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Traveling Motivation and Factors That Motivate People to Go Travel

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Abstract

People who go on a journey are commonly recognized as visitors and passengers. Travelers are someone who travels or who travels regularly, a person who travels for fun, or the concept of people who go to travel according to it. Other than that, it means a person who travels from one location to another, instead of living for a long time in one place. People can travel to enjoy entertainment, discover new things, enjoy their holidays, spend their holidays with friends and family. On top of that participate in technical or industry events or even health and educational activities, take a study trip, observe different cultures or perform studies are more motives to travel. The claims from the previous studies which are the secondary sources for this paper were compiled into two main categories which are destination image and, leisure and recreational. It is hope that any future studies related to travelling motivation would get benefit on it. It is important to know what will inspire people to travel as our country should take the opportunity to encourage people to visit Malaysia around the world by offering excellent attractions, outstanding facilities and encouraging first-rate.

Keywords: travel; motivation; tourist; travelers; attraction.

1. INTRODUCTION

Traveling from one place to another allows us to learn about other places, cultures, history, foods, and even traditions. According to Ramesh and Jaunky (2012), travel motivation is a critical factor and a driving force behind tourist behavior. Thus, travel motivation can be defined as factors that make people travel, which motivates people to travel. There is much reason that contributes people to go to travel. Other people might travel because of the business, attend conferences, and achieve an agreement with other company, in short for business purposes. According to Ozdemir, et al. (2012), understanding travel motivation would enhance industry practitioners' awareness of their customer needs. Offer more and better-customized services, help customers create more memorable experiences, and obtain more return customers.

People who go to travel has known as a tourist and travelers. Other than that, it also means a person who moves around from one place to another place instead of living in one place for a long time. People might be traveling to enjoy entertainment, explore new things, enjoy their vacation period, and spend their holiday with friends and family. Other than that, take part in professional or business activities or even in fitness and educational activities, attend a festival, take a study tour, experience other cultures, or conduct research. It shows that, by identifying their travel motivation, it will help segment tourists by the activities they prefer and the public benefits they seek (Liu, Gou and Chenung, 2016). Other than that, motivations need to drive an individual to act in a certain way to achieve the desired satisfaction (Ramesh and Jaunky, 2012). Some many different reasons and motivations that drive people to travel. The

previous researcher shows that, by understanding people travel motivation it helps hospitality industry to gain more profit by attracting guest to hotels and resorts, offering a great service, facilities, accommodation and a great place of attraction Ozdemir, et al. (2012).

This study finds the factor that motivates people to travel, what factors drive people to travel from one place to another place. The first factor is a destination image. This is to find out how the destination image will drive people to go to travel. Destination image is the perception of individual destination attributes of the places. It needs to consider the whole impressions created by the destination De Almeida (2019). However, destination image not only focuses on the perception of people but also how the destinations themselves attract people to go to the destination. The second most contribution that motivate people to go travel is leisure. It is widely acknowledged across tourism literature that destination image plays a vital role in the traveler in determining a destination they want to go Mazlina et al (2012).

2. DISCUSSION

2.1 Travel Motivation

Motivations themselves refer to what motivates people to go travel. People's motivation to behave is exciting issues that can be explored, especially in understanding education purpose, leisure purpose, and work purpose. Motivation is the primary motive for a particular traveling behavior. It plays a vital role in understanding tourists' decision-making process and accessing the subsequent satisfaction of tourist expectations (Cheung, 2015). Travel motivation is the primary concern on what makes people travel. It involves many factors and also purposes on why people have to travel. As delivered by Kleiven (2005), travel motivation stated that travel motivation is a critical factor that persuades people to travel, and it is a driving force behind tourist behavior. However, tourism scholar has to remain elusive about the understanding of tourist motivation. According to Pratminingsih (2014), the reason for the behavior is travel motivation. There have many reasons for people to go to travel. An individual might be traveling to enjoy entertainment, visit their family and relatives, enjoy leisure time, participate in professional or business activities, attend festivals, take a study tour, and take part in fitness or educational activities organized (Farrell and Westlund, 2018). Meanwhile, Cheung and Fok (2013) assumed that travel motives determine why tourists choose a travel destination, places they want to go, or activities that they want to do while traveling or before they travel to the places.

