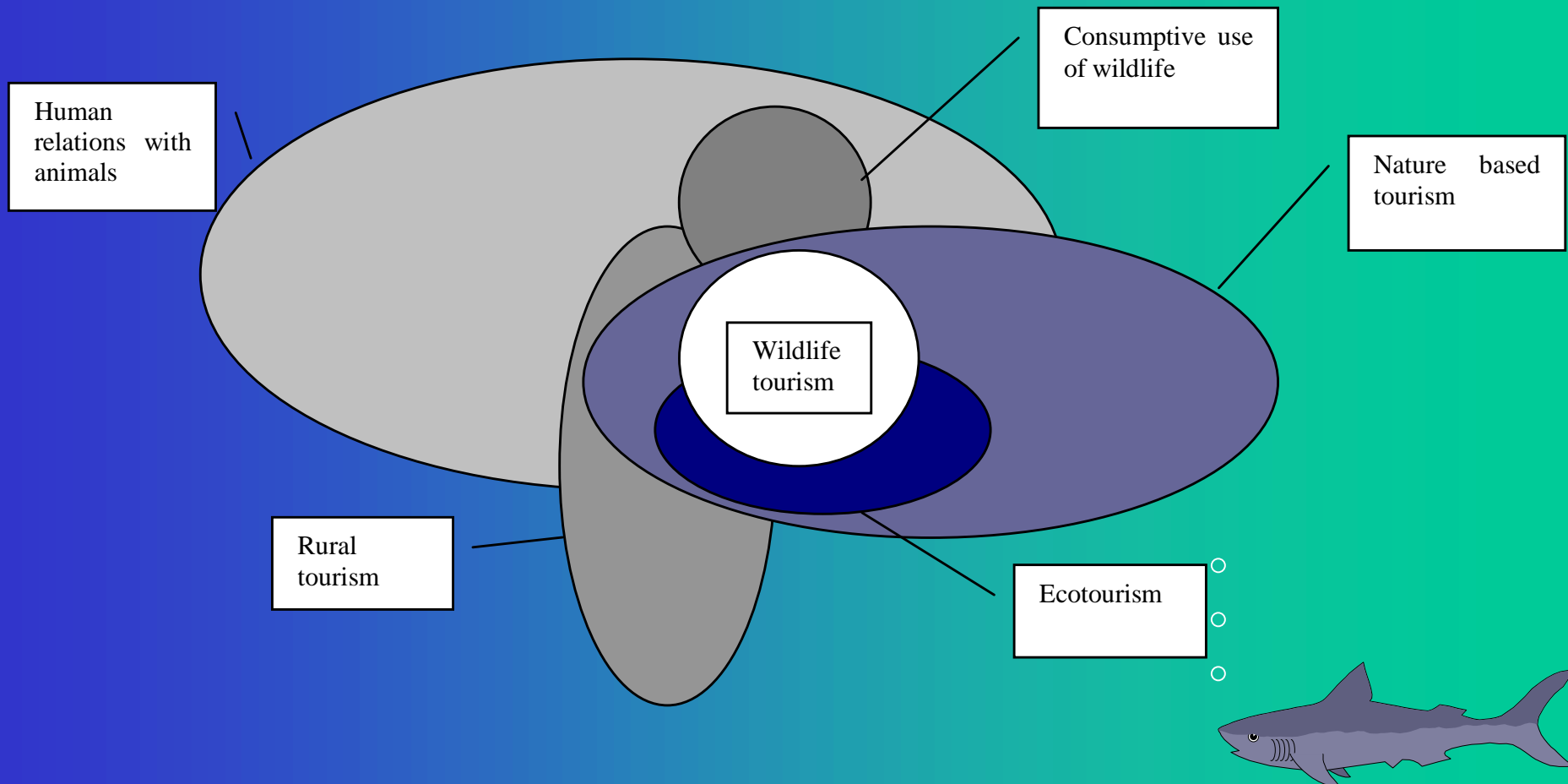


# The Nature of the Nature Traveller

by  
Anne Kerr

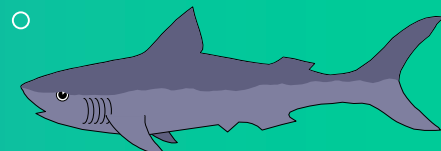
# The wildlife tourism market

Figure 1: Wildlife Tourism: (Reynolds & Braithwaite, 2001)



