

MAIN TYPES OF TOURISM BY MOTIVATION AND THEIR RELATION TO ACCESSIBILITY

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Abstract. Les classifications existantes des formes de tourisme prennent en consideration la motivation en tant qu'aspect final de la decision de voyager, c'est-à-dire motivation comme but du déplacement, synonyme des activités entreprises à la destination. Cette étude met en place un raisonnement sur l'aspect initial, preemptif, prédécisionnel de la motivation. Dans le même cadre, le niveau de l'accessibilité joue un rôle dans la décision de se déplacer ou choisir une certaine destination . Les résultats synthétiques mettent en évidence une influence différente de l'accessibilité dans le proces decisionnel en fonction de la typologie des formes de tourisme des destinations.

Keywords: *tourism type, motivation, accessibility, decision, localization, Moldavia*

1. Introduction

The development of any place depends on a series of economic, social, political, geographical factors. A significant role is played by the geographical localization, which is related to the spatial and territorial context where a place is developing. In this particular matter, its position and implicitly everything which separates it from other places may be crucial for the dynamics of some of its economical activities, namely its tourism activities. The ease in reaching a certain tourist destination departing from other places (origins), crossing the territory that separates those places is called accessibility which increasingly becomes an explicative factor of the dynamics of a destination.

The study of the importance of the accessibility to destinations within the specific literature is still limited. Some of them are focusing on the connection between the transport system and the development of destinations (Prideaux, 2004), (Seetana, 2006), the negative influences of transportation upon the destinations and the necessity of rigorous planning (Sorupia, 2005), the role of transport infrastructures in developing international tourism (Khadaroo & Seetana, 2007) or the influence of fast transportation on tourism attractiveness (Masson & Petiot, 2009). The necessity of an integrated approach of tourism and accessibility (Toth & David, 2010) becomes stringent. The Romanian literature of tourism geography is abundant but has almost no approach on the connection between tourism and accessibility.

Moreover, there is little understanding of the real necessity of differentiating types of tourism by single criteria in nowadays tourism studies in Romania. Authors

may easily join or compare rural tourism and business tourism or dark tourism and resort tourism within the same research, neglecting that there are few common points that would allow pertinent analysis and results. This also creates more ambiguity in understanding the manifestations and importance of tourism phenomena within a certain territory. Criteria have a significant role not only in simplifying and structuring a concept or phenomena but also in creating grounds for solid comparative approach. Motivation has been drawing itself as central criteria of differentiation (Muntele & Iaț u, 2006) (Hall & Page, 2004) and will be used in the present study.

This paper has two important objectives: identifying main types of tourism by motivation which have a common set of characteristics and diagnosing the level of importance of accessibility within each main type.

2. Motivation in tourism

Muntele I. and Iatu C. (Muntele & Iaț u, 2006) have reiterated a series of criteria of classification of different forms of tourism by the purpose of the movement of people to destinations, by the length of their stay, by the geographical setting of the destination, by the form of organization or localization of destinations etc. As we may observe, some criteria are related to the specificity of demand (tourists) whereas others reveal from the diversity of supply (destinations). There is generally a certain conceptual chaos in strictly following unitary criteria in order to delimitate types and forms of tourism.

By using the principles formulated by Hall & Page (2004) and Muntele & Iatu (2006), table 1 groups the motivation classes that shape the general tourism types.

Table no.1. Types of tourism by motivation and main trends in tourist and destination characteristics (Adapted from Hall & Page, 2004 and Muntele & Iatu, 2006, Williams, 2009).

Criteria of main motivation (or of main activities)	Leisure	Health	Business	Sports	Scientific	Cultural	Social
			Work and travel				
Tourists	Inner motivation	Pleasure	←————→			Experience	
	Experience sought	Familiar	←————→			Novel	
	Interest in destination	Low	←————→			Significant	
	Organization of travel	Organized	←————→			Independent	
	Typical stay	Long	←————→			Short	
Destination	Level of economic development	Commercialized	←————→			Non-commercial	
	Territorial impact	Strong	←————→			Minimum	

This classification synthesizes main trends in each type of tourism in respect to demand characteristics (tourist behavior) as well as destination typical response to them. As we mentioned, authors have stressed the role of motivation as central differentiation criteria of different types of tourism. The existent classifications in indigenous literature bring certain confusion to the term *motivation* as it is often assimilated to the concept of *purpose* or *goal*. In this regard, “motivation” is synonymous of “activity” done by a certain tourist at destination, or “choice of activity”. A person that chooses to spend a week in a thermal spa or specific health resort will be considered as making health tourism. So the main feature of the actual activities that someone’s doing at destination is defined as “motivation”. But the motivation is defined, by the Dictionary as “the sum of the reasons and motives (conscious or not) that push someone to do or perform a certain action or to tend to certain purposes”. As we notice, the main meaning of the word motivation has a preemptive connotation and not a final or concluded aspect of a certain action. Thus, motivation represents first of all the aspects that precede the activity at destination as well as act of moving (traveling) to destination. Motivation is reflected in the choice of performing a movement towards a destination, intimately connected to *decision*.