According to Liu, Gou and Chenung (2016), travel motivations are a critical aspect of understanding travel behavior. One of the factors that motivate people to travel is the destination image. Meanwhile, according to Ramesh and Jaunky (2012), travel motivation refers to a set of needs that will cause an individual to participate in tourist activity. Motivation is referred to and cited in Dimitrovski and Crespi-Vallbona (2016) as psychological/biological needs and wants, including vital forces that stimulate, direct, and amalgamate a tourist's behavior and activity. Thus, travel motivation also can be referred to the reason tourist choose to engage in something, which is the time they are willing to spend in order to stand with the activity and how passionately they are going to pursue it (Chow, Cheng, & Cheung, 2017; Alebaki, Menexes, & Koutsouris, 2015). While Dimitrovski and Crespi-Vallbona (2016), who researched travel motivations of tourists to Northern Cyprus (in the Mediterranean Sea), identified eight 'push' motivational factors: excitement, knowledge/education, relaxation, achievement, family intimacy, escape, safety/fun, and away from home and seeing. They also identified nine pull motives: modern atmosphere and activities, vast space and activities, small size and reliable weather, natural scenery, different culture, cleanliness and shopping, nightlife and local cuisine, exciting town and village, and water activities.

Furthermore, motivation also can be explained by the term "motive." Both motive and motivation is a general mean incentive or a drive. However, according to Farrell and Westlund (2018), stated that "each motive has its distinct type of contents in the form of goals of

behavior," but the "motivation usually contains the result of situation-person interactions." He also mentioned that there is an important relationship because motives are categorized as the energy to move people to act and on the other is allow these motives to be expressed differently by a different individual. Destination image is frequently described as merely an "impression of a place" or "perception of an area" (Cavicchi and Santini, 2019), the process of destination image highlighted two crucial points. Firstly, it suggests that individuals can imagine a destination even though they never visited the place or been exposed to the forms of information. Secondly, since there are modifications in the destination image earlier and after a visit, it is necessary to separate the images of those who have visited and those who have not visited that place. It can be talented when measuring images by either controlling or monitoring those who have visited the place through visiting. Destination image could be considered in terms of both an attribute-based component. Some destinations could also be based on directly recognizable or measurable characteristics (scenery, price levels, attractions, accommodation facilities). In contrast, others could be based on more abstract and intangible characteristics: friendliness, safety, and atmosphere.

2.2 Destination Image

Destination image is a vital factor for tourists as a better image of the destination will bring more tourists (Ahn and Yu, 2019). The better the place of attraction, the more tourist will be attracted to visit the place, and it is essential to have a fascinating destination image. In contrast, according to Astuti (2015), the destination image is about a person's perception toward the destination and the universal impression made by the destination. A person's perception of the destination need to be considered, but the universal view about the destination area is equally important. While Dimitrovski and Crespi-Vallbona (2016) stated that tourists choose a destination they want to spend their vacation based on the places that will fulfill their internal needs or push factors. From that, it can be concluded that the destination image is one of the factors that will drive or motivate people to travel or other words; the destination image is one of the travel motivations. According to Ahn and Yu (2019), destination image repeatedly had been found to have some influences on travel-related behaviors, which are destination choice and future travel intention.

Destination image has been defined as "the sum of belief, idea, and impressions that a person has for that particular destination Kleiven (2005). Destination image has been categorized into two major components, cognitive and affective Maroofi and Reza Hassani (2017). The cognitive component represents the physical characteristics of the destination, both the feeling and artificial. The affective component is the emotional reaction or feeling towards these physical characteristics of a destination images can be made in three methods. First, the living image results from an information source that has not been sought out or non-commercial information from independent sources (Ahn and Yu, 2019; Cleave, 2016). Second, the induced image results from commercial information from the destination, which is projected with a deliberate attempt to attract tourists. Destination image includes brochures, web sites, and other forms of information from the destination. Last, the intricate image results from the actual visitation of the destination (Cheung and Fok, 2013). Branding of destination for positioning purpose is essential in differentiating the product from those of competitors. Strong brands attract more customers who are ready to pay a premium to acquire a good brand (Cavicchi and Santini, 2019).

According to Maroofi and Reza Hassani (2017), destination image can be described as a cognitive components, the beliefs and attitudes of an object that lead to the characteristics' picture. As for components are the motivations for tourists to choose one destination rather than another destination. Other than that, Alebaki, Menexes, and Koutsouris (2015) stated that destination image plays a prominent role in the decision-making process because decision making to travel also involves factors such as money and time. Image of destination is to satisfy decision-maker motivation either it will influence to visit for the first time or revisit a destination. According to Cheung (2015), tourist holiday experiences are affected by cultural

deviations in value orientations and social behavior. Essential elements to determine joyous tourist holidays and experience are that the host can respond effectively about the destination image culture. It is essential to understand the nature of travel choice, experience, and attention. It is crucial to understand consumer behavior and travel and tourism destination. People who had nothing to do, such as retired folks, tend to travel because they have free time. This type of traveler falls under leisure travelers; travel for leisure is also considered as travel motivation. According to Liu, Gou, and Cheung (2016), leisure travel can involve some significant amount of personal investment and individual expenses. The travelers tend to spend more on other things to get satisfaction, such as spending money on luxury hotel rooms, traveling to other states or countries, and spending money on relatives' souvenirs. They also like to seek challenges and explore new as according to De Almeida (2019).