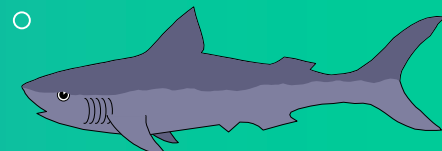
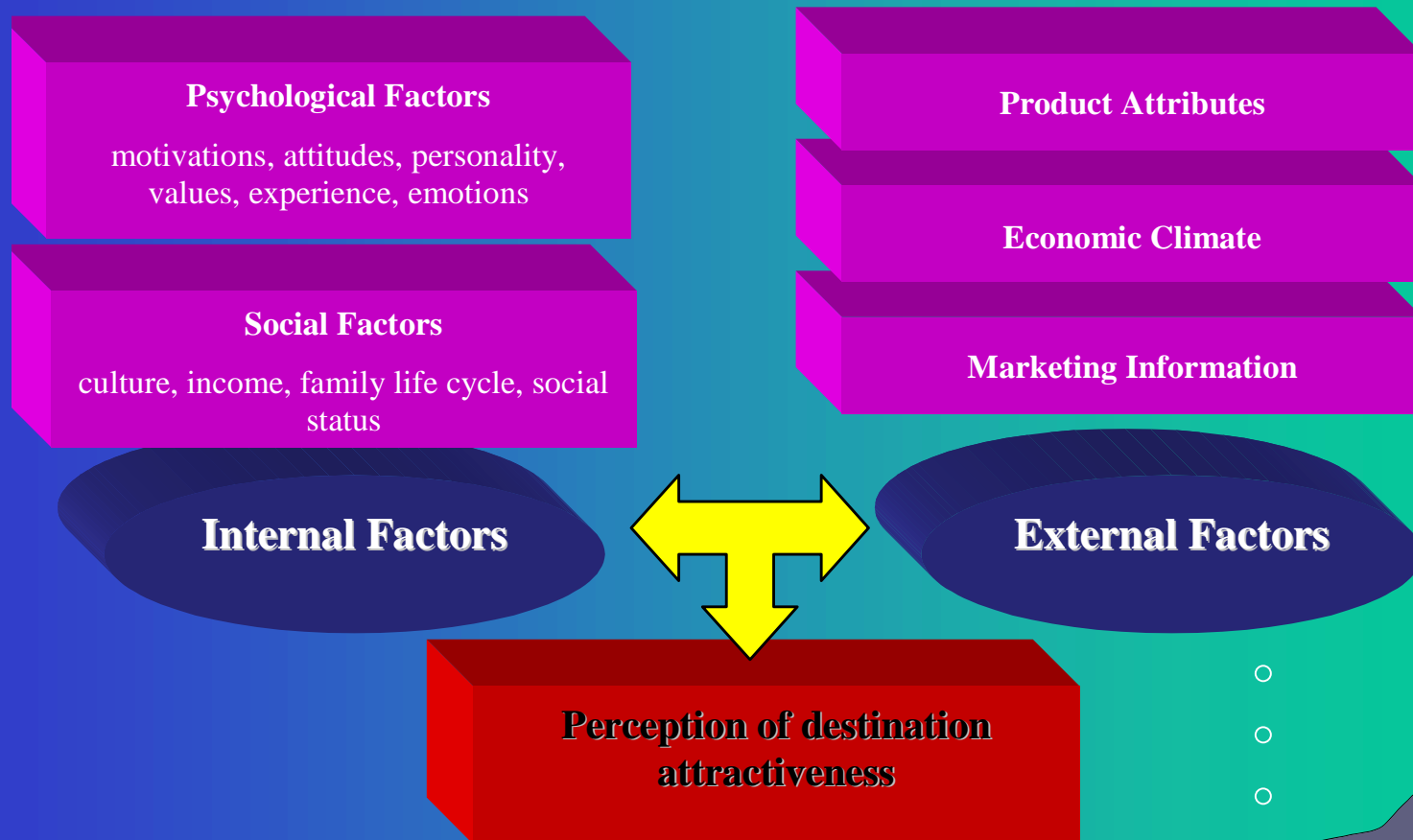
# What is motivation?

*our intrinsic unmet needs that we seek to meet or compensate for through our travel experiences*



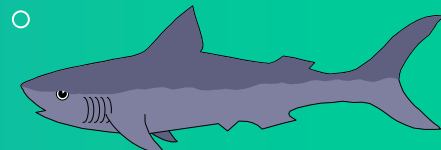
# The role of motivation in destination choice

**Figure 3: Factors effecting destination choice**



# The importance of understanding motivation ...

- means of understanding the different market segments within the wildlife market
- balance those market needs with conservation needs;
- deliver products in a way which satisfies visitor needs which will increase repeat visitation & positive word of mouth;
- identify growth markets for our products;
- market the product more effectively to individual market segments.