3. Accessibility within decision to travel

As we return to our main focus (relationship between accessibility and types of tourism), we notice that accessibility is also a push factor of mobility through the act of decision.

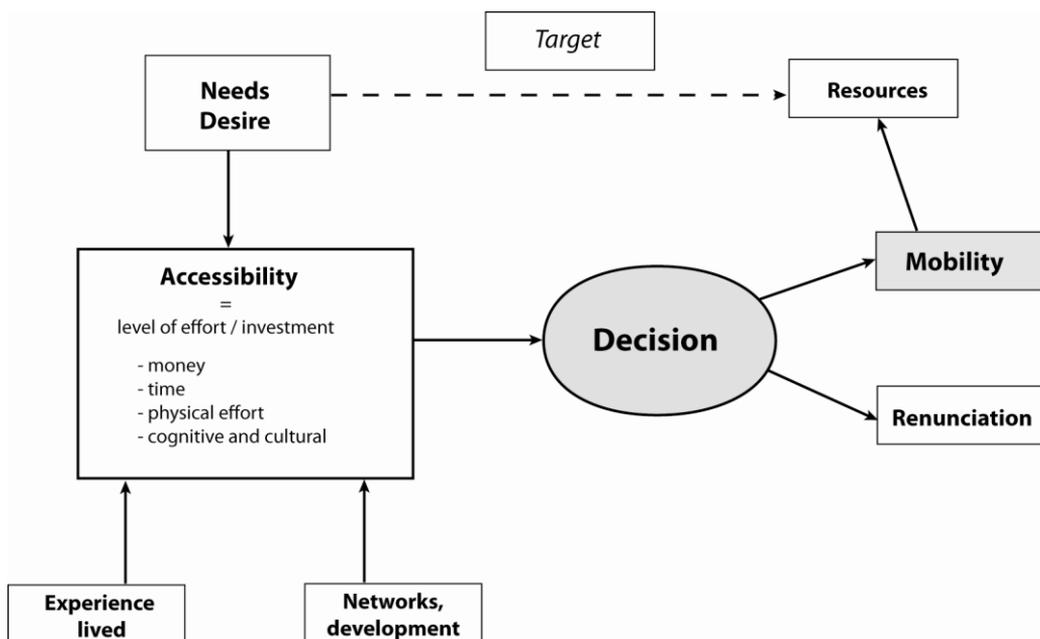


Figure 1. Relationship between mobility and accessibility
(by Bavoux, Beaucire, Chapelon & Zembri, 2005)

The formalization of the connection between accessibility and mobility is illustrated in Fig. 1. Accessibility represents the possibility of reaching tourist opportunities but above all, the level of effort that someone spent, the effort being measure in time, expenses, physical or cognitive stress (Bavoux et al, 2005). When the level of investment is high, the accessibility is considered low, influencing the decisional process. Thus, the potential tourist starts a reasoning and calculating psychological process whose purpose is either optimizing the effort or reaching certain equilibrium between the effort of moving to destination and the satisfaction produced by consuming the opportunities at destination (Bavoux et al., 2005).

In this psychological process, apart from the importance of level of accessibility, the type of existent activity at destination (motivation as purpose) draws *a priori* certain limitations to the process of choosing that activity (motivation as preemptive process). In other words, the level of decision in accessing opportunities depends on the opportunities. Just like in other economic fields, products are accessed more or less freely, more or less conscious by the consumers, depending on the necessity or usefulness. By analyzing the types of tourism by motivation (table 1), we have noticed a strong similarity between leisure, cultural or social activities, as they are usually accessed by the free will and are a lot less stringent than health tourism. In the same time, some opportunities mix tasks and pleasure – business, sports or scientific tourism, which are usually perceived as “work and travel” activities. The business tourist does not generally have the possibility of choosing neither the movement nor the destination. Apart from these types of tourism, transit is also an engine of development or territories. Taking the decision of staying overnight in a transited area has totally different mechanisms than other forms of tourism.

4. Types of tourism by preemptive motivation

Thus, restructuring the motivation features take into account the level of decision allowed by each type of tourism:

a. Free will inner motivations (leisure, cultural and social tourism)

These are motivations generated essentially by free will. The necessities are not stringent but mostly generated by the need of a balance between work and leisure. The level of the possibility in taking the decision over the mobility and the choice of destination is very high. The potential tourist enjoys a variety of options, with large spreading over the territory (often the tourism resources have a continuous deployment). When choosing the right destination, the person takes into account the sum of the activities, local resources and other existent opportunities at destination but the ease of access as well. Thus, the accessibility plays a limitative role through the effort of moving to destination (time, expenses etc.). These preemptive (decision) or final (activities) motivations usually build tourism in its informal and wide-spread meaning. Society often restrains the meaning of the expression “to make tourism” to activities generated by this type of motivations.

b. Constrained inner motivations (health)

