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Travel Motivators and Barriers

(New) threats to tourism

January 29, 2015

What is motivation?





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Travel Motivators

Motivation:

- The reason or reasons one has for acting or behaving in a particular way.
- An internal process that makes a person move toward a goal or several goals in life.

Why do people travel?

The tourism professionals look at trends to identify what motivates people to travel.

Look at Maslow's (a psychologist) hierarchy of needs in order to get insight into ways in which a trip may satisfy various needs.

Let's take a look at Maslow's pyramid of needs, and figure out where does tourism fit.



Maslow's Hierarchy of needs 3D

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Travel Motivators

- Tourists can travel for many reasons in addition to recreation and leisure.



TOURISTS

- They will need:
 - Accommodation (rooms in a hotel)
 - Food and drinks (restaurant)
- They may visit local attractions or engage in local festivals
- They may buy mementos to remind them of their trip, and take pictures
- Travel motivators also determine our choice of travel destinations



TOURIST BEHAVIOUR

Travel Motivators

There are 6 main categories or travel motivators:

1. Personal
2. Environmental/Geographical
3. Cultural
4. Business/Professional
5. Adventure
6. Social



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Personal Motivators

- Curiosity
- Desire to learn about an area
- Enhance self esteem
- Stress relief (need to get away)
- Improve health
- Recreation



Feb. 5-8/15 Sedona, Arizona will once again welcome yogis, spiritual seekers and other members of the conscious community for a long weekend of yoga, music and energy work.



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Environmental Motivators

- Desire to experience different landscapes
- View scenic attractions
- View wildlife
- Enjoy outdoor recreation





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Cultural Motivators

- Desire to explore art, folklore, history, food, religion, languages, festivals, drama from own culture or others' culture



Business/Professional Motivators

- Business conventions, conferences, workshops
- Scientific expeditions
- Educational trips



Adventure Motivators

- Desire for risk, challenge, exploration, exhilaration





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Social Motivators

- Visit friends and family (VFR)
- Desire to cultivate new relationships
- Social interaction
- Voluntourism (volunteer tourism)
- Sex





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Travel Behaviour

Travel motivators lead to various travel behaviours:

Generation	Born
Greatest/ Pre-boom	1925 - 1945
Baby Boom	1946 - 1964
Gen X	1965 – 1979 (1965 – 1976)
Gen Y/ Millennial	1980 – 1994 (1977- 1999)
Gen Z kids of BB, X,Y	2000 on-ward
Gen Alpha	Born after 2010

Travel Behaviour: Baby Boomers

1. Boomers have traveled more than their predecessors
2. Boomers see themselves as forever young
3. Boomers want to have fun



Travel Behaviour: Baby Boomers

4. Boomers are not passive
5. Boomers also want more interactivity in the travel experience (sightdoing vs. sightseeing)
6. Boomers also crave the local human touch.

Travel Behaviour: Baby Boomers

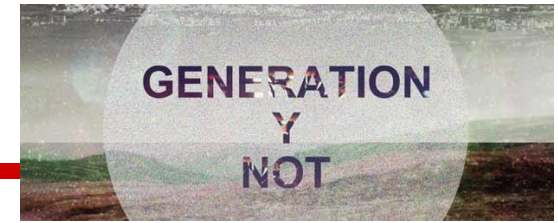
7. Boomers think they are special
8. Boomers are time deprived.
9. Boomers will pay for luxury, expertise and convenience
10. Boomers are not homogenous

Travel Behaviour: Gen X



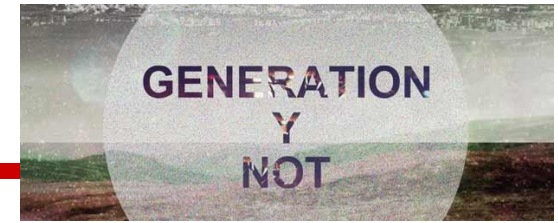
- The Slackers; the lost generation
- Is the best educated and the first technologically savvy generation in history – to date.
- Have realistic expectations and a greater tolerance for diversity.
- Family oriented but...do not see themselves as a collective force (individuality is their most common trend).
- Tourism deals should be advertised in specialty magazines (e.g., *Men's Health* or *Chatelaine*)

Travel Behaviour: Gen Y



- Millennials = Generation WHY = Generation NEXT = Echo Boomers = I Generation = Baby Busters = Net Generation = Boomerang
- Kids of Baby Boomers, considered the largest demographic group in many developed countries.
- A lucrative market, raised with more money at their disposal than any teen group in the history.
- Exerting influence over parental travel and expenditures.
- Leisure activities play an important role in the personal development.
- Travel experiences become part of who they are; travel seen as a right

Travel Behaviour: Gen Y



- They are willing to customize their holidays to meet their particular requirements.
- They will seek unusual and authentic experiences as opposed to off-the-shelf holiday packages.
- Will demand a larger range of choice and more personalized products.
- They take frequent short breaks and long travel periods.
- They enjoy voluntary work abroad (voluntourism).
- Little brand loyalty...will take what feels right for them.
- 60% prefer spending their money on experiences rather than on material possessions.

