

6. NEEDS AND EMOTIONS CREATING STRONG CUSTOMER'S MOTIVATION IN TOURISM

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Introduction. Choice of where and how to travel is often taken by a traveler based on two decision-making strategies, *bottom-up*, i.e. needs-driven, or *top-down*, i.e. emotion-driven, which will be explained in detail herein. The **topicality** of this study is determined by the necessity to identify the motives, which effect tourist's decision-making process on where to go, what to do, how to travel and where to stay.

Materials and methods. Taking into account the fact that numerous travel decisions are taken both voluntary and involuntary, we suppose that basic human needs as well as emotions may serve key factors for taking decisions.

Results and discussion. It is a widely accepted idea that motivation, driving people to commit certain actions, is generally grounded on basic human needs, classified by A. Maslow in renowned motivation model. According to *bottom-up* strategy, when travelling one strives to fulfil basic human needs. Hierarchy of needs is often visualized as a pyramid, consisting of deficiency needs at the bottom and growth needs above, i.e. satisfaction of physiological needs, as well as safety, belonging and esteem are fundamental and provide basis for further satisfaction of cognitive, aesthetic, self-actualization and transcendence needs. In the hospitality area fulfilment of needs are determined by the quality and volume of services provided. Basic comfort conditions, namely proper documentation, anti-hazard safety, regular fire and hygiene inspection, crime prevention in the area, etc., ensure safety and health needs. Affordable prices, including room rates, transportation costs, rental fees, proper logistic schemes, meet accessibility needs. Aesthetic aspect of travelling experience as well as socio-environmental consciousness lead to fulfilment of high-rank needs, known as growth needs. Such an experience presupposes focus of a traveler on cultural and historical heritage sights, attention to sustainability issues, balancing money value for trip, etc.

In accordance with D. McClelland's needs theory, motivation to act is caused by emotions, represented by the desire to meet needs for achievement, affiliation and power, thus, resulting in *top-down* strategy. In the tourism field, the above listed needs are now heavily exploited for promoting trips of all kind. Due to the fact that emotional appeal is more effective now, when fulfilment of basic needs is often out of question, the resulting effect of emotional appeal provides higher returns of investments. To put it in other words, travelers choose where and how to travel not only to relax, but also to illustrate achievements with photos in social media; prove affiliation and status, and be empowered by creating strong social image, respect and growing influence.

Conclusion. All things considered, motivation to travel is associated both with needs and emotions.

References

Maslow A.H. Motivation and Personality. N.Y.: Harper & Row Pub., 1970. 368 p.