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GEOGRAPHICAL SOCIETY OF NORTH BENGAL

Editor: Piyal Basu Roy



From the Desk of the Secretary

Geographical Society of North Bengal is an NGO located in the district of Jalpaiguri, West Bengal, India. Initially it was formed for educational development in the under developed Dooars area but its area of operation is not restricted in a single point and rather it is open for all, irrespective of geographical space. Geographical Society of North Bengal has stepped in to eight year of its working. The society is bound by promise to continue its unending efforts in the processes of social development and the first edition of ‘Geo-Analyst’ is one of such endeavours related to that. I thank all the members of the society for their kind co-operation to publish this Journal. I appeal to every Academician, Research Scholars and Social scientist from India and abroad to enrich the idea of social science related themes.

Alipurduar
July, 2011

Hiranmoy Biswas
Secretary



Editorial

In our contemporary life, the study of social sciences arouses great significance as the social landscape has been rapidly changing. In view of multi-faceted and dynamic nature of social sciences each and every micro level study of it highlights distinct importance in multi-disciplinary studies. Recently, there is a sign of growing interest as well as anxiety about the social changes taking place almost every part worldwide and the interest in social studies is growing for this reason. The introducing issue of Geo-Analyst, a bi-annual journal of social sciences of the Geographical Society of North Bengal is out on the stand, which has addressed to complex, changing and challenging issues along with few innovative ideas of development in the courtyard of social sciences.

Alipurduar
July, 2011

Piyal Basu Roy
Editor

Psychological dimensions of Tourism

Piyal Basu Roy*

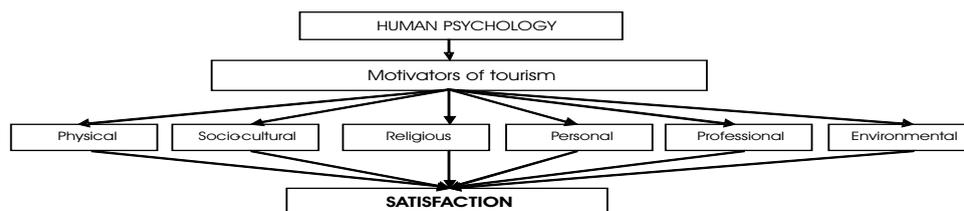
Abstract

Tourism has been identified as one of the fastest growing industries in the world. The reasons behind its irrepressible worldwide development are manifold which have been including historical, economic, psychological and economic aspects since a long time ago. In the busy schedule of today's man, it seems that one is compelled to forget to quench the thirst of mental peace, desire and relaxation, but interestingly, despite this unending pressure, one has always been trying to get rid of different sorts of stress and strain to fulfil their motives by satisfying the needs and desires through tourism. The motivation of tourism may vary individually, but it definitely results prosperity of tourism development of a place and simultaneously brings satisfaction to the people. The paper highlights here the psychological dimensions of tourism emphasizing the tourist behaviour to realize its importance for the innovative, diverse development of tourism sector considering the trend of human motivation.

Keywords: *Tourism psychology, motivation, human brain, behaviour, perception*

Introduction

Since the early history of travel, motivation through behaviour has been playing a crucial role in creating desire of a person or a group of people for temporal movement of people to a certain place. This movement or travel is always being influenced by a number of stimuli or motivators, which are based on human psychology produced from the brain. Whatever the motivator has been acting behind this inspiration of travel, the ultimate desire is to achieve satisfaction, which is again a state of mind and there is no measuring tool of it till today.



The schematic diagram clearly indicates that motivation for travel as driving force of human psychology activates some basic areas of human mind and all of its goals finally achieve SATISFACTION. Therefore, psychological aspects in the form of tourist motivation have been

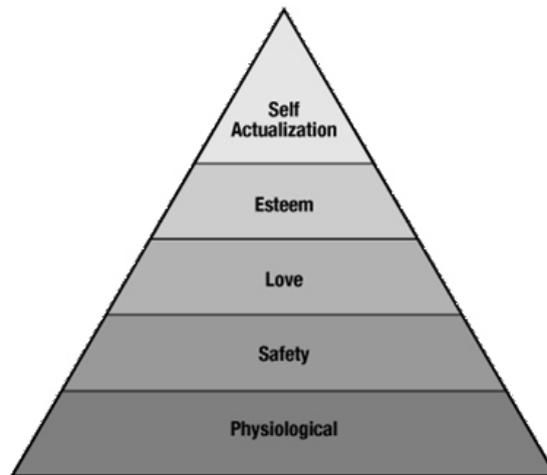
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regulating travel choice, behaviour, experience and achievement. Once goal is achieved one is satisfied. As stated earlier, this level of satisfaction may vary person to person e.g. one being motivated , travel in the loneliness in the sea beach for satisfaction whereas another may realize the same by experiencing historical past in a place. Hence, so many theories relating to tourism motivation have been developed time to time and study of those is no doubt contributes further development of tourism industry worldwide. Tourism is one of the important market based industries. Therefore, there is a considerable interest in tourism studies in the analysis of market. Nevertheless much of the published tourism work is reflective and contains more ideas to understand both the segments identified and the marketing implication than studies done within the commercial consultancy world (Pearce, 2005)