Travel Behaviour: Gen Z

GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.



- The selfies Generation = Digital Generation
- Have never known a world without the Internet, cell phones or ipods.
- They have technological skills that are totally intuitive and surpass those of their parents (do not read the instructions books; they just do it).
- The first time in history when children are an authority about something really important – kids are lapping their parents on a digital track.

Travel Behaviour: Gen A



- New generation is called Alpha. Started in January 2010
- Expected to be the most formally educated ever
- Feared to be more materialistic
- Will begin school earlier and study longer
- About 90 per cent of the class of 2020 are expected to complete Year 12, and 40 per cent will go on to further tertiary study.
- Alphas are expected to have tremendous career opportunities. They will be growing up at a time when the ageing population hits its peak and older people are leaving the workforce.

Travel Barriers

6 main categories or travel barriers:

1. Cost
2. Health
3. Time (lack of)
4. Family obligations
5. Lack of interest
6. Fear

Travel Barriers: Cost

Consumers have budgets.

Travel competes with other financial commitments such raising a family, paying off a mortgage, car Lease, own or children's education, etc.

Travel Barriers: Health

Poor health may keep people from travelling (or obesity)

The cost of travel insurance is too high (especially in US)



Some tourism industries are adapting to the disabled (e.g., taxis, hotels, etc.) but most are still made for the abled.

Travel Barriers: Time

People have jobs, businesses, family and other commitments that limit the time available for travel.

They may also have a limited number of vacation Days (like in USA and Canada) for longer trips, so they may be “banking” on time for a longer Vacation (e.g., in Australia, New Zealand, Africa, Asia)

Travel Barriers: Family Stage

Parents with young children may limit travel because of cost and inconvenience

The “sandwich” generation, GenX caring for older parents or grandparents while their kids are still at home.

They may all be restricted in their choice of travel destination

Travel Barriers: Lack of Interest

People may have money, time available, be in good health but have no interest in travel due to other interests in life: e.g., gambling, gardening, construction, and other hobbies.

The hardest to lure and attract.

Travel Barriers: Fear

Fear of instable economies, political unrest, high crime rate and kidnappings may deter travelers to travel to particular areas of the world

The Cost of the 9/11 Attack on the Industry:

- Between 10-20% drop in tourism arrivals in Asia Pacific region;
- US\$10 billion immediate revenue loss for IATA airlines;
- 400,000 jobs in the aviation industry worldwide were cut;
- 8.8 million jobs were lost in the tourism industry worldwide;

The Cost of the Bali Attack in Oct 2002:

- Between 10-30% drop in tourist arrivals in the ASEAN region; which is as much as 80% drop in room occupancy in Bali;
- 360,000 jobs were lost

Threats to tourism

Let's see this 2 min video on factors affecting tourism

<https://www.youtube.com/watch?v=gtNJasjR8I4>

Break

1. Finding Group members for Assignment #3

2. Exercise

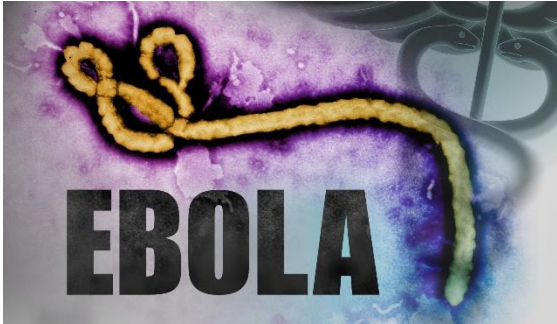




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Threats to tourism



Environmental Threats: Weather & Climate Change

Let's start with this week's travel bans, as blizzard of 2015 looms for Northeast NYC and New England



08:50 Larnaca	AA6621	Cancelled
08:50 Berlin	BA662	Cancelled
08:50 Glasgow	AA6594	Cancelled
08:50 Palma Mallorca	GF5222	Cancelled
08:55 Prague	LH6639	Go to Gate
08:55 Moscow	CX7121	Cancelled
8:55 Nice	BA872	Cancelled
8:55 Manchester	BD193	Go to Depart
:05 Dublin	GF5280	Cancelled

Environmental Threats: Weather & Climate Change

Potential risks from environmental sources include:

