

MOTIVATION FOR TRAVEL AND SATISFACTION OF TOURISTS SPENDING THEIR HOLIDAYS ALONG THE TISZA RIVER

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ABSTRACT

People's travel decisions are influenced by several internal and external factors. Research on consumer behaviour has discovered many types of factors, the scope of which has been constantly widening in recent years and decades. Our decisions are influenced by the social group we belong to and to cultural and family backgrounds. We obtain information from our social group, which has an impact on our consumer decisions. At the same time, consumer behaviour can be affected by sex, age, marital status, and the life cycle as well. Internal factors include motivation, attitude and also personality. In 2013, a survey was conducted to measure the tourists' motivation, satisfaction and the correlation between their stay and the programs offered during the holiday season at the Tisza River. Its main focus was to find out why people visit the area under examination and study their consumer behaviour. This paper presents the results of the survey: The decision of tourists visiting this region was influenced primarily by their previous experience and by others who spent an earlier holiday there. When choosing a holiday in this region, financial factors like income levels and travel expenses are particularly important. Nevertheless, in choosing this destination respondents consider most of the factors included in the list more important in planning a holiday than in general.

Keywords: travel, facts on consumer behaviour, internal factors, motivation, satisfaction

INTRODUCTION

An individual's behaviour and decisions are influenced by a lot of motives which could be both positive and negative. The dominant motivation for travel decisions is influenced by many factors, among others by the incentive's power or by the person's value judgement. All kinds of human activities are governed by our needs, as are the activities directed on spending our free-time. The classic hierarchy of basic human needs spans from basic biological needs to the most complex motivations. Especially strong motivating factors are the satisfaction of physiological and safety needs. After a tourist has satisfied his basic needs and some of his demands built up to financial certainty, he can dispose over enough free time and discretionary income to satisfy the remaining three levels of need. Motivation directed on spending free-time and travelling can be fitted into one of the above mentioned hierarchy levels. In tourism motivation plays a dual role, which means we can differentiate between "push" and "pull" type motivation (Crompton, 1976). "Push" type motivations compel the traveller to secede from daily routine. "Pull" type motivations are connected to the lure of the chosen destination and its specific characteristic features. There are several models used for classifying and interpreting motivations. However, only a small part of them can be

fitted into the system of tourism; the general consumer decision-making models do not consider the peculiar features of tourism as a service, offering a “fleeting” product.

We are all consumers. Where, when, for how much and what quantity we buy depend on where we come from, how old we are, and how much we earn. In each case the circumstances of a purchase are made in the consumer’s head, that is why their psychological background is so important, from the birth of an idea to buying a product. “Travelling motives are those factors that create the desire for travelling” (*Tasnádi, 2002*). These motives cannot be strictly separated from each other. Tourists can be grouped according to several aspects.

The motivational groups for tourism are:

- Physical motives (vacationing, medicinal, thermal and sports tourism);
 - Relaxation;
 - Recovery;
 - Sports;
- Psychological motives (experience, event, vacationing, cultural, club and rural tourism);
 - Breaking-out of everyday isolation;
 - Entertainment;
 - Desire for experience;
- Sociological motives (visiting friends or relatives, experience and camping tourism);
 - Seeking out friends or relatives;
 - Social life and social relations;
 - Back to nature from the civilized world;
- Cultural motives (educational, learning, cultural, religious and pilgrim tourism);
 - Learning about other countries’ habits, traditions and language;
 - Interest in art;
 - Religious reason;
- Status and prestige motives (business, congress, event tourism, experience and adventure tourism);
 - Self-esteem;
 - Desire for recognition and appreciation (*Tasnádi, 2002*).

Once the motive for travel has been established, people make travel decisions. A tourist makes a decision under the influence of many internal and external factors. The internal factors affecting decisions are the motivations, emotions, attitudes, the personality itself and the lifestyle. These are all different and the external factors can change them as well. *Maslow* (1968, 1970) analysis the hierarchy of a self-actualising person’s needs, who recognises the world very efficiently and precisely, is able to experience spontaneously the whole scale of emotions, but experiences negative emotions not merely through his own lot but through the problems of mankind as well.

In the hierarchy of needs each level is built on the other: it is necessary to partly satisfy lower needs, and to be able to move on to higher ones. “If we examine Maslow’s pyramid of needs, we can note that all need levels defined there can act as motivation for tourism-aimed travel: e.g. physiological needs are in the background of travelling for leisure and relaxation. Based on these needs there is a growing

number of beauty farms – getting more and more popular - providing wellness, and fitness services, where, besides getting more beautiful, guests can enjoy relaxation and recreation. Medicinal tourism can also be included in this group. The need for belonging to somewhere may encourage people to visit friends and relatives; this is called VFR (visiting friends and relatives) type of tourism. The desire for social esteem encourages professional and business travel, but we could add to this group the highly expensive trips resulting in social admiration and prestige. The need for self-fulfilment can encourage people to take part in adventure tours, which are getting more and more popular nowadays, where participants can test their courage and physical abilities” (Puczkó-Rátz, 2000; Lipp, 2004).

