international tourist flows. *Economic Geography* 46(1):549-567.

Submitted November 3, 1978
Revision submitted June 4, 1979
Accepted July 5, 1979
Refereed anonymously