These are personal motivations as well, but the health state, the age, physiological problems or, sometimes, the esthetic inconvenient play a crucial role in

the decision of choosing a certain destination. In other words, the shutter necessities are stringent, very different from those generated by pleasure. Potential tourist has little possibility of choosing as health destinations are located punctually in the territory and as this type of tourism is mainly strictly organized (tourist agencies, institutional programs, social allowances etc.) In this case, accessibility plays a marginal role. The health tourist is willing to accept enormous distances or moving impediments in order to access either highly specialized health institutions or extremely cheap health recovery packages. In western countries, beauty or spa centers have multiplied, and changed mass behavior. As this type of services does not require anymore local natural resources (such as mineral or thermal springs, sapropaelic mud or shores etc.) they sometimes turned to mass tourism or to recreational activities. Plastic surgery for example often delocalized to less developed countries where the cost of services is lower. As their necessity is less stringent, they might be assimilated to free will inner motivations.

c. External motivations (business, sports or scientific tourism)

The related activities appear in a professional context and the potential tourist has almost no possibility to take decision. The choice of the destination is given by other criteria such as trade, economic and demographic potential, existence of companies and capitals. Decision is taken by management reasons and not by the potential tourist. Thus, the characteristics of the economic environment at destination might prevail over the localization of destination in the process of decision. The existence of specialized institutions such as conference or exhibition halls, accommodation or HoReCa structures is a determinant factor is a precondition for specific activities such as meetings, conferences, incentives, events, fairs etc. Sports and scientific tourism have a lesser spread but are also related to the existence of specific infrastructures. All these “work and travel” activities are a complement of leisure tourism, bringing certain continuity to often seasonal leisure activities. Therefore accessibility plays an indirect role as decision is more subject to management and localization of actual activities.

d. Pseudo-motivations

Transit is not considered a motivation in tourism (Williams, 2009). In a final sense (purpose), transit can be considered a form of motivation. On the other hand, transit is not a motivation in a preemptive sense as its materialization is related to external constrains. Tourist is forced to overnight in a certain place as there are physical limitations of activities during one day. Thus, the presence of transportation networks, morphology, density and connectivity level are essential for this type of tourism to develop in a certain place. The decision of the potential tourist to choose a certain transit tourism structure is subject to the position of these structures as nodal points or intermediary stage between destinations.

As we may observe, motivation as preemptive or shutter stage prior to the decision or a potential tourist to choose a certain destination meet four different aspects

which might be synthesized in four main types of tourism: leisure, health, business and transit. A synthesis matrix is needed in order to better structure these conceptual acquisitions:

Main type	Specific motivation (target)	Characteristics / Trends	Push factors (tourism & economy)	Role of accessibility
LEISURE	Leisure Culture Nature Society	<ul style="list-style-type: none"> - Diversity of recreational activities - Organized or independent travel - Longer stay - Bigger groups - High territorial consumption - Complex movements (hub and spoke, point to point, itineraries, back and forth etc. 	<ul style="list-style-type: none"> - tourism potential (natural or cultural) - specific tourism infrastructures (accommodation, HoReCa, leisure structures etc. 	<ul style="list-style-type: none"> - The ease in accessing specific destinations plays a crucial role in the choice and decision process
HEALTH	Treatment Rest	<ul style="list-style-type: none"> - Activities related to the treatment of certain diseases or physical deficiencies - Longer stay, often fix within packages - Activities often stuck in the perimeter of the health resort - Highly organized 	<ul style="list-style-type: none"> - Treatment, thermal or spa infrastructures - Social programs and allowances 	<ul style="list-style-type: none"> - Limited influence of accessibility - Decision of travel is mainly subject to destination characteristics or to social allowances.
BUSINESS	Business Sports Institutions Science	<ul style="list-style-type: none"> - A mix of lucrative and recreational activities, often stuck in the perimeter or the destination - Punctual stay (few days) - Simple back and forth movements 	<ul style="list-style-type: none"> - Presence of a trade market or population capital - Important number of companies, high turnover - Specific tourism infrastructures (4*+ structures, conference halls) 	<ul style="list-style-type: none"> - Low importance of accessibility in the decision act (commercial relations, trade or presence of infrastructures prevail) - Complex localization factors
TRANSIT	Necessity of overnight stay	<ul style="list-style-type: none"> - Punctual activities (accommodation is often the only service accessed) - Single overnight 	<ul style="list-style-type: none"> - Accommodation structures nearby a transport network 	<ul style="list-style-type: none"> - Position of a transit structure in the transport network is crucial in the decision of accessing it

Conclusions

Accessibility of destinations has been iterated as important factor in tourism development. The importance of the features of activities at destination has been less taken into consideration when defining the role of accessibility. The characteristics of the opportunities draw the typology of needs and the level of decision that potential tourist can have over the choice of a certain destination prior to travel. More reflections can be drawn in the future over the capability of each destination in attracting potential tourists from target areas. This can and should be a powerful instrument in planning policies or strategic measures in developing tourism in a territory.

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