Destination image is a valuable factor for tourists to decide which better destination that they can visit. The destination image is like systems with thoughts of opinion, feelings, visualizations, and intention towards that destination. Other than that, the destination image is not an individual perception but also relates to the destination's holistic impression. Pratminingsig et al. (2014) stated that destination image consists of two aspects: a functional characteristic concerned with tangible aspects. The other one is psychological characteristics that concern intangible aspects. According to what they are stated, destination image also has rational cognitive and emotional, which affective elements are. These elements are referred to as beliefs or knowledge about the destination image that is evaluated by resources and attraction. Also, it is related to the value that individuals attach to their destination based on their motivation.

Meanwhile, Chow, Cheng, and Cheung (2017) indicated that travel motivation relates to why people travel, a force that drives people to travel. Motivation to travel to other places covers a wide range of individual behaviors and experiences. There is a list of travel motivations, which would include: relaxation, excitement, social interaction with friends and family, adventure, status, physical challenges, escape from life routine or stress due to work. Kleiven (2005) has identified some differences and similarities between younger (55 to 64) and older seniors (65 or older). Their study revealed that younger senior travelers were more interested in relaxation and leisure activities. In contrast, older seniors were interested in the destination places' educational or natural attractions during the vacation. Understanding the travel requirement of senior tourists will be useful for travel planners marketers to design specific market strategies and adapt tourist products to the senior tourist's potential needs. Cavicchi and Santini (2019) reviewed previous studies and reported that seniors' citizens' most common travel motivation factors were relaxation and social interaction between themselves and friends. Physical exercise such which they can walk around the places and participate in the activity hosted in the places, learning a new culture and new knowledge, nostalgia, and excitement. In addition to the information, Chow, Cheng and Cheung (2017) also have stated that travel motivation can be classified into relaxation, social interaction, health, learning, exploration, escape, value for money, nostalgia, and the opportunity to visit historical sites.

2.3 Leisure and Recreational

Meanwhile, according to Liu, Gou and Cheung (2016), shopping is also considered a leisure activity. He identified that a recreational shopper is a person who views shopping as a fun social activity, a way to spend free time. Shopping can be considered travel motivation because some people are willing to travel to other places solely because they want to shop. They are keen to travel to other places to buy things they want, which do not become available in their places or want to buy them for lower prices. According to Ahn and Yu (2019), the word leisure is used by people as an opportunity to cope with work stress. By taking a break from work, they can relax their mind and body through leisure travel.

According to Su et (2018), people's travel motivation leads to travels not being realized due to constraints. These constraints play a crucial role and sometimes are a severe barrier because

they prevent an individual from traveling or even taking part in other leisure (free time) activities. "Staff of public leisure service agencies has long been concerned about the barriers that would prevent an individual from participating in their attempt to improve service delivery" (Maroofi and Reza, 2017). As the pleasure travel constraint, motivation is a causing factor for traveling, which can be realized when no constraints exist and may not be realized due to constraints. There can be two types of constraints, which are severe and negotiable. The serious constraint would lead to no desire to travel and thus no participation in traveling or other leisure (free time) activity. In contrast, negotiable constraint, on the other hand, would lead to either traveling or other leisure activities according to the level of desire affected by positive or negative influencing factors such as traveling experiences. Therefore, these constraints would not necessarily keep people from leisure activity participation, as noted by scholars such as Pratminingsih, (2014).

3. CONCLUSION

It has been highlighted that travel motivation is a factor that motivates people to travel or, on the other hand, is what factors drive people to travel. This paper is solely based on secondary sources collected from existing research that has been made before by other researchers from all over the world. A few research and study that is written by Malaysians is hard to find on this topic. However, there are a few research on this and one of it is research done by Mazlina et al. (2012) on "Examining Structural Relationship between Destination Image, Tourist Satisfaction, and Destination Loyalty". It is essential to know what factor would motivate people to travel as our country can take a chance to attract people around the world to visit Malaysia by providing excellent places of attraction, outstanding services, and first-rate facilities. Besides that, it will bring more benefits to Malaysia, such as better economic circulation, a chance to attract foreign investors, growth in the hospitality industry, and Malaysia's most visited countries by foreign tourists. Therefore it is vital to know what factor would motivate people to travel, especially to Malaysia. In other means, more research on this field will be much help because they will explore and elaborate more about travel motivation in Malaysia.

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