

## **PSYCHOLOGICAL DETERMINANTS OF TOURIST DEMANDS IN THE FUTURE TOURISM**

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### **Abstract**

*Psychological explanation of consumer behaviour is mostly focused on the research of individual behaviour. In this case, psychology studies internal (interpersonal) variables related to the mental state and personality characteristics of individuals. Since it is impossible to directly analyse processes that take place in man, psychology uses the methods and techniques of direct reasoning. Psychology has made a significant contribution in the explanation of the motives and behaviour of tourists as consumers. This is especially true for motivational research which has provided the most complete answer to the question of why consumers behave the way they do when buying products and services. Personality characteristics are the subject of psychological research of consumer behaviour; attitudes, evaluations and emotions of individuals represent an essential component of the thought structure of individuals. The paper will consider various psychological determinants from the aspect of their influence on the present tourist demand as well as on the tourist demand in some future period.*

**Key Words:** *tourism development, tourism potentials, psychological determinants*

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### **Introduction**

Psychology has made a significant contribution to explaining consumer motives and behavior. This is especially true of motivational research,

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which has so far provided the most complete answer to the question of why consumers behave the way they do when buying products and services. People's behavior as a consumer is strongly influenced by numerous factors from the external environment, but also the way they see themselves and their environment (Woosnam, 2016, p. 320). Consumer learning is a basic analytical tool for the psychological explanation of their behavior in the market. Personality characteristics that are reflected in stability, knowledge, education, ability to communicate, are also the subject of psychological research of consumer behavior.

Finally, the assessments and attitudes of individuals, their emotions, etc. are an essential component of the thought structure of individuals, which must be understood in order to satisfactorily explain consumer behavior. Precisely on the basis of knowledge of attitudes, intentions and tendencies in consumer purchases can be predicted. Product characteristics and specific shopping situations, in the way an individual experiences them, form the psychological profile of tourism customers (Yeoman, 2018).

When it comes to tourist travel, questions arise: why do people travel like tourists, how they experience the trip and everything that happens to them during the trip? What are they driving forces, psychological needs, motivations, attitudes, emotions, tensions and other psychics determinants that encourage the desire to travel or influence the choice of destination?

As reasons for traveling, tourists most often cite the need for rest, sunbathing, recreation, entertainment, healthier environment, the need to meet new cities, new people. However, the complexity of motivating tourists is that they are often unaware of the real reason their travels. Much remains in the realm of the unconscious and the subconscious. Tourist trips are often an escape from oneself, from everyday life, the search for something that has no name, for the distance, for enjoyment, peace, happiness, emotional fulfillment, for discovering the secret of the world, for the sudden and unpredictable events, the desire to live someone 's different life.

### **Tourism of the future vs. the future of tourism**

The development of tourism and modern tendencies in the behavior of consumers-tourists are conditioned by the necessary changes in the tourism market. An increasing number of tourist destinations that are involved in tourist flows, changes in the environment, rapid advances in technology

and increasingly demanding tourists, have led to a change in the traditional market of tourist offer (Vainikka, 2017, p. 271). In response to the increase in the volume of demand, accompanied by the expansion of needs and requirements, the supply market is rapidly expanding in order to more efficiently adapt to modern trends.

The changes observed in recent years on the demand side indicate that a significant segment of demand is abandoning traditional sources, ways and rules of tourist behavior, in search of new, meaningful experiences.

Various economic and social factors, primarily socio-demographic changes, technological progress, increase in available leisure time, as well as changes in social attitudes, have resulted in accelerated development of tourism, but also influenced the emergence of new segments of demand, special characteristics, needs and expectations.

"Third age" tourism will cause certain changes on the supply side, in terms of increasing the quality of services, comfort, security, which means that in this segment there will be more specialization of various participants on the supply side, to create "tailor-made products" for tourists (Dwyer, 2019, p. 65).

The growth of the standard of living leads to an increase in the available money for travel, but there is less and less free time, so short and round trips are becoming more and more popular. There is a trend of going on several shorter trips during the year, unlike the traditional, one vacation during the summer months, and a special growth is recorded by "all inclusive" arrangements (Yeoman, 2018).

The fast pace of life and globalization are conditioned by the growing demand for untouched, ecologically clean areas. In the future development of tourism, there will be an increasing demand for areas that have a preserved natural environment, but also places with protected cultural, historical, anthropogenic and other resources important for tourism development (Dwyer, 2019, p. 67).