Major Contributors	Motivation Theory applied on tourists motivation	Focal theme
Maslow (1954)	Hierarchy of Need	Five levels of motivation Physiological, Safety, love , esteem and self-actualization
Pearce(1988)	Travel Career ladder	Travel Change over time and Influence of past holiday experience
Dann (1977)	Push and Pull Theory	Multiple motives
Iso-Ahola (1980)	Optimal Arousal Theory	Multiple motives

Tourism Motivating Parameters

It has been widely accepted that psychology is the science of soul, mind, consciousness and behaviour which studies the basics of human nature. At present psychology is being applied in almost all aspects of human behaviour to understand and improve prevailing condition within which we live in. Tourism motivation is a learning process which accelerates human behaviour to know the unknown via varied hierarchy. It involves the motivation and experiences of the tourists, the expectation of on adjustment made by residents of reception areas, and the role played by various agencies and institutions which intercede between them (Ingale, Pawar & Deshmukh, 2009). A. Maslow (1954) presented five levels of motivation to achieve satisfaction which may be incorporated with tourism also.



Here, tourism motivation as a part of human psychology has been assumed with each level as given by Maslow. At the first level, motivation fuels to acquire physiological need e.g. one needs physical rest for a few days in calm and quiet environment in a hill resort. At the second level, whenever the first need is achieved, he searches for safe and secure destination for further satisfaction. When the first two levels one achieves, he goes for third level for love and belonging and accordingly develops mental preparedness. At the fourth level, the desire for achievement and competence for independence and freedom is developed. Lastly, after crossing the four levels, he realizes self-actualization. Thus, curiosity or need leads to establish a direct experience of the world through motivation. The achievement or satisfaction depends upon a host of motivators like physical, cultural, social, interpersonal etc; and each of the motivators has its distinct imprint on tourists' behaviour. Hence travel motivators are those factors that create a persons' desire to travel (Bhatia, 2009).

Physical Motivators

These are primarily related with health and physical well being of human being e.g. one needs to participate in sports for his physical fitness and accordingly he engages himself in morning walk or swimming to energize parts of his body. In the recent time, involvement in health care activities to keep "*Health is Wealth*" has got impetus and medical tourism has been developing very fast at intra national and international level e.g. South India in general and Chennai in particular has been regarded as abode of health care which experiences a number of medical tourists in a significant number each year. Therefore motivation is working here on physical need of common people.

Cultural Motivators

People, by virtue of their nature have been bearing curiosity to know indigenous art, sculpture, historical artistry, and other cultural heritage of different places, sometimes irrespective of caste and creed, across the border, e.g. numerous tourists visit *Taj Mahal* of India for its splendour throughout the year. Hence, psychology of human mind stimulates them to know cultural identity of a place and accordingly they slake their desire by experiencing face to face with it, realize its glorious historical past with untold mystery and ethics for satisfaction .

Professional Motivators

Here “Profession” refers to conference or convention. Any sort of convention, conference , international meet , summit, related to education, industry, international co-operation , politics etc. are the professional motivators of tourism which play significant role in tourism development as those take place in complex with modern facilities for delegates , providing business expansion of the host city or town within the territory of a country, e.g. in any international seminar or conference , delegates, resource persons of different places are motivated to travel long distance for participating the same which in turn , helps to earn huge capital to the organizing city or town.

Religious Motivators

Since the time immemorial , being motivated spiritually , a lot of distinguished legends visited religious places which is considered early development of tourism e.g. *Rabindra Nath Tagore* , *Swami Vivekananda* , *Hiuen-Tsang* etc. visited so many country for expanding their own ideas. At present, the philosophy of motive is changed, but the spirit of motive remains as usual and that is why a number of tourists travel sacred places around the world to satisfy their spiritual ideologies. Thus religion as a motivating factor enlightens human mind to associate them with tourism activity.

Personal Motivators

Personal motivators are the relationship between people. Despite the increasing rate of social gap, people become eager to meet their near friends or relatives residing long distance away from each other. This friendship or relationship motivates human psyche to meet physically to strengthen synthesis between them. Thus, we find, every year, a number of domestic and international tourists get together in family affairs by visiting their homeland within the country and across the border.

