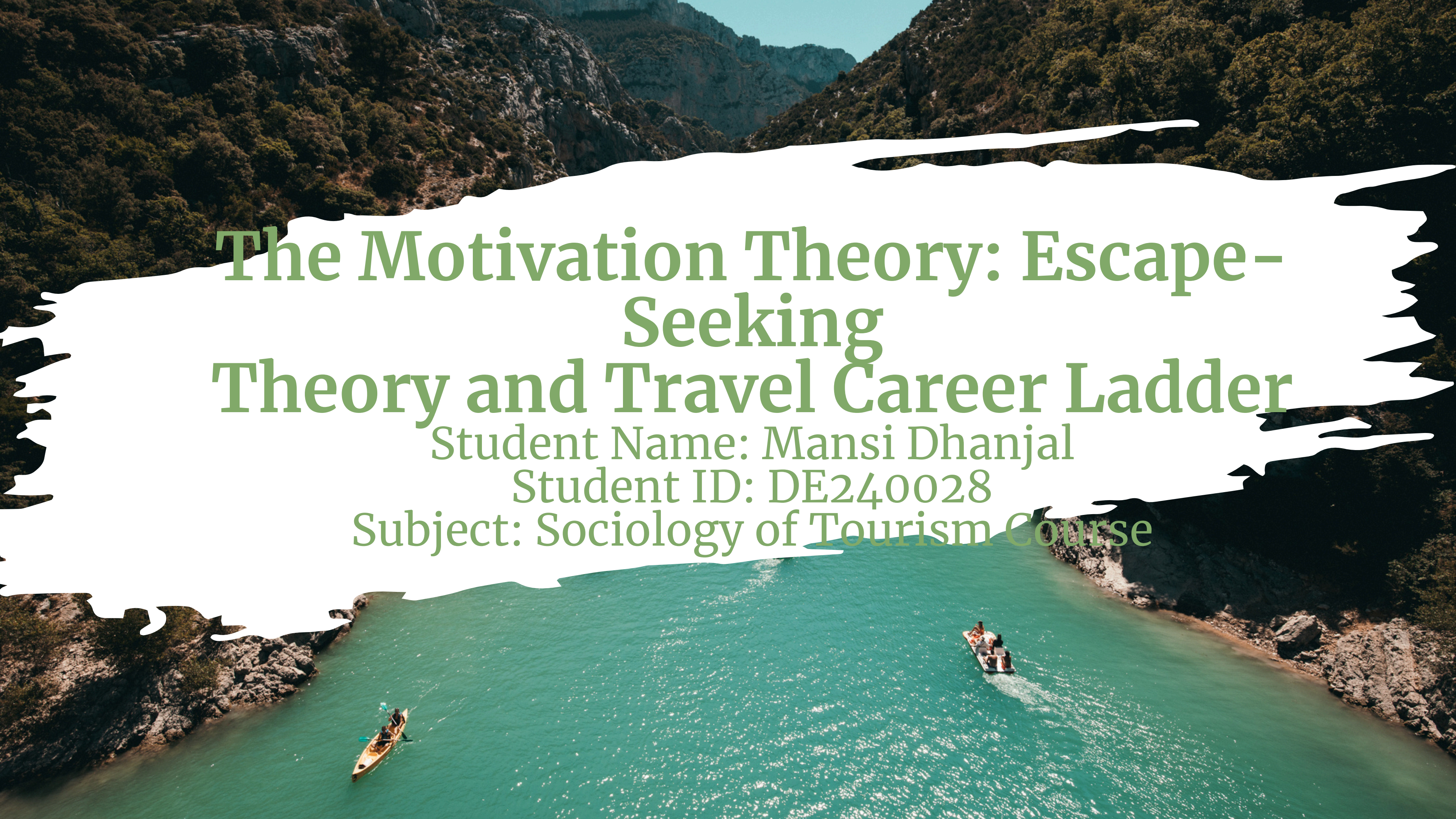




The Motivation Theory: Escape- Seeking Theory and Travel Career Ladder

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Introduction

- Tourism motivation answers the fundamental question: why do people travel?
- Examining two influential frameworks: Escape-Seeking Theory (Mannell & Iso-Ahola) and Travel Career Ladder (Pearce)
- These theories reveal complex psychological factors driving travel decisions
- Understanding motivation helps tourism professionals:
 - Develop more compelling destinations



Escape-Seeking Theory

Origins and Background

- Developed by Mannell and Iso-Ahola in 1982
- Socio-psychological perspective on tourism motivation
- Two-dimensional model with simultaneous influencing forces

Core Concepts

- Escaping: The desire to break free from routine and monotony
- Seeking: The pursuit of intrinsic psychological fulfillment
- Dual personal and interpersonal dimension

Types of Rewards

- Personal Rewards: Individual satisfaction (exploration, relaxation, learning, competence)
- Interpersonal Rewards: Social connections with family, friends, and locals
- Intrinsic Rewards: Psychological states like mastery and liberation

Travel Career Ladder (TCL)

Origins and Background

- Proposed by Pearce, based on Maslow's hierarchy of needs
- Evolution from basic needs to higher-order motivations
- Career progression analogy in tourism experience

The Five Hierarchical Levels

- Biological/Relaxation Needs (foundation)
- Safety/Security Needs
- Relationship Needs
- Self-Esteem and Development Needs
- Self-Fulfillment Needs (highest level)



Travel Career Ladder (TCL)

Key Principles of TCL

- Multiple motivations at different levels simultaneously
- Upward progression with experience and psychological maturity
- Dynamic movement between levels based on experiences
- Individualized patterns of progression

Examples and Case Studies

- First-time vs. repeat visitors
- How different demographics move through the ladder





Comparison and Integration

Comparing the Theories

- Similarities and differences between Escape-Seeking and TCL
- Complementary aspects of both frameworks
- Contemporary relevance in modern tourism

Integrated Framework

- How these theories can work together
- Comprehensive understanding of tourist motivation
- Application to different tourism contexts

Practical Applications

For Tourism Marketing

- Segmentation strategies based on motivational factors
- Creating targeted promotional materials
- Developing experiences for different motivational levels

For Tourism Product Development

- Designing experiences that address both escape and seeking needs
- Creating progressive experiences for travellers at different career stages

For Destination Management

- Managing visitor expectations based on their motivational profiles
- Creating diverse offerings to satisfy different motivational needs

Research and Future Directions

- Current research trends in tourism motivation
- Evolving understanding of these theories in the digital age
- Emerging factors affecting tourist motivation
- Potential new dimensions to these theories





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- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226-237.