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Psychological Aspects in Tourism as a Segmentation Criterion for Marketing Measure

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Abstract: With the help of strategic management, a company has the possibility to position itself explicitly in the market and to optimise this position continuously. Today, due to increasing competition, certain marketing management methods are also applied in tourism. More and more tourist destinations are trying to strengthen their competitive position by means of various marketing measures. These include market research, market segmentation and target group analysis. The aim of this study is to make a comprehensive inventory of the psychological aspects in tourism as a segmentation criterion for marketing measures in order to derive recommendations for action. The method used in this study was a review of the relevant literature. An important aspect in the development of tourism is the social changes after the Second World War. Important events were, for example, decreasing physical stress in everyday working life, increasing average life expectancy, decreasing working hours, increasing standard of living, mass mobilisation and urbanisation. In analysing the various research results, it was found that it is important for destinations to closely observe new trends in the development of guest demand behaviour in order to initiate appropriate measures to maintain their competitive position. Providers of tourism services must develop offers off the beaten track in order to fulfil the differentiated wishes of the demand side. It is generally assumed that inexperienced travellers tend to seek experiences of a physiological nature and that travellers with a lot of holiday experience tend to focus on relationships, self-esteem and self-efficacy. Therefore, it can be assumed that despite all this, only a few go travelling because of the need for self-fulfilment. Thus, in tourism in general, a trend towards differentiation as well as a growing specialisation of the individual forms of travel, corresponding to the differentiated travel motivations and requirements of tourists, is to be expected. Overall, the analysis of holiday motives for the purpose of market segmentation proves to be a useful approach, as it enables the identification of the motives for visiting a tourist destination and thus the derivation of starting points for target group-specific market development.

Keywords: Tourism, Society, Market Segmentation, Motivation, Marketing.

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INTRODUCTION

Leisure behaviour has changed significantly in recent decades. Individualisation styles, changed consumer behaviour, fun and experience consumption, expanded globalisation, the greater use of technology and an increase in pleasure and comfort orientation as well as a new health and body awareness are now well-known phenomena that characterise people's changed behaviour. With continuing individualisation and differentiation tendencies, an increasing importance of the leisure sector must be expected in the future (Zarotis & Tokarski, 2020). Tourism in particular is becoming increasingly important within the individual main segments of the leisure market and confirms the already described trend of increasingly active leisure towards

experience orientation (Zarotis, 2019). At the beginning of this century, the various forms of tourism were only accessible to the middle and upper classes, but this changed dramatically at the end of the century. An important aspect in the development of tourism is the social changes after the Second World War. Important events were, for example, decreasing physical strain in everyday working life, increasing average life expectancy, decreasing working hours, increasing living standards, mass mobilisation and urbanisation (Zarotis *et al.*, 2011). The increasing tourism intensity in recent decades is based on different developments. Significant increases in income since the end of the Second World War and relatively small price increases for tourism services have led to a constant increase in demand. In

addition, the abolition of travel restrictions and the removal of border controls have made foreign travel considerably easier. A steady increase in holidays as well as numerous technological innovations, have also contributed to individual mobility. Not only has the number of demanders increased rapidly, but also the number of suppliers entering the travel market (Dreyer & Krueger, 2000). Therefore, it is important for destinations to closely observe new trends in the development of guest demand behaviour in order to initiate appropriate measures to maintain their competitive position. Providers of tourism services must develop offers outside the mainstream in order to meet the different wishes of the demand side. All in all, the industry is characterised by constantly growing demands of the consumers to the tourism service providers. While tourism and travel in the 1950s, 1960s and early 1970s were still characterised by the need for relaxation and recreation, nowadays an additional aspect of benefit of a material or emotional nature is increasingly pushing itself to the forefront of the travel decision. The guest demands additional benefits above the obvious services such as accommodation, gastronomy and cultural and entertainment programmes. Different leisure and supply interests can thus be satisfied in one place. The guests can put together his or her own individual mix of offered services according to their needs (Conrady & Buck, 2007). In the area of private travel, motivational factors play a major role. Motivational factors are motivations that drive the tourist to undertake a certain type of tourism. These factors can be assigned to certain types of tourism. On the basis of the motivational factor, it is therefore possible to determine a destination that is appropriate for the tourist and fulfils his or her needs (Trosien & Dinkel, 2001). The present study aims at a scientific consideration of the motivation and behaviour of tourists. The motivations of tourists and their holiday activities were analysed. The aim is to show that conclusions can be drawn about planned holiday activities on the basis of motivation measurements. This is an essential aspect for the creation of touristic offers and for targeted marketing in the tourism sector. Connections between motivation and behaviour will be shown and their significance for the categorisation of tourists will be illuminated in order to enable optimal marketing and the targeted preparation of offers.