- Natural disasters (e.g. earthquakes, volcanos, tsunamis)
- Severe weather events (e.g. blizzards, cyclones, tornadoes or floods)
- Climate change (e.g. loss of corals due to higher sea temperatures, damage of ecosystems)
- Climate change affecting ski resorts (ski lift operators)
- Potential biosecurity hazards (e.g., plant pest invasion)
- Pollution, waste
- Deforestation and intensified or unsustainable land use (e.g., overbuilding and excessive paving of shorelines)
- Marina development & breakwaters causing changes in currents and coastlines

Conflicts with Species at Risks

- Jasper National Park is offering new and enhanced winter recreational opportunities. They are also implementing additional caribou conservation actions, such as delaying access in the Maligne and Whistler Creek valleys.
- **Enhancing critical habitat protection:**
- Winter recreational access to the Maligne and Whistler Creek valleys will be delayed until February 28 and February 15, 2015, respectively.
- These delayed access provisions are similar to those established in 2013 for the A La Peche (North Boundary), Brazeau (South Jasper) and Tonquin caribou herds.





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Security threats to Tourism

<http://www.tourismandmore.com/>

Security threats to Tourism

Some of the places where terrorism has struck tourism in the last 15 years:

Australia, Canada, France, Germany, Italy, Indonesia, Israel, Italy, Kenya, Lebanon, Mexico, Morocco, Peru, Spain, Syria, The Philippines, The United Kingdom, The United States

Security threats to Tourism

War on Terror vs Conventional War – “war” against terrorism

BUT:

- No state is the target of military defeat
- There are no "front lines" and no "rear areas" in a terrorist war
- No territory to invade and no battle lines to defend
- No uniformed soldiers to fight
- The war will be everywhere and nowhere...all at the same time. Who
- is this enemy? What are their key characteristics?
- It is not a single entity; not even a single state;
- It is a network that functions in many economies
- It uses the advantages of globalization and modern technology.

Security threats to Tourism

Terrorism will target the tourism industry. This includes:

- Airlines
- Cruise Ships
- Buses
- Restaurants and outdoor cafes
- Major events, sporting or festivals
- Places where people congregate
- Wherever people are carefree and happy.

Security threats to Tourism

There are four key predictors used in terrorism against tourism in cases of mass attacks.

These are:

1. Does the site have the potential for mass murder?
2. Does the site have the potential for great economic harm?
3. Does the site have the potential for iconic harm?
3. Does the site have the potential for good media coverage?

Security threats to Tourism

- Civic events (centennials, and bicentennials of cities and towns or celebrations rooted in long-standing religious, cultural and ritual traditions).
- Expositions/exhibitions and trade shows (events allowing retailers to meet wholesalers or suppliers to introduce their goods and services to buyers)
- Fairs and festivals (performances, arts and crafts demonstrations and other media that bring meaning to the lives of participants and spectators)
- Hallmark events (mega-events a one-time or recurring events of major proportions, such as the Summer or Winter Olympic Games, the National Football League SuperBowl or other event projects of similar size, scale, scope and budget)

Security threats to Tourism

And finally, to keep in mind:

- People working in the field are tourism's first line of defense
- Good service equals good security
- The need to look at detail, protection is in the details
- Need to develop the balance between good security, tourism ambiance and good service
- Need to remember that tourism is a perishable product
- One attack can cause thousands even in a far off place to lose their jobs. After Sept. 11th Las Vegas lost 15,000 jobs.
- A few well placed pipe bombs can destroy Disney
- Terrorism has not diminished but rather mutated
- Terrorists have become social media savvy
- Cyber crimes will continue to haunt the tourism industry
- Cyber attacks on large corporations and privacy issues may become the norm

New threats to Tourism: Health

SARS, Avian Flu, Ebola - a clear potential interrelationship between travel and the spread of a pandemic.

Vulnerabilities such as on-going health scares on cruise ships – a random health risk that can infect the industry and can cause major economic problems.

<http://www.foxnews.com/health/2014/01/29/cruise-ship-returns-after-nearly-700-fall-ill-highlighting-risks-getting-sick/>

Other Challenges to Tourism

- Tourism Policing Forces (TOPPs) around the world will be more needed than ever.
- The cost of credit. Deflation tends to encourage people to wait for lower prices and deflationary cycles can become self-fulfilling prophecies
- War in areas such as Ukraine
- Violent attacks against tourists

[hawaii-tourism-sony-open-star-oahu-was-kidnapped-drugged-beaten](#)

- In one of the worst assaults targeting foreigners since the 2011 civil war that ousted Muammar Gaddafi, armed militants have attacked a luxury hotel in Tripoli, Libya, killing at least five foreigners
- The increase in the price of oil