

Interdisciplinary Approach in Tourism

Associate Professor Boondoem Panrob

Tourism may also be defined as people taking trips away from home, and it embraces the entire range of transportation, lodging, food service, and other activities relating to and serving the traveler. Tourism is concerned with all travelers visiting foreign parts, whether it be for pleasure, business, or combination of the two. The only exception is someone who is setting up a new residence in a foreign country and will be earning a salary and paying taxes in this new country. A tourist is someone who travels away from home. Large numbers of workers already do paid work for what averages out to only three or four days a week, or they take six months or a year off to pursue educational or recreational goals. *Tourism is considered an activity essential to the life of nations because of its direct*

effects of the social, cultural, educational and economic sectors of national societies and their international relation .

Basic approaches to the study of tourism

Tourism commonly is approached through a variety of methods. However, there is little or no agreement on how the study of tourism should be undertaken. The following are several methods that have been used. (Robert W. McIntosh, Charles R. Goeldner and J.R. Brent Ritchie ***Tourism :Principles, Practices Philosophies*** New York : John wily & Sons, Inc.1995. pp17-21)

-Institutional Approach –The institutional approach to the study of tourism considers the various intermediaries and institution that perform tourism activities. Institutional Approach emphasizes institutions such as the travel agency. This study requires an investigation of the organization, operating methods, problem, costs, and economic place of travel agents

who act on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on.

-Product Approach-*The product approach involves the study of various tourism products and how they are produced, marketed and consumed. For example, the study and airline seat-how it is created, the people who are engaged in buying and selling it, how it is financed, how it is advertised, and so on. Repeating this procedure for rental cars, hotel rooms, meals, and other tourist services gives a full picture of the field. Unfortunately, the product approach tends to be too time consuming; it does not allow the student to grasp the fundamentals of tourism quickly.*

-Historical approach- The historical approach is not widely used in business tourism. *It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the causes of innovations, their growth or decline,*

and shifts in interest. Because mass tourism is a fairly recent phenomenon, this approach has limited usefulness.

-Managerial Approach-*The managerial approach is firm oriented in microeconomic or private section, focusing on the management activities necessary to operate a tourism enterprise, such as planning, research, pricing, advertising, control, and the like.* It is a popular approach, using insights gleaned (pick up) from other approaches and disciplines. It is important to know the managerial approach. Products change, institutions change, society changes; this means that managerial objectives and procedures must be geared (tool) to change to meet shifts in the tourism environment.

-Economic Approach- This approach is useful in providing a framework for analyzing tourism and its contribution to a country's economy and economic development. Because of its importance to both domestic and world economic, tourism has

been examined closely by economists, who focus on supply, demand, balance of payments, foreign exchange, expenditures, development, multipliers, and other economic factors. The disadvantage of the economic approach is that whereas tourism is an important economic phenomenon, it has noneconomic impacts as well. The economic approach does not usually pay adequate attention to the environment, cultural, psychological, sociological, and anthropological approaches.

-Sociological Approach- Tourism is a social activity. Consequently, it has attracted the attention of sociologists, who have studied the tourism behavior of individuals and groups of people and the impact of tourism on society. This approach examines social classes, habits, and customs of both hosts and guests. The sociology of migration, tourism, leisure (relaxation, vacation) is a relatively undeveloped field, but it shows promise of progressing rapidly and becoming more widely used. As tourism continues to make a massive impact on society, it will be

studied more and more from a social point of view. Many university has made many contribution in sociology of tourism.

-Geographical Approach- The geography study about location, environment, climate, landscape, and economic aspects. Geography is a wide-ranging discipline, so it is natural that geographers should be interested in tourism and its spatial aspects. The geographer's approach to tourism sheds (shelter) light on the location of tourist areas, the movement of people created by tourism locals, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, and economic, social, and cultural problems, Since tourism touches(feel) geography at so many points, geographers have investigated the area more thoroughly than have scholars in many other disciplines. Because the geographers' approach is so encompassing (surround) – dealing with land use, economic aspects, demographic impacts, and cultural problems, a study of their contribution is highly

recommended. Many university study about recreational geography, it is the common course title used by geographers studying this specialty. Because tourism, leisure, relaxation, vacation, and recreation are so closely related, it is necessary to search for literature under all these titles to discover the contribution of various fields.

-Interdisciplinary Approaches -Interdisciplinary

Approaches embraces(include) to study virtually all aspects of our society. This approaches even have cultural tourism, which calls for an anthropological approach. Because people behave in different ways and travel(journey-excursion) for different reasons, it is necessary to use a psychological approach to determine(decide) the best way to promote and market tourism products. Since tourists cross borders and require passports and visas from government offices, and since most countries have government-operated tourism development departments, we find that political institution are involved and are call for a political

science approach. Any industry that becomes an economic giant affecting the lives of many people attracts the attention of legislative bodies- along with that of the sociologists, geographers, economists, and anthropologists-which create the laws, regulations, and legal environment in which the tourist industry must operate; so we also have a legal approach, The great importance of transportation suggests passenger transportation as another approach. The fact simply is that tourism is so vast (huge), so complex, and so multifaceted that it is necessary to have a number of approaches to studying the field, each geared to a somewhat different task or objective. The interdisciplinary nature of tourism studies and their reciprocity and mutuality about many social sciences.