Plog’s model can be considered as a tourist typology, but as Andreu and his colleagues pointed out in their critical review, it is not really suited to exploring real motivations since tourists decide to travel for utterly different reasons. Following an allo-centric winter destination the same tourist may decide on a customary, psycho-centric family summer holiday. Of the motivation-based tourist typologies, Hahn’s activity-based typology system deserves consideration, as well as F. Romess-Stacke’s classification, which distinguishes four basic groups from the aspects of motivation, consumer behaviour and environmental consciousness (Kaspar-Fekete, 2006).

A widely accepted theoretical approach, which can be proved empirically, does not exist even to this day. One explanation may be that travel motivation is a psychological process which possesses an underlying multi-dimensional structure and is very difficult to integrate into a system. However, the models that have been created so far can be of practical help to experts managing particular destinations in their market segmentation work as they can assist in mapping out the needs and motivations of the potential target groups.

Others tried to define the factors affecting people’s decisions by applying different motivation and personality theories. “Most motivation theories concentrate on what is common in people, while personality theories would rather turn towards the differences between the individuals. Motivations are the energy sources ensuring consumers’ purposeful behaviour, while their personalities will guide their behaviour selected to reach the desired goal in the various situations” (Hoffmeister-Tóth, 2006).

Motivations are strongly interlocked with personality theories. According to researchers, the subject of motivation theory is primarily to find what is common in people. On the other hand, personality theories tend to cast a light upon the differences. Tourist travel decisions constitute a special type of consumer decisions, in which the tourist is supposed to make a decision when the product is offered to meet his personal needs but also as a segment-specific product with common motivations. Thus, in these decisions certain elements of personal and motivational theories also do appear.

Hypotheses

Related to the topic we put forward the following hypotheses:

- Tourists spending holidays along the Tisza River make their travel decisions influenced primarily by their previous experiences.

- The decisions in this destination are more emphatically defined by financial factors, e.g. incomes, cost of travel, etc. than in general.

MATERIAL AND METHODS

Commissioned by the Department of Tourism and Catering of the College of Szolnok and the North Alföld Regional Marketing Directorate of Hungarian Tourism Zrt., the survey was conducted in 2013, with the organised involvement of students completing their summer 'Tourist Police' practice with the Water Police. The survey set out to measure the tourists' motivation, satisfaction levels and the correlation between their stay and the themed programs of the 'Year of Domestic Tourism'. Its primary aim was to gather information about the consumer behaviour of the tourist arriving in the region in question.

In the course of the research oral and written surveys were conducted based on the same questionnaire in the settlements lying along the Tisza River. This twofold method enabled a wider sampling. In order to avoid double questioning, previous participation was recorded and repetition excluded.

The questionnaire was designed by Hungarian Tourism Zrt. ÉAF RMI in consultation with the College of Szolnok taking into account the aspects of easy processing. The survey encompassed the following issues in relation with the region:

- Visiting habits to the region (frequency, duration, ranking of destination) (3 questions identical to the ones asked in earlier surveys)
- Methods and means of obtaining information (one multiple choice question; in comparison to earlier surveys, answers about printed advertisements appeared consolidated here)
- Motivations (one complex question, which assesses general attitudes and particular decisions on travelling)
- Staying habits (company, accommodation) (two questions, narrower in scope, the sensitive issue of tourist spending was not raised this year)
- Satisfaction (one group of questions by factors measured on a five-degree scale.)
- Attitude to local produce (one question qualifying attitude)
- Experience expectations and their fulfilment (one two-dimensional scale question)

The main parameters of the data collection were as follows:

- 403 element sample
- 38%-62% division of oral-written personal questioning (according to pollsters)
- not provided any single aspect of representativeness
- arbitrary sampling
- may serve the purposes of complementary information and orientation

Questionnaires were checked for form and content and recorded in a closed computer system. Due to a relatively low item number the database was not filtered; every usable item was added to the database for analysis. All data were analysed by SPSS version number 19.0, graphs were created by using Microsoft Office Excel 2007.