There is a growing demand for new forms of accommodation and food. Thus, a completely new way of spending free time in accommodation units according to the "timesharing" system was developed.

The demand for instant entertainment and recreation is also growing, so the so-called "Theme parks" as a combination of entertainment, shopping, recreation and spending free time and spending in a new way.

Raising awareness of health and healthy living increases the attractiveness of tourist centers with spa offers and wellness programs, and there is a growing interest in the so-called "outdoor activities" (Anuzsiya, 2018).

The role of business travel is also growing, and in this segment, incentive trips are becoming especially popular, as well as reward and motivational trips. Such trips are especially characteristic of the United States and the developed countries of Western Europe and the Pacific (Cooper & Hall, 2018). They are organized throughout the year, usually better destinations are chosen, recognizable by the high quality of the offer, so the consumption is significant.

In modern conditions, under the term "vacation", a person no longer means exclusively resting, but wants to relax in a new environment, gain new knowledge, and experience something new. The modern tourist has experience when it comes to travel, he is aware of the quality, he is ecologically aware, he does not buy travel, but lifestyle, he prefers originality and authenticity (Dwyer, 2019, p. 69).

Interference,` state intervention in the tourism of many countries should be in future to represent a very important link in the development of tourism. This is especially true of interventions in terms of increasing the leisure fund, and in terms of the social role that tourism would play could have, which would certainly affect the increase in the total mass of tourist demand in the world, especially in countries and continents where the local population has not yet actually set foot in tourism (Africa, Asia, South America).

In general, the political function of tourism should be taken seriously in the future. Because, how argues Ash (1976) "traveling for leisure is a political act" (p. 28). This political coloration in tourism is bilateral. A tourist, although mostly without political characteristics, while traveling as a tourist, still at least unconsciously brings with it into the receptive tourist country along with other features and its own political attitudes that may significantly diverge or be, even opposite to the same attitudes in the new environment. That's right tourists in their own way become, or may be, propagandists of the political views of their own country or the environments from which they come. More than once, receptive countries

of the world from the category of less developed, found are in a position to connect the more luxurious behavior of foreign tourists with the political system of the environment from which encourages.

Tourism of the future or, better said, tourism in the future will also depend on the development of business activities and their improvement. This will increase the variety of tourist trips.

### **Towards the definition of tourist demand**

There are many definitions of tourist demand, but none is generally accepted. This is primarily a consequence of the action of a large number of factors that affect tourism demand. It is always based on human needs for travel to tourism purposes both within the country and abroad for tourism and monetary purposes ability of carriers of tourist needs. Relationships between tourist demand and tourist needs always depend on socio-economic conditions.

In the discussions on tourist demand, two understandings stand out (Pesonen & Komppula, 2012):

1. The first understanding is based on the fact that there is always a greater demand than supply and that it is the main driver of tourism development. Regardless of how the offer was organized according to demand, has always lagged behind in scope and structure. At the same time, it determined the directions tourist movements, especially towards natural attractions, on the basis of which formed classical tourism.
2. The second understanding refers to modern tourism, which is associated with better quality and more aggressive offer. This means that the tourism market anthropogenic values quickly find their place, with a certain value and economic price. That influenced that tourist offer is formed according to the forms of tourist demand and certain groups consumer.

Based on this, we can define tourist demand as a set of goods that tourists use it in a certain area, at precisely determined prices. It can be done represent by the following formula:

$$TD = f(p), \text{ where}$$

TD - tourist demand, p – price (1)

Krapft (1946) gave his definition of tourist demand - “tourist demand is the quantity of tourist products that the tourist wants to consume with the given

prices, but also with exchange rate values” (p. 77). He showed this with the formula:

$$TD = f(p, ex), \text{ where}$$

ex - exchange rate (2)

At first glance, this definition is the same as the general definition of demand; the difference is that it includes the exchange rate. To understand the difference between general and tourist demands include the following (Knowd, 2013, p. 153):

- The tourist product differs from other products;
- The definition of tourist demand greatly emphasizes the exchange rate, because it affects tourist flows, as well as the price of the tourist product. Some authors believe that the exchange rate should be observed separately, because it affects all forms of exchange. U depending on that, tourists choose those destinations where the exchange rate is more favorable in in relation to the value of their currency;
- Prices of tourist goods are the prices of dedicated products and services, which make up an integral part of aggregate indicators. The structure and composition of these aggregates differs from destination to destination, from region to region, and from country to country and
- The difference between the quantities of goods and services that a tourist can provide is also taken into account buy with available funds and those quantities of goods and services that he wants to procure.