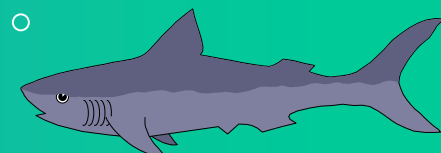


# Push and Pull factors

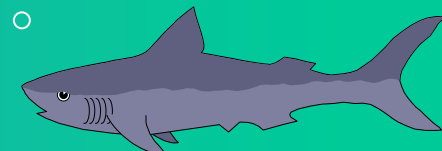
**The escaping and seeking dimensions of travel motivation**

**Push factors - our intrinsic needs**

**Pull factors - those destination attributes that appeal to us given our intrinsic needs**



<b>MARKET SEGMENT</b>	<b>INTERNAL MOTIVATIONS (PUSH FACTORS)</b>	<b>DESTINATION FEATURES FOUND APPEALING (PULL FACTORS)</b>	<b>AUTHOR</b>
Whale Watchers	Seeing marine mammals I don't normally see Experiencing thrills and excitement Experiencing tranquillity and peacefulness	Seeing whales in natural habitat Watching animal behaviour	Muloin (1998)
Naturalists	Learn about nature Be physically active Learn outdoor skills Meet people with similar interests	Mountains Oceanside Natural attractions Warm climate and entertainment not as important	Kretchman & Eagles (1990)
Ecotourists	Be physically active Meet people with similar interests Experience new lifestyles	Wilderness National parks and reserves Rural areas and mountains Daring and adventurous activities Historical places Less concerned with entertainment & luxuries More tolerant of danger from the environment	Saleh & Karwacki (1996)
Ecotourist	Experience wilderness & undisturbed nature Learn about nature Be active Meet people with similar interests	Forests and trees, Birds, wildflowers and mammals Forests, wilderness, lakes & streams, mountains, oceanside, national parks & rural areas	Eagles (1991)



# Motivational segmentation of markets

## **Nature travellers**

*Ballantyne, Packer & Beckmann (1998).*

Identified five distinct motivational segments - only one of these segments had a strong interest in wildlife.

## **Ecotourism market**

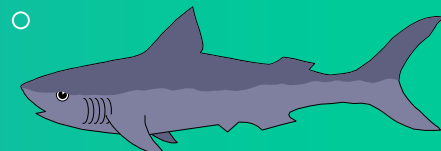
*Blamey & Hatch (1996)*

- learn, experience nature & be physically active
- escape, rest & relax
- see something new, be close to nature & learn.

## **Nature travellers**

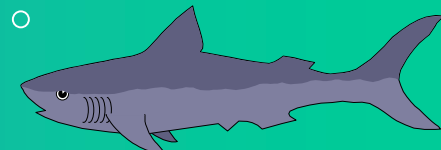
*Moscardo, Pearce & Haxton (1998)*

- nature appreciation
- relax and escape
- seeking novelty



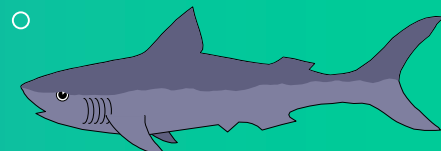
# Failure to reach full potential

- concentration on the push and pull approach to travel motivation;
- reliance on quantitative methodologies;
- lack of theoretical framework;



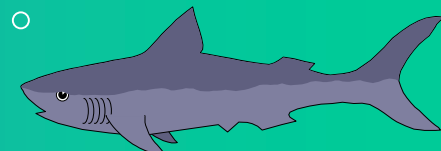
# Limitations of push and pull approach

- **Dualistic approach is limiting**
- **Pull factors often confused with motivation**
- **Superficial understanding of push factors**
- **Studies have been very destination orientated rather than consumer orientated**



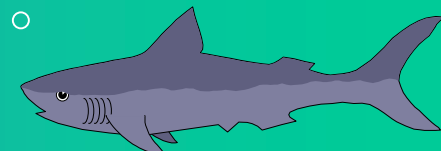
# Concentration on quantitative methodologies

- Majority of studies have been quantitative and tend to yield superficial information
- Because of difficulty in measuring motivation many studies measure it indirectly



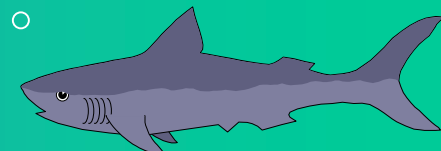
# Lack of an agreed theoretical framework

- Led to multiplicity and confusion over motivation and motivation measures
- Resulted in lack of development and testing
- Also a result of difficulties in motivational measurement?