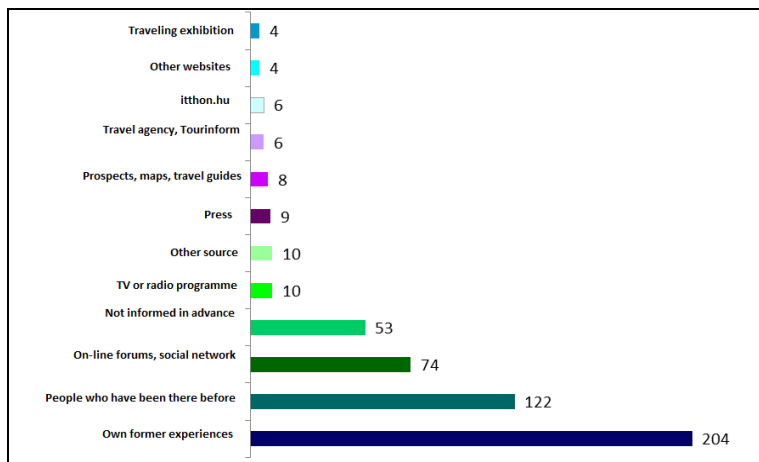
RESULTS

Methods and means of obtaining information

Information gathering and the forms of media used before the travelling decision were measured by the first multiple choice question. The high rate of returning visitors proves that previous experiences play a defining role here. The reasons appearing in the first four places were: personal guarantee and word-of-mouth propaganda provided directly or via community sites or acquaintances. The role of tourist brochures, travel exhibitions or the media is negligible and shows a downward trend. Marketing communication messages from travel agencies or from radio and television advertisements cannot be termed effective. The number of mentions is shown in *Figure 1*.

Figure 1

Ranking of main information sources before the holiday, based on the number of mentions



Returning visitors used several sources of information when making the travel decision; they know better what to look for and their knowledge of the premises meant an advantage in putting together their programmes. 72.5% of all respondents marked only one source of information on the list, and the satisfaction with the types of information sources shows a significant decrease probably because of the multi-functional nature of the Internet. (*Figure 1*)

From these findings we can draw a conclusion concerning the cost planning of marketing communications. We have to put a greater emphasis on ensuring a place where tourists can share their experiences, and with the help reminders sent in the off-season we can still maintain the discussion about previous summer's holiday. This way we can encourage the tourists and even their friends to take another holiday again. Even the second round of the prize-winning competition can be arranged for winter to preserve the pleasant experience in their memory as long as

it is possible. Community sites represent a growing proportion; they should not be neglected in the planning process.

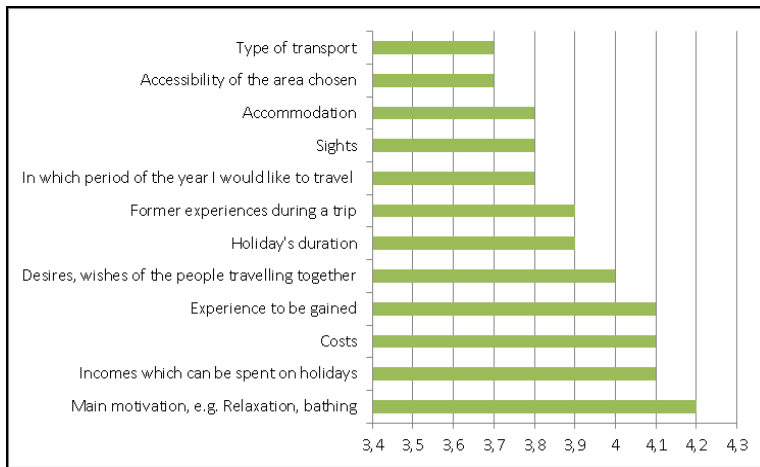
Motivation of tourists visiting the region in question

We asked about the motives playing an important role in making a travel decision with a new type of question. On the one hand, we asked which of the selected 12 decision determining factors influenced the tourists in their travel decisions, and on the other hand, in this particular holiday which factors they took into account and to what degree.

As we can see in *Figure 3*, decisions are mostly influenced by income, motivation, cost and previous experience. At the same time, regarding the present travel (*Figure 2*), the proportion of the answers is quite the same, but in extent - except for one factor – they attributed less significance to all other factors. This single factor is the time of the year, which signifies a stronger correlation between the summer season and the visits to the Tisza Region. Accessibility and means of transport do not play such an important role any longer like a few years ago. Great importance was attached to the desires and wishes of fellow travellers. This indicator corresponds to respondents' composition and the high rate of friendships and colleague groups.