In addition to the above definitions of tourist demand, by defining and interpreting tourist demand has been addressed by many authors. Under the tourist demand should be understood the mass of goods, services and goods in functions of tourist recreation, to which its subjects - tourists - are inclined, ready and able to accept at a certain price level (domestic tourist demand), i.e. with certain exchange rate (foreign tourist demand).

Tourist demand is a set of potential tourists - consumers who they determine quantities, quality and prices with their attitudes, habits, possibilities and desires certain goods and services in the tourism market. (Stefanović & Azemović, 2011).

Tourist demand can also be defined as tourist readiness consumers to buy different quantities of tourist at different price levels products and services

in a particular tourism market and at a particular time. As per the rule of demand by its demands and behavior dictates the quantity, quality and prices of goods and service, so demand is one of the market factors that, as a rule, dominates the market relations. Tourist demand is the total number of people who travel, or want to travel and use tourist facilities and services outside the place where they work and live. It is also stated that it is tourist demand is the relationship between individuals, motivation (for travel) and theirs ability to do so (travel). The definition of economic character is also emphasized reads “tourist demand is the aggregate amount of products and services that people have a will and ability to pay at any specific price in the set of possible prices in a particular period of time” (Ceken, 2014, p. 39).

### **Characteristics of tourist demand**

Tourism is a complex system composed of several subsystems. The tourism system is a sum of different economic (profit) and non-economic (non-profit) subsystems, some of which can exist and function independently, unrelated to tourism (Page, 2017). Hence, tourism is not an independent and distinct economic activity, but is based on connecting and uniting various activities and numerous different entities that deal with these activities. The stronger and better the connection, the better the tourism.

It is indisputable that modern tourism has a great role in the general development of today's society. Accordingly, it is crucial to determine the functions that tourism has for social development, both economic and non-economic, then, in order to know what can be expected from modern tourism in terms of development, to determine its basic characteristics (Stefanović, 2017).

Important characteristics of tourist demand are (Keane, 2014, p. 95):

- Heterogeneity of demand;
- Elasticity of demand;
- Dislocation of demand from supply;
- Unproductivity;
- Elasticity of tourist demand;
- Inelasticity of the tourist offer
- Mobility and
- Seasonal character of tourist demand.

Factors influencing tourist demand are interrelated and different, according to quality, scope and strength of tourist motives. These are the factors: availability, i.e. traffic connection of the destination with the place of formation of tourist demand, climate characteristics and other natural characteristics, cultural and historical sights, the level of industrialization, the level of urbanization, both the countries from which tourists come and those in which they reside, the recreational needs of the local population, the motivation of the local population, the amount of gross domestic product, the length of free time and his time redistribution, volume and structure of accommodation capacity, tourist price product, tourist habits, fashion, volume and structure of accommodation capacity, level of economic development.

In order to plan well and predict the tourist demand, it is necessary to choose the highest quality, i.e. the most stable mentioned factors that can at any time affect the increase in demand. In that sense, two groups of valorization models are used selected factors of tourist demand.

Psychological factors are related to the lifestyle of the individual, his identity, degree of awareness and perception of oneself and the society to which one belongs. All these determinants determine the way people spend their free time, what is important to them, and what kind are their opinions and experiences regarding tourist travel.

We distinguish three organizational forms of travel that tourists decide on. And that are (Keane, 2014, p. 98):

1. Individual (travel according to personal choice);
2. Organized (group travel) in the organization of an intermediary or tour operator;
3. Mixed travel - in which elements are included in the individual trip parts of the package-arrangement of travel agencies.

### **Psychological factors of consumer's behavior- tourist**

Psychological explanation of consumer behavior is mostly focused on research of individual behavior. Psychology in this case studies the internal (intrapersonal) variables related to mental state and characteristics personalities of individuals. According to the psychological explanation, people are affected by external and internal factors, since it is impossible to directly analyze the processes that are play in man, psychology uses the



methods and techniques of indirect reasoning (Stefanović & Azemović, 2019).

Psychology has made a significant contribution to explaining the motives and behavior of tourists as well consumer. This is especially true of motivational research, which they gave the most complete answer to the question of why the consumer is in the purchase of products and services behaves the way he behaves.

Personality characteristics are subject to psychology research on consumer behavior, attitudes, assessments and emotions of individuals as well they represent an essential component of the thought structure of individuals.