- The Systems Approach- A system is a set of interrelated groups coordinated to form a unified whole and organized to accomplish a set of goals. It integrates the other approaches into a comprehensive method dealing with both micro and macro

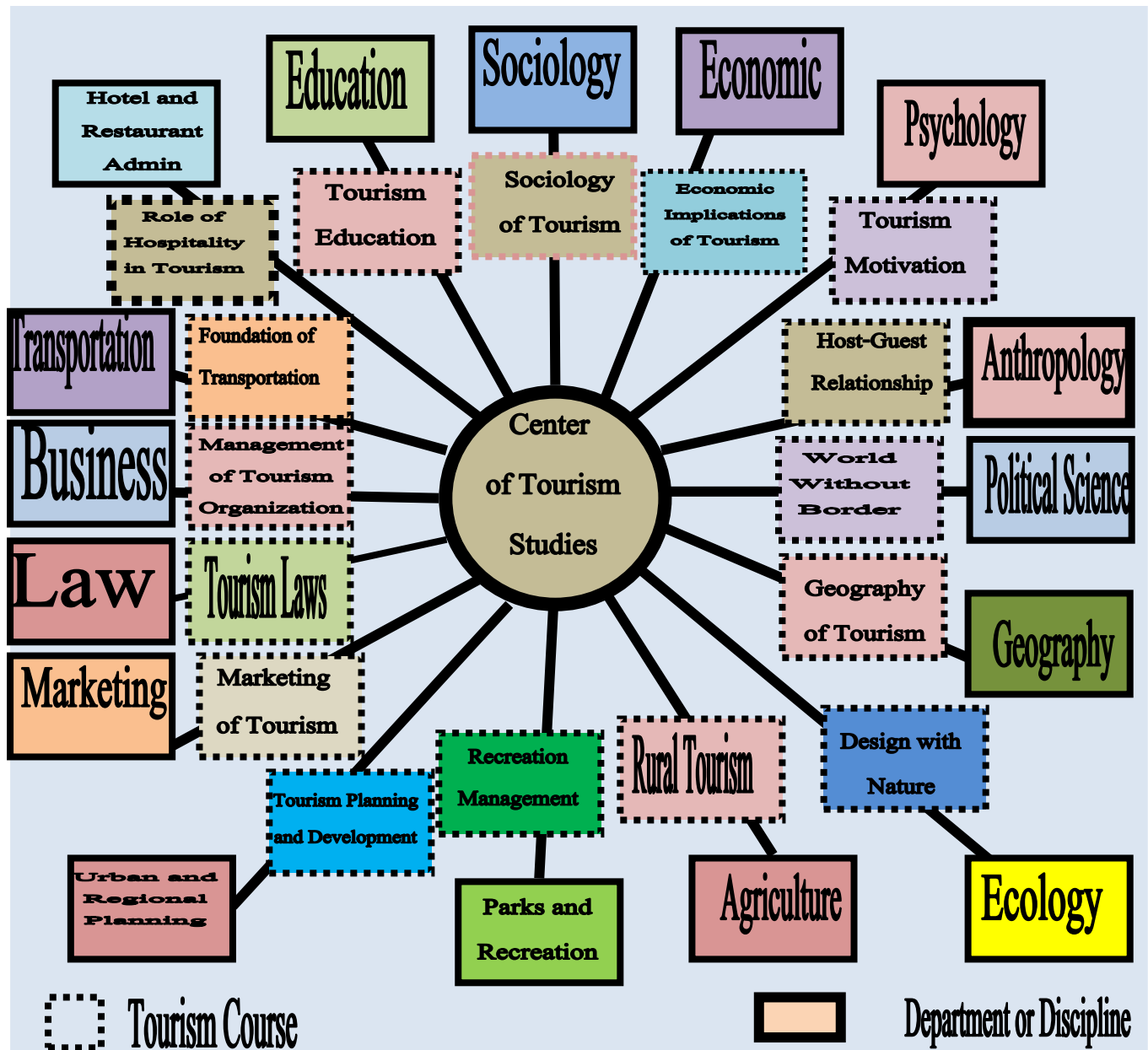
issues. It can examine tourism firm's competitive environment, its market, its results, its linkages with other institutions, the consumer, and the interaction of the firm with the consumer. In addition, a system can take a macro viewpoint and examine the entire tourism system of a country, state, or area and how it operates within and relates to other systems, such as legal, political, economic, and social system.