Figure 2

Determining factors in a travel decision in case of the present holiday (%)



Determining factors of tourist decisions were assessed on a five-degree scale where answer No. 1 means “absolutely insignificant”, and No. 5 “very important”. In *Figure 4* we can see the decisive factors in holiday decisions in general and in the case of the present one. According to the responses we can establish that out of the 12 factors listed, in 9 cases they deemed it more important, in 2 cases equally important and in 1 case less important in making a travel decision in general compared to choosing a holiday along the Tisza River.

Figure 3

Determining factors in travel decisions in general (%)

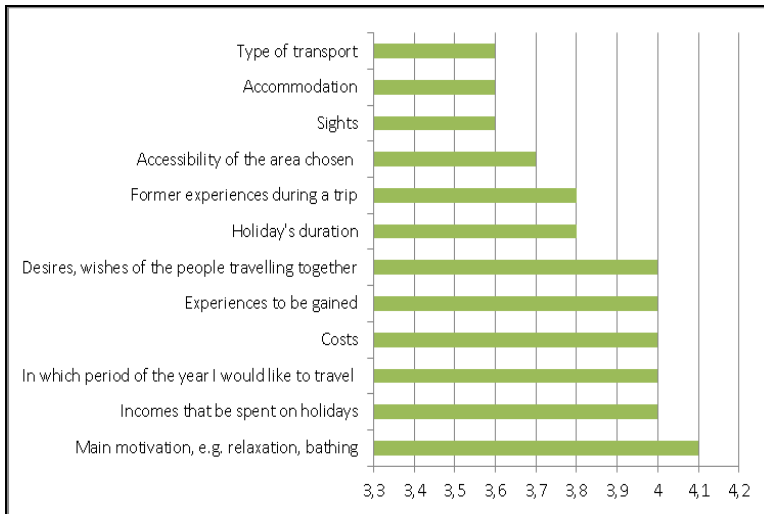
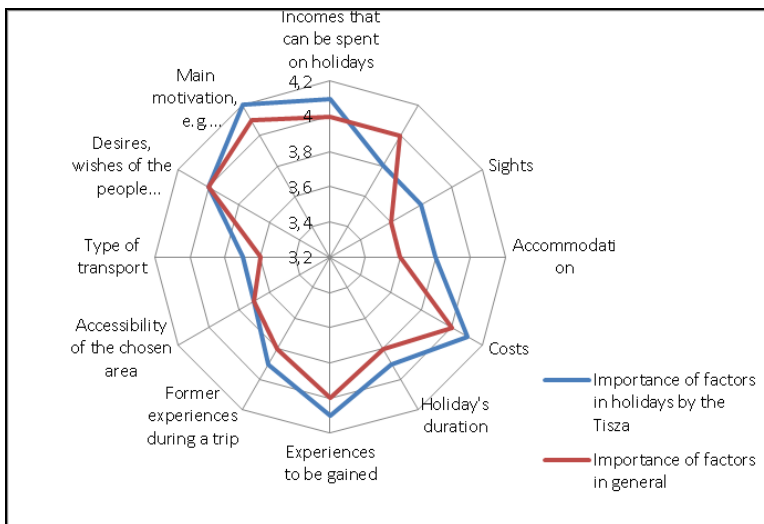


Figure 4

Comparing tourist decisions made in general and in choosing holidays along River Tisza



This means that for the respondents the following factors were more important: sights of the region to be visited, types of accommodation, cost of travel, duration of stay, experiences to be gained, previous experiences, means of transportation,

the main motivation for travel, and incomes as main motivators when choosing a holiday along the Tisza River, than in general. However, the season was not considered important, which means according to respondents that at any time of the year it is suitable for going on a holiday along the Tisza River.

CONCLUSIONS

Tourists' decisions are influenced by several internal and external factors. Age, gender, school qualification and occupation form only a part of the pile of factors influencing decision making. If a tourist possesses a sufficient amount of free-time, discretionary income and well-defined motivation, then the process can start which ultimately results in the travel decision.

The consumer habits, motivations, attitudes and criteria of satisfaction revealed by the research carry a significant amount of subjectivity. Nevertheless, the modern, well-informed tourists are able to make an objective assessment based on their previous experience.

Our hypotheses have been justified:

- The decision of tourists visiting this region was influenced primarily by their previous experience and by others who spent there a holiday earlier.
- Our second hypothesis has also been justified. When choosing a holiday in this region, financial factors like income levels and travel expenses are particularly important. Nevertheless, in choosing this destination respondents consider most of the factors included in the list more important in planning a holiday than in general.

Mapping and segmenting the target audience's motivation is an important tool of tourism marketing. Motivations can significantly influence the direction of tourist product development. Consequently, the findings of this survey can serve as the basis of further research.

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