They are also significant consumer attitudes as well as product characteristics and specific shopping situations, and the very way an individual experiences them, they form the psychological profile of the consumer (Stefanović & Azemović, 2012a).

The influence of psychological factors on consumer behavior becomes visible during purchases of products and services in this case on the tourist market. Various psychological theories and concepts are given in order to explain individual consumer's behavior.

### **Consumer's decisions of purchase**

Human existence consists of making decisions in everyday life. Consumer decision-making involves choosing between two or more alternatives that is making decisions about purchasing products and services. Although at first glance the process Decision making seems simple, it is a rather complex process, which is related to of free will.

When we have knowledge about the most important properties of the desired product and about the conditions of its sale, the greater the freedom of decision, that is, we rely on the facts related to the product we are opting for. And vice versa, our freedom in decision-making shopping is less when we have the characteristics of the product we want and the conditions of his sales insufficiently known. Therefore, the degree of freedom of decision depends on the levels knowledge of the subject of purchase. After a short or long time of thinking about what you want the product is followed by a purchase decision.

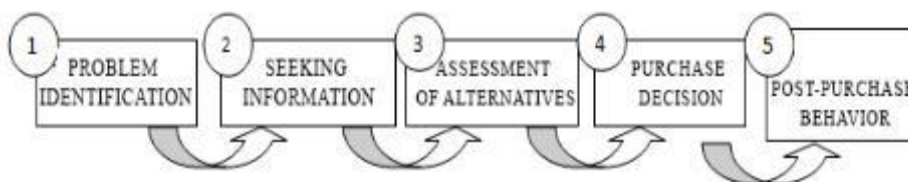
According to Stefanović (2017), there are four theoretical explanations for the purchase process products and services in the market (p. 47):

1. Theoretical explanation stimulus - according to Paul every behavior, ie consumer action in the market is the result of the actions of certain external and internal incentives that encourage consumers to take concrete action. Internal stimuli are refer to the basic motives that encourage consumption and which are the product of biological and psychological needs of man. While external stimuli are more numerous, e.g. propaganda messages, family, friends, exhibitions, fairs...
2. The theory of mental state views shopping as a process, not as an act. Yes would make a decision the consumer goes through different stages of the process, from recognition needs, seeking information about products and services, evaluating alternatives to themselves shopping. The assumption is that with each subsequent phase that the consumer goes through during the decision-making process, the probability or desire to buy a certain product increases.
3. Theory of needs - satisfaction considers the consumer as a person who purchases service or product solves its problems. According to this theory, only the buyer can assess the value of the product by fulfilling its hopes or expectations preceded the purchase itself.
4. Problem theory - the solution is a variant of the previous needs theory - satisfaction, which is its extension. Planning is very important here purchase process. In addition to the necessary information about the product, the customer should also be pointed out advantages and disadvantages of possible alternative solutions and give or suggest solution.

The buying process starts much earlier than the actual purchase, while the consequences last long after purchase. The following figure shows that the consumer is gradually going through five phase in product purchase. However, this is not always the case, consumers may have some stages bypass or change the order. The buying process begins when the customer recognizes a problem or need. If it is the need is strong enough to motivate the consumer to approach seeking information about products and services that can meet that need. In the next stage, the consumer is able to determine alternatives based on the collected information and criteria for selecting the most favorable alternative. In the penultimate, fourth phase in a row, the consumer makes the final decision, i.e. chooses one of the available ones alternative. The decision-making process itself ends with an assessment of the purchase made, most often on basis of the degree of satisfaction. That is, how satisfied he is with the purchase mostly depends on that whether

the consumer will again opt for the same or a similar product in his next one shopping.

Figure 1: *Model of pre-phase purchase decision-making process*



Source: *Authors*.

According to the available literature, the most common is the analysis of classical (traditional) a model of the decision-making process, in which the consumer is treated as purchaser products and services solve their problems. The classic model consists of the following five phase (Pesonen & Komppula, 2012):

1. Awareness of need;
2. Requesting information;
3. Assessment of alternatives;
4. Purchase;
5. Rating after purchase.

The consumer decision-making process depends on the type of purchase. Once consumers themselves they react quickly so that they are not even aware of the purchase made. In other cases it is necessary that the consumer goes through all the above stages of the decision-making process in order to choose a product which suits him best. The complexity of consumer behavior is the result of a type of process decisions and types of purchases.