-Community Approach –A community approach to tourism management requires a complex combination of interlocking parts, leading to a general goal that can be identified and measured. The approach offer a method by which the industry's contribution can be directed toward community goal, and there by warrant(license-assure)public support. The industry possesses great potential for social and economic benefits if planning can be redirected from a pure business and development approach to a more open and

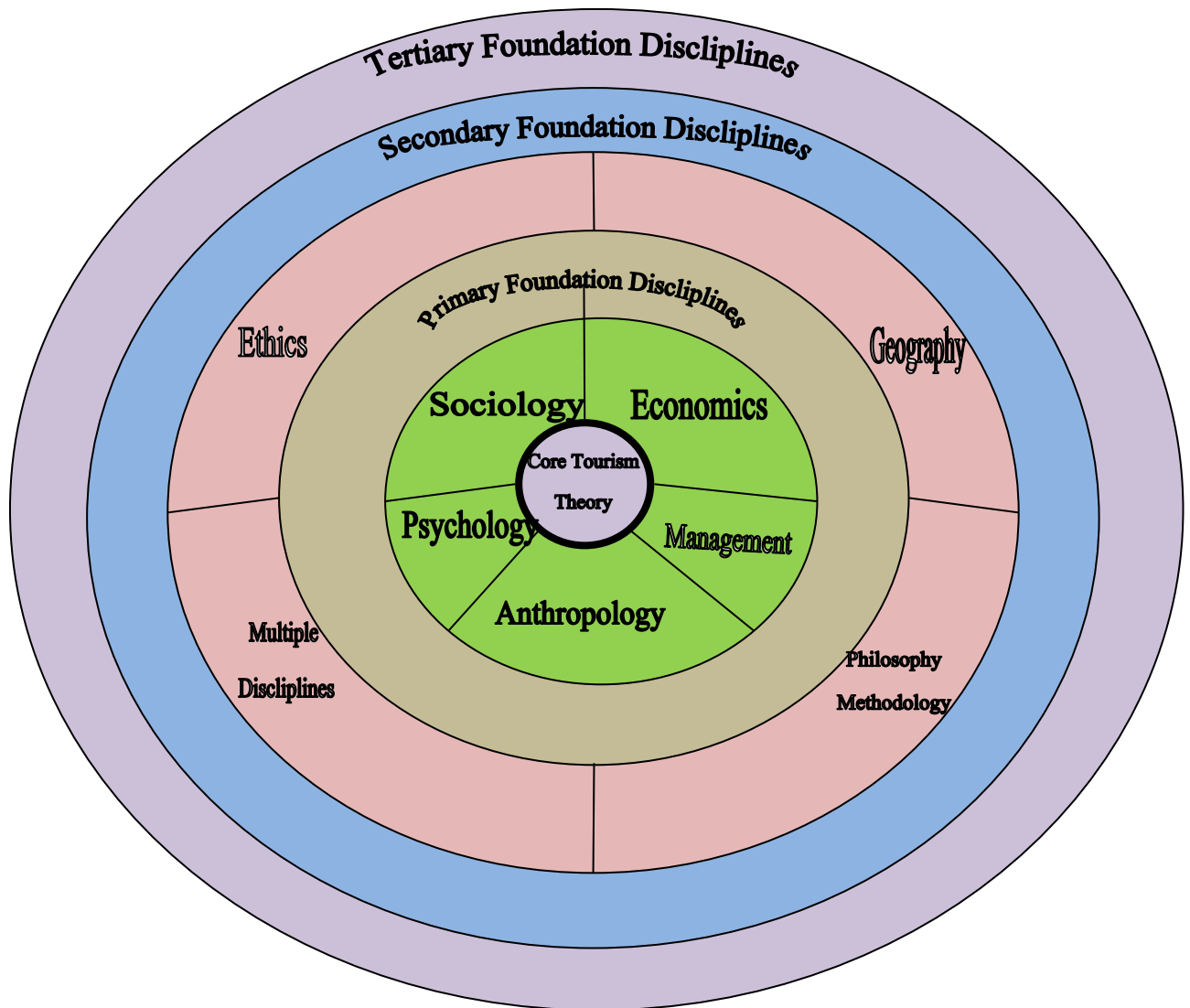
community- oriented approach which views tourism as a local resource. The management of this resource for the common good and future generations should become the goal and criterion by which the industry is judged. This will involve focusing on the ecological and human qualities of a destination area in addition to business considerations.

-Ecological Approach-An ecosystem is any area of nature that includes living organisms and non-living substances interacting to produce an exchange of materials between the living and non-living parts. Tourism would fit into such a system, since it involves destination areas, where visitors interact with local living (hosts, services) and non-living – (landscape, sunshine) part to experience (consume) a tourism product. This is an interdependence in the system because neither can succeed without the other; the nature resources of the community require industry involvement to inform, transport, and accommodate (adapt) visitors; the industry needs social

support from the destination community to fulfill its hospitality function. The interaction of these components produces an exchange of revenue(income) between various sectors, that, if properly managed, can lead to the creation of a renewable resource industry.



Study of Tourism : Choice of Discipline and Approach (Source: Jafar Jafari, University of Wisconsin-Stout)