METHODOLOGY

This study is a bibliographic review study that presents the critical points of existing knowledge on a theoretical approach to the topic of "Psychological Aspects in Tourism as a Segmentation Criterion for Marketing Measures". There is no specialised and comprehensive research work in this area. This study attempts to fill this gap and is intended to be a useful aid to those who will undertake similar efforts in the future. The main aim of the bibliographic review is to place the study within the 'body' of the topic in question. The review of the current study refers to

clearly stated questions and uses systematic and explicit criteria for the critical analysis of a published paper through summarising, sorting, grouping and comparing.

BIBLIOGRAPHIC REVIEW STUDY

Society and Tourism

A certain acceleration in society is clearly evident in both the work and leisure sectors. The change in social conditions triggered by industrialisation and the accompanying change in values within society have increasingly led to a change in the form of society, in which the field of tourism in particular is becoming increasingly important in the organisation of leisure time. In addition to the general increase in leisure time, the growing prosperity due to rising incomes of broad sections of the population should be mentioned, which in turn has led to changed lifestyles and a change in the social value system (Zarotis & Tokarski, 2020). This development has led to a collective increase in income, education, mobility, law, science and mass consumption among all strata of the population. The lower social groups were also able to participate in mass consumption and personal development opportunities through the multiplication of their real wages, and there was an increasing disappearance of the hitherto traditional, estates-based ways of life and social milieus (Landvogt *et al.*, 2017). Everyday lifestyles are less and less characterised by the scarcity of means and resources and due to the fact that growing parts of freely disposable income are increasingly used for leisure, holidays and sport, one can speak of an affluent society or a leisure and experience society (Zarotis, 2020). This suggests that a fundamental change in values has taken place within society, in which the life goals of the individual have changed. The changed life goals can be justified by the increasing replacement of everyday problems, where the everyday experience is no longer scarcity but abundance, which ultimately led to traditional values, such as striving for achievement, diligence and fulfilment of duty, being confronted with new values, such as joy of life, fun and spontaneity (Zarotis & Tokarski, 2020). Accordingly, it must be assumed that these individual self-fulfilment components inherent in the leisure and experience society, in which one's own experience and the maximisation of enjoyment are paramount, find particular expression in a changing leisure landscape with numerous new forms of leisure and leisure activities and led, among other things, to the phenomenon of tourism (Heise & Axt-Gadermann, 2018).

With increasing industrialisation, the prosperity of society rose and a larger part of the population could afford to travel. The heyday of tourism is characterised by various trends. With the further development of the means of transport, the expansion of the transport network and the social conditions such as the increasing demand for holidays and increased prosperity, travel became accessible to

broad sections of the population. There is also talk of organised tourism. In the course of this, mass tourism developed. Today, far more types of travel can be categorised: Among others, sustainable, ecological tourism can be found, as well as wellness or health tourism and cultural, sports or individual travel (Kornexl, 2009). Along with its further development, tourism also has to face different challenges and limits. New possibilities in travel make it possible to discover new destinations as well as to try out new ways of travelling. Tourism today is an important factor both economically and socially and can be described as an open and interactive system, with the individual elements influencing each other. Thus, tourism is in a complex relationship with ecology, economy, law, politics and many other framework conditions. On the one hand, tourism changes these framework conditions, but on the other hand, it is also shaped by them. Thus, every society develops its own tourism, allows it, changes it or prevents it. Tourism has become a basic human need and is an expression of society's inherent tendency towards self-realisation, which is increasingly satisfied through travel. In addition, the change in travel socialisation, the adoption of norms and behavioural patterns, plays a major role in the development of tourism. Accordingly, travelling has become a social matter of course in wide circles of society. We have grown into social conditions in which the vast majority of society, in contrast to the past, takes several holiday trips a year (Heise & Axt-Gadermann, 2018).