The three basic types of consumer decision-making processes relate to extended, limited and routine type of purchase. The main feature of the extended mode decision-making is that the consumer seeks a large amount of information and at the same time delivers slowly purchase decision. Medium level of information retrieval and moderate process speed Consumer decision-making is characterized by a limited type of purchase (Stefanović & Azemović, 2012b).

While the routine process of consumer decision-making is characterized by the disposal of small by the amount of information and relatively quick decision making.

The extended decision-making process refers to the consumer going through all the stages decision-making process before deciding on a specific product or service. In this the process requires an effort to understand the need and how to meet it; alone the consumer does not have established criteria for evaluating alternatives.

Purchases take place with a high degree of risk and uncertainty, and this process requires a lot of time and effort in gathering information and evaluating alternatives (Stefanović & Azemović, 2011).

Limited decision-making process - the consumer already has some experience with appropriate product. He goes through all the stages of the decision-making process, but being in them does not last long. This process takes less time than the extended process and requests less effort than the consumer. The risk of buying is moderate, while the speed of decision-making depends on previous experience.

A routine shopping process is a way of shopping by habit. Consumers skip individual stages in the decision-making process, they are not active in seeking information and generally do not use external or additional sources of information, i.e. they do not want to lose time in shopping.

### **Instead of a conclusion**

Among the mentioned tourist experiences, certain common ones can be seen as psychological essences of tourist demand.

Dreaming of different real and imaginary worlds - dreaming about unknown, wonderful countries, imagining a different, more perfect world that exists "There", somewhere far away, is present in most writers - Andric, Bodler, Danojlic... Bodler often idealized distant and unknown countries. The object of imagination is not only beautiful landscapes, but also certain pleasant events, people, situations, adventures, etc.

A futile attempt to escape from oneself - a man dreams of escaping from everyday life, from his place, city, country, from this world in which he does not feel good and goes where everything will go be better. However, the longing to escape is accompanied by the constant presence of the knowledge that escape is in vain and impossible, which does not diminish the longing to escape, but evokes a sense of futility travel as an escape. One can flee from one city to another, from one country to another, from one

continent to another continent, but he cannot escape from himself, his sorrow, of his fears and the drama he carries with him.

Searching for something that has no name - those who run away from something are searching at the same time for something. They are usually looking for something different and the opposite of what they are running away from. The search is for the distant, the exotic, the unknown, for emotional fulfillment, for enjoyment, happiness. Sometimes a person doesn't know exactly what he's looking for, he only knows what he's running from, that's all chasing something has no name. Any search for something "there" is in vain because everything is we are always looking for "here", only unrecognizable and hidden.

Disappointment with the existing reality and with oneself - most often occurs as a consequence of excessive expectations, in the collision of an idealized performance from the imagination with reality. In addition to this disappointment with the existing reality, another species is possible disappointments - self-disappointment.

Desire for unpredictable, sudden events - unpredictable sudden events and situations form the basic charm of the journey, which remains in the deepest memory. Namely, expected, planned, foreseen and known in advance, kills any charm and uncertainty and it causes boredom, so people are eager for surprises and unpredictability events.

A different existence - to be someone else. It is the desire to live someone else, someone else's, a completely different life. This is not just about wanting to "play" someone else's life role, but about striving to live countless different lives, different human destinies, in order to feel the richness of life as deeply as possible, and to understand all its diversity and wealth. This desire most often arises due to dissatisfaction with one's own existence, by his own position and by himself.

Discovering the "great secrets" of the world and life - Travel often appears as an aspiration to be revealed as a "big secret", it is actually a search for mystery, secret meaning, search for the keys to the secrets of the world, etc. Some people are convinced that the "big secret" is somewhere elsewhere, away from home, and that one needs to travel to find her. Seeking yourself - self-awareness and self-knowledge - Changing your own personality on a journey can also be an attempt to find oneself. This is about looking for you, striving to be different, not someone else. Knowing the truth about

you is not always encouraging it can sometimes lead to disappointment, loss of self-esteem, and even suicide.

Forgetting and self-forgetting as salvation from consciousness - Striving for forgetfulness through travel is associated with escape, if a tourist on the road is unable to escape, forgets his own daily life, himself and the culture in which he lives, he will not be able to experience a radical change, to relax, to play, to temporarily transform, he will overcome itself...

Knowledge and understanding of the world around you - This knowledge for tourists is immediate and personal. It takes place in direct contact of the traveler with the world he wants to meet. The majority the tourist on the trip tends to confirm the already formed attitudes and prejudices, while a small number the tourist is open and ready to change his own attitudes and break down acquired prejudices.

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