Push-Pull Motivators

The image of a tourist place is a vital factor for tourism motivation, which commonly varies individually but ultimately helps in decision making in travel through push-pull factor. Here, needless to say that economy of tourist plays significant motive for choosing the travel destination. 'The pull' to visit destinations energizes the whole tourism system and creates demand for travel in the generating regions (Ghosh, 2008). Sometimes, push-pull factors may not be effective due to the economic self-sufficiency of traveler. However, travelers having handsome economic plinth may be pushed to or pulled by the attractions of the destination. In this context, it should be mentioned that tourism areas prone to terrorism exert a psychological discourage to the people that motivates them to resist their choice of travel there.

Tourism Types	Needs / Motives
Eco-tourism	Constructive sense, not to exploit nature
Medical Tourism	Sense for health Care
Recession Tourism	Sense for mental relaxation
Adventure Tourism	Sense for Excitement
Rural Tourism	Sense for hustle-free city life
Educational Tourism	Sense for acquiring Knowledge
Cultural Tourism	Sense for creativity of mind
Dark Tourism	Sense for thrill and mystery

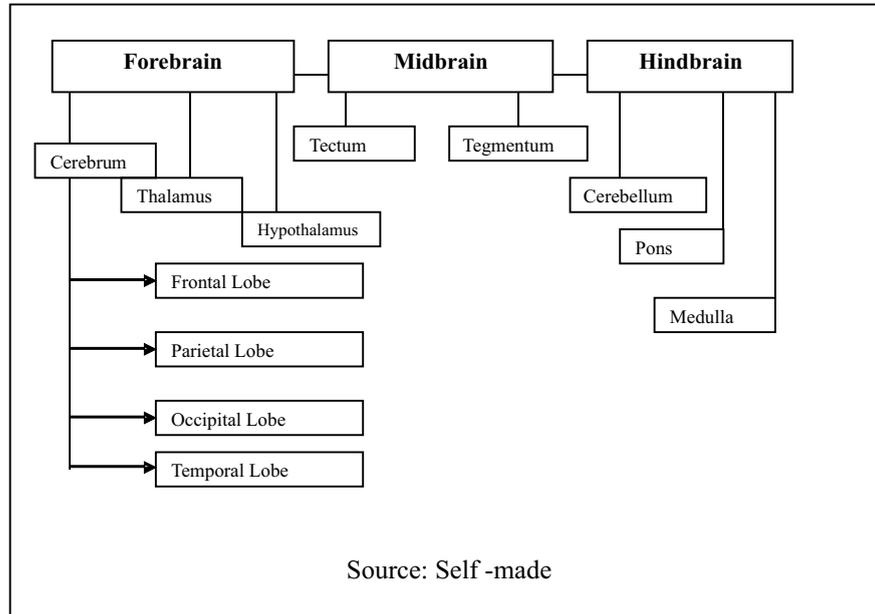
Source: Self-made

Human Brain and Tourism Psychology

The nervous system is considered as the source of decision and communication of human body, which consists of CNS (Central Nervous System) and PNS (Peripheral Nervous System). CNS again consists of Brain and Spinal cord and the brain is the main driver of human behaviour. While generating a particular behaviour, sensory nerves of PNS gather information from environment; send that into the spinal cord which again send it to the Brain and Ultimately the brain responds as behaviour creating a particular motive.

Let us, correlate this network function with psychology behind the tourism. Before going in to detail, at first, the structure and function of the brain need to be analyzed. Commonly, the brain consists of three basic parts-*Forebrain, Midbrain and Hindbrain*, which are again sub-divided.

Schematic Diagram of Structure of Brain



The schematic diagram elaborately describes the structure of brain and each part of it has specific function which ultimately controls human behaviour and consciousness. Naturally travel, one of the important forms of individual's behaviour is highly associated with the function of the brain and if one of these parts is injured, one may lose any character of thinking like vision, emotion etc. which once performed by that part of the brain.

Parts of Brain vis-a-vis Motivation

SI No	Lobes	Behaviour/Motivation
1	Frontal	Planning for travel
2	Parietal	Movement for travel
3	Occipital	Visual Satisfaction
4	Temporal	Auditory and Emotional Satisfaction

Source: Self-made

These lobes significantly influence tourism behaviour and motivation. Tourism behaviour comprises many degree of complexity. The study of it has several facets ranging from sensory processing, motor processing, to cognitive processing. In case of tourism behaviour, all these facets significantly function time to time through frontal, parietal, Occipital and temporal lobes. The performance of the lobes determines the

psychological behaviour in tourism which one expresses like other common behaviour. Therefore, perception study of individual tourist behaviour in a place may give some idea about one's psychological motives and application of that derived sensitivity for the strategy of tourism development may bring new dimension. Therefore, psychological dimensions of tourism need to be minutely and carefully analyzed and should be kept in mind with due attention while tourism policies would be implemented.

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