

ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

DEMAND SIDE: TOURISM DEMAND

Qualitative development:

Intrinsic and **extrinsic** motivation - **Push** and **pull** factors in tourism demand

Some reasons for leisure traveling:

- escape
- relaxation
- play
- family bonding
- prestige
- social interaction
- educational opportunities
- wish fulfillment
- shopping....
- response to marketing

Why do I travel? Because everybody else is too.

Physical motivators
Cultural motivators
Interpersonal motivators
Status/Prestige motivators

How many different forms of tourism and the connected motivation can you name? 100?

Everybody please come up to the blackboard one after another and write down **one form of tourism** (for instance *biking tourism*, visiting caves...) **and** the **motivation** to do this form of tourism (for instance *fitness*, scary experience).

Conclusion:

- In tourism a combination of products and experiences meet a diverse range of needs
- Tourists are not always aware of their deep psychological needs - or may not reveal them to researchers
- Tourism motives are often multiple and contradictory
- Personal demand changes over time
- Tourism demand is holistic and a mixture of cultural and personal needs



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