# Expanded motivational framework

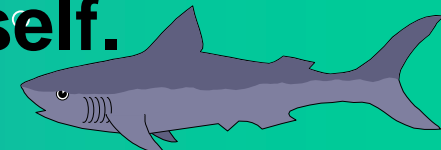
- research into the emotional needs underlying motivation and the emotional experiences desired from travel experiences;
- research into the emotional reactions to advertising;
- more emphasis on qualitative and experimental methodologies.



# The role of emotions

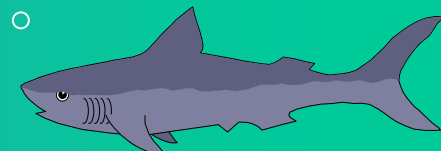
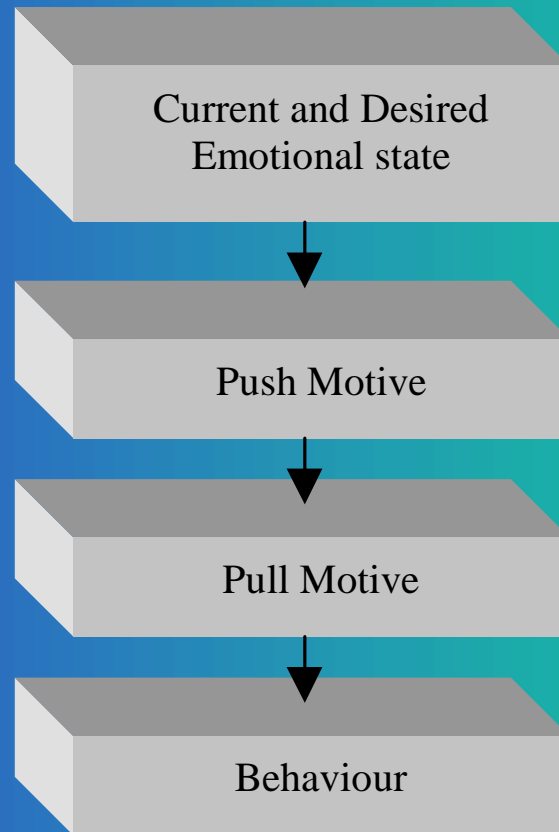
**Emotions are involved in motivation and in destination choice in at least three distinct ways:**

- **emotional states are a prelude to our emotional needs or motivation;**
- **we experience emotional reactions to destination advertising; and**
- **we experience emotional reactions to the actual travel experience itself.**



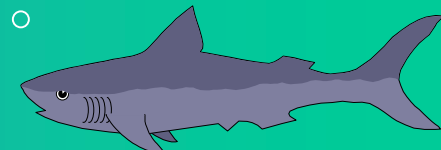
# Role of emotions

## A model of motivation that includes emotions



# Experiential School

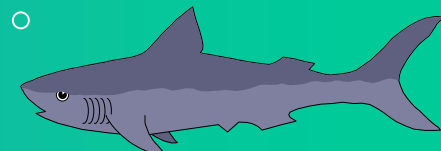
- Uses qualitative means
- Explores the emotional nature of consumption experiences



# Emotional Reaction to Marketing

Benefits in understanding and selling emotional experiences:

- Increased involvement
- Increased imagery processing
- Increased intention to visit



# The framework

Framework for travel motivation researchers

## The Motivation process

1. Current emotional state



3. Explore desired emotional experiences



3. Emotional involvement with marketing messages

## The Research Process

**Step 1:** segment according to current emotional state quantitatively

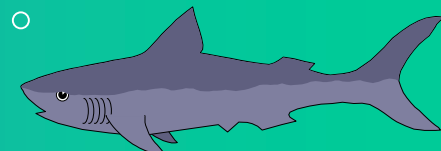
**Step 2:** establish desired emotional experiences qualitatively

**Step 3:** test ability of marketing messages to result in increased involvement experimentally



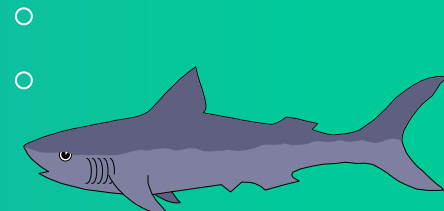
# Propositions arising from the framework

- Increased involvement will arise if marketing information presents information and images that relate to a person's current and desired emotional state.
- Increased involvement will result in increased intention to visit.



# Applying the framework to the wildlife market ...

- Identify the current emotional state of wildlife tourism participants - *quantitative means*
- Identify the emotional needs and desired emotional experiences - *qualitative techniques*
- Design a number of ways of designing and portraying the destination
- Test & measure involvement, emotive responses, effect on imagery processing and intention to visit - *experimental techniques*



The End