Ultimately, a rise from a working to a multi-optional leisure and experience society can be seen, whose satisfaction of needs is expressed in an increased demand for travel, where the subjective experience that can be achieved with a trip is in the foreground and has led to the emergence of a globally growing economic sector. Thus, tourism in particular seems to be the appropriate means to satisfy the urge for experience in the experience society and to be able to gather new experiences. With continuing individualisation and differentiation tendencies, an increasing importance of the leisure sector must be expected in the future (Herder & Kupper-Heilmann, 2001). Among other things, working hours will become more flexible and the pressure and stress at work will increase. People in today's society have to face with increasing pressure, as well as rising stress levels and the increase in civilisation diseases and they must and should find a way to protect their bodies from these influences. This is necessary to be able to perform optimally in everyday life and to keep one's energy at a good level. Wellness and recreation offers, especially on holiday, are a good and quick way to regenerate (Heise & Axt-Gadermann, 2018). The diversification of tourism is occurring. However, a trend is emerging from the experience society to the society of meaning, which in turn places different demands on the staging. This should not only provide fun and exciting experiences, but also enable the visitor to have new, individual and meaningful

experiences. This experience should be more intense and it should touch body, soul and spirit. With every social change, man's preference for the originality of nature emerges. This explains not only the desire for unforgettable experiences but also the simultaneous demand for authenticity. For many tourists, experiencing nature is one of the main motives for travelling. Even in the early days of tourism, nature became a centre of attraction for travellers (Landvogt *et al.*, 2017). Especially in the Romantic Era, the experience of nature and landscape became more central. It began to displace the education as the main motive for travel. This correlates with the desire of the society of meaning for naturalness and authenticity. This development is confirmed by the increasing popularity of holidays in monasteries, mountain huts and mystical places. The tourist is looking for nature-related and authentic experiences. Due to the fact that authenticity is subjective, an authentic experience is perceived differently by everyone. What may seem authentic to one guest appears to the other guest as a staging (Kornexl, 2009).

Tourism operators are therefore faced with the challenge of staging their products and services with great sensitivity for the respective target group. As tourism grew, the need to protect nature arose. Parallel to this, the change from a service society to an experience society began. This is characterised by the tourists' desire for unique, non-interchangeable experiences. In order to successfully offer experiences, they have to be staged (Zehrer & Grabmueller, 2012).

Market Segmentation as Marketing Measures and Preparation of Offers in Tourism

Today, certain marketing management methods are also being applied in tourism. More and more tourist destinations are trying to strengthen their competitive position by means of various marketing measures. These include market research, market segmentation and target group analysis. The term "marketing" generally refers to those measures that contribute to aligning all activities of a company with the current and future requirements of the market (Freyer, 2018). If a company offers its products on the market, it inevitably competes with other suppliers. Thus, the companies that have a clear competitive advantage are those that know exactly what customers wish for. The basis of the marketing philosophy is market-oriented thinking, which places the customer at the centre (Nagel & Schlesinger, 2011). In order to be able to carry out targeted marketing, market segmentation in tourism is indispensable in today's world. Due to standardised products or destinations offering the same services, it is indispensable to conduct segment-oriented marketing. This type of marketing addresses specific target markets and attempts to specifically differentiate one's own products from the competition and position them. Consequently, customers can identify more easily the destination and

assign its advantages and strengths. Market segmentation also offers significant advantages in differentiating one's own product. Marketing instruments can be used in a more targeted way and thus large scattering losses can be avoided (Hebbel-Seeger & Foerster, 2008). On the destination side, better conclusions can be drawn regarding the needs of customers in the relevant target market. From the customer side, market segmentation enables an emotional and stronger bond with the destination. Likewise, products can be targeted more specifically to individual customer needs. As a result, customer loyalty and willingness to pay are increased. The positioning of marketing is highly relevant: The better the product is aligned with customer needs, the more it can stand out from the competition (Seitz & Bayrle, 2008).

The marketing of a destination should maintain and guarantee the continued existence of the destination and its competitiveness. This is oriented towards the customer and the entire value chain. In destination marketing, the special feature of the service character must be considered (Zieschang, 2004). Due to the lack of transparency of the services, the customer cannot try them out before purchasing, unlike other products. Thus, all measures that reduce the risk for the customer are advantageous. These measures can be helpful in consultations but also in the creation of brands as guarantors of trust and quality. The tourism industry always strives to create longer-term customer relationships from new customer relationships. Accordingly, customer loyalty has a high significance in the service sector of the tourism industry (Proebstl *et al.*, 2019). The human factor also plays a significant role in destination marketing. This has a fixed function in the area of personal service and is always connected to the service provider or to other customers. For example, the customer gains an insight into the culture of the country they are visiting through the service provider. The problem-solving function is also attributed to the human factor. For only the latter can offer a necessary solution to a problem. In order to support the customer in entering a new terrain, the service provider assumes an experience-enabling function. This is equivalent to introducing the customers to new destinations or experience opportunities (Stroebel *et al.*, 2018). Likewise, it is only the human being who can enter into social contact with another human being on holiday. Thus, the interaction function is also a task of the human factor. Destination marketing includes a targeted marketing concept. The marketing concept is a specific market orientation and a basic decision-making grid that sets out essential elements of marketing planning. It forms the guideline for the use of marketing instruments and the planning of actions. The marketing concept is intended to generate the ability to succeed through a strategic approach and essentially indicates the strategy to be pursued in the medium term. The function of the marketing concept is to be oriented towards partner companies and to

consciously include their marketing in one's own strategic planning. It should also be consistently oriented towards the needs of the guests and oriented towards attractive benefit potentials for the customer (Conrady & Buck, 2007).

Motivations and Needs of Consumer Groups in Tourism

Before discussing motivation in the context of tourism, a brief introduction to motivation research in psychology will be given. Freud and Ach are considered pioneers in the research findings of personality theories, which also include the branch of motivational psychology. Instrumentality theory forms the basis for the research direction of motivation psychology. It holds that the driving force for an action is also influenced by its consequences. Modern motivational psychology is based on a variety of theories, models, views, assessments and concepts. Madsen noted in the 1960s that the scope of motivational psychology is as large as psychology itself (Madsen, 1968; Zarotis, 2020). Heckhausen describes everyone's life as an uninterrupted stream of activity. Thus, motivational psychology deals with activities that reveal striving towards an expected goal and in this sense form a unity (Heckhausen & Heckhausen, 2006; Zarotis, 2020). In general, the reference point of motivational psychology is the question of WHY, because it is about the external and internal conditions of human action. In relation to the present study, it is noted that to explain the complexity of this human behaviour, the terms motivation and driving force are used from sociology and psychology, which in turn are descriptions of a hypothetical construction. The word motivation is not a descriptive but an explanatory term. Motivation is an evaluative variable that characterises a person and guides his or her actions. The use of motivation is essential for action. It has to do with the motivational causes of human action, as shown by the etymological meaning of the verb from which it is derived, "movere - to move". The generation of the use of motivations is a functional variable. It is the product of an interaction between given situations and motivations. While motivation is latent and ongoing, the use of motivations is the exact implementation of motivation in a given situation. The process of using motivations is subject to the influence of expected possibilities and desired outcomes achieved through individual action, as well as the expected outcomes of the action itself (Oerter & Montada, 2002; Zarotis, 2020). The use of motivations can be the result of exogenous and endogenous factors. Subject-independent factors such as the avoidance of punishment, social recognition or material goods are characteristics of exogenous motivations. In the case of endogenous factors, the process of inducement is caused by the situation itself (Zarotis, 1999, 2020). Heckhausen characterises any motivation that seeks situations or goals as external. He includes behaviour that is directed towards achievement, strength,

integration, help or attack. In the case of exogenous motivations, it is crucial to identify the causative factors. In the case of an external action that is not committed voluntarily but for a reward or because of a punishment, it is the use of exogenous motivation. According to Heckhausen, an action is caused by endogenous motivation if the object of the action and its goal coincide (Heckhausen & Heckhausen, 2006; Zarotis, 2020).

As a next step, it seems logical to record the needs, desires and motivations of the individual consumer groups. Due to the growing tourism industry and the accompanying changes, as well as the new variety of offers, the needs of tourists also changed. The trend went away from one-dimensional offers to the possibility to choose from a wide range of offers and to be able to put together one's own product. Consumers usually make their product choice based on a certain expected benefit (Stroebel *et al.*, 2018). The benefit the consumer is looking for is not always immediately apparent to the marketing manager. Usually, it can only be uncovered through a precise market analysis. However, by capturing it, it becomes possible to precisely fine-tune products to customers. Market segmentation is an important basis for further marketing processes. Findings from studies on motives can help, on the one hand, to take the special wishes of tourists into account accordingly when designing offers and, on the other hand, to implement their marketing more effectively due to the more specific target group orientation (Freyer, 2018). One of the most influential motivation theories in psychology is Maslow's hierarchy of needs (1943, 1991). It has been adapted by numerous scientists. This theory of motivation postulated five groups of goals that are motivated by basic needs. These five groups consist of:

1. Physiological needs (basic needs for food, water and sexuality).
2. Need for security (protection, durability and familiarity).
3. Need for belonging and love (social bonding needs)
4. Need for esteem (psychological needs)
5. Need for self-realisation as the highest goal.

These needs strive for satisfaction and thus trigger behaviours to achieve it. However, the needs are not to be seen as independent of each other, but they are ordered according to a certain hierarchy. When a certain desire is in the foreground, the other concerns take a back seat. The consciousness and resources of the human organism are completely at the service of the currently dominant need. Only when this is satisfied does the next need in the hierarchy come to the fore. Usually, the needs are not completely mutually exclusive, but at least a tendency towards this can be observed. In our society, it is common for some of our needs to be satisfied and others to remain unsatisfied. Desires higher up in the hierarchy are usually not fulfilled as often as those lower down the hierarchy. In

industrial and service societies, new needs are increasingly coming to the fore, which, if we look at Maslow's hierarchy of needs (1943, 1991), can be assigned to the upper levels, such as the striving for self-fulfilment. Due to the increase in welfare, intangible interests and needs are becoming more and more important. Dominant values increasingly refer to personality-related self-development. Lifestyles are increasingly individualistic and hedonistic, with new values such as self-development, finding meaning, experience and enjoyment coming to the fore. The increasing inward orientation of a currently existing form of society described as an experience society suggests that, as individual needs continue to be satisfied, forms of travel will also change qualitatively. Thus, in tourism in general, a trend towards differentiation as well as a growing specialisation of the individual forms of travel, corresponding to the differentiated travel motivations and requirements of tourists, is to be expected (Freyer, 2018). Swarbrooke & Horner (2007), following Maslow's pyramid of needs (1943, 1991), assume that travel motives can be found on all levels of Maslow's pyramid of needs and that people do not only travel for the sake of self-fulfilment, but that different individual motives can determine a trip depending on the life situation and state of mind. The essential statement of this pyramid of needs is the necessary fulfilment of the more primitive needs in order to achieve a need of a higher category. While the lower needs express deficiency situations if they are not fulfilled, unfulfilled needs of the more demanding categories do not mean a life-threatening situation. The fulfilment of these serves to increase psychological value (Zehrer & Grabmueller, 2012).

After a de facto guarantee of the satisfaction of primary needs in modern Western society, growth needs such as the cognitive, aesthetic or the needs for self-worth and self-realisation are increasingly considered to be the most basic needs. Luxury and dispensable consumption thus acquire a new prominent status in society's standards of action. Against this backdrop, the individual is now granted a holiday trip almost as one of his or her basic needs, which has allowed tourism to gain considerable importance. Accordingly, a variety of different forms of travel has developed. However, assuming general prosperity in industrialised societies, it must be stated that, in satisfying basic needs as well as securing general existence, higher-value needs such as social bonding, self-esteem and finally self-fulfilment are increasingly in the foreground. Consequently, with regards to the travel motivation, the so-called pull factors are of much greater importance than the push factors. The needs for recreation and rest, for variety and balance as well as for release from ties are often summarised in tourism psychology as contrarian or push motives and they are used synonymously with escape from everyday life. The experience and interest factors represent incentives, for example of the tourism regions or special forms of

tourism, and they are therefore referred to as complementary or pull motives (Freyer, 2018). In line with the differentiated requirements and diverse travel motivations of tourists, a generally observable trend towards differentiation and specialisation of the individual forms of travel can be seen. The physical motivation includes the desire for recreation as well as regeneration of strength. Healing is also a factor and serves to establish physical health. The last factor is sport and the associated active physical activity. The associated types of tourism are recreational and spa tourism, spa and wellness tourism and sports tourism (Heise & Axt-Gadermann, 2018).

Psychological motivation is the urge for an experience and the breaking out of everyday isolation. For this type of motivation, the appropriate type of tourism is adventure tourism such as club or recreational tourism. This type of tourism serves the need for contact with other people and the experience of new impressions. A similar motivation is the interpersonal motivation. Visits from friends and acquaintances, the search for sociability and social contacts, as well as the need to be close to nature belong to this type of motivation. Tourism of relatives, club tourism and camping tourism are the related types of tourism here. In the case of cultural motivation, getting to know other countries, customs, languages and interest in art, religion and nature plays a major role. A cultural and educational holiday can satisfy these needs.

The last motivation is the status and prestige motivation. The desire for personal development, recognition and esteem is very important here. Adventure travels and the visiting of events, but also sports tourism in a passive form serve this motivation (Dreyer, 2004). The advertising of holiday destinations shows how the need for belonging and love is addressed. Holidays offer the opportunity to find a place in a travel group, to make new holiday acquaintances and to establish sexual contacts. In terms of the need for esteem, a holiday can have a high prestige value and be a symbol of success and achievement. In principle, holidays are a good opportunity to forget everyday life and thus leave lower needs behind and devote oneself to higher needs such as self-efficacy or intellectual needs. Travelling can serve to engage more with the world and oneself, to see unexpected things, to live out one's aesthetic streak and to learn a lot. But even Maslow (1943, 1991) assumes that only a few people actually experience self-realisation. Therefore, it can be assumed that despite all this, only a few go on journeys because of the need for self-realisation. The basic assumption is that inexperienced travellers tend to seek experiences of a physiological nature and that travellers with a lot of holiday experience tend to focus on relationships, self-esteem and self-efficacy (Nagel & Schlesinger, 2011).

CONCLUSION

For a successful profiling of tourist destinations, there is an increasing need to provide potential visitors with holiday offers tailored to their specific needs. The present study clearly shows that psychological motivation research in the field of holiday activities can provide insightful contributions to marketing concepts. The core of marketing is the constant alignment of the entire company with the requirements of the market. The complexity of the market and environmental conditions and the large number of choices, requires thoughtful action in marketing. The product of tourism is a service that is neither tangible nor can be tried out. Tourism services are very inconsistent because they depend on the attitude and aspirations of the customer. This intangible good is difficult to consider in contrast to material goods. Therefore, a separate way of thinking and acting is necessary. According to psychographic criteria, such as attitudes and motives, a segmentation, therefore, seems more appropriate. Travel motives are desires and expectations that travellers have for their holidays. Travelling offers people the opportunity to break out of everyday life and to pursue the need for new contacts, to get to know a new culture or new places and perhaps to realise themselves to a certain extent. However, the goal of a trip is to create unforgettable moments of experience in order to move the guest to come back again. Therefore, it is important for tourism professionals to know what activities, elements and atmosphere influence individual tourists. Only if they succeed in making the holiday special for each customer, there is a chance that the holiday will be repeated. Companies must be able to sell unique experiences to their customers to ensure economic success, as the actual product or service is interchangeable in the saturated seller's market. The experience to be generated is seen as a differentiating feature, which on the one hand means added value for the customer, but on the other hand it gives the company a competitive advantage. In order to be well positioned in the development of future tourism offers, it is advantageous to recognise emerging holiday trends at an early stage. In principle, it is assumed that inexperienced travellers tend to seek experiences of a physiological nature and that travellers with a lot of holiday experience tend to focus on relationships, self-esteem and self-efficacy. Therefore, it can be assumed that despite all this, only a few go travelling because of the need for self-fulfilment. Thus, new products can be offered before the competition in the new tourism market is well established. All in all, it is clear that a consistent implementation of target group marketing in tourism can be expected to lead to considerable increases in effectiveness in market development. Marketing science, like tourism research, is called upon to do justice to its decision-supporting function for tourist destinations by taking greater account of this field of investigation, which is still inadequately researched in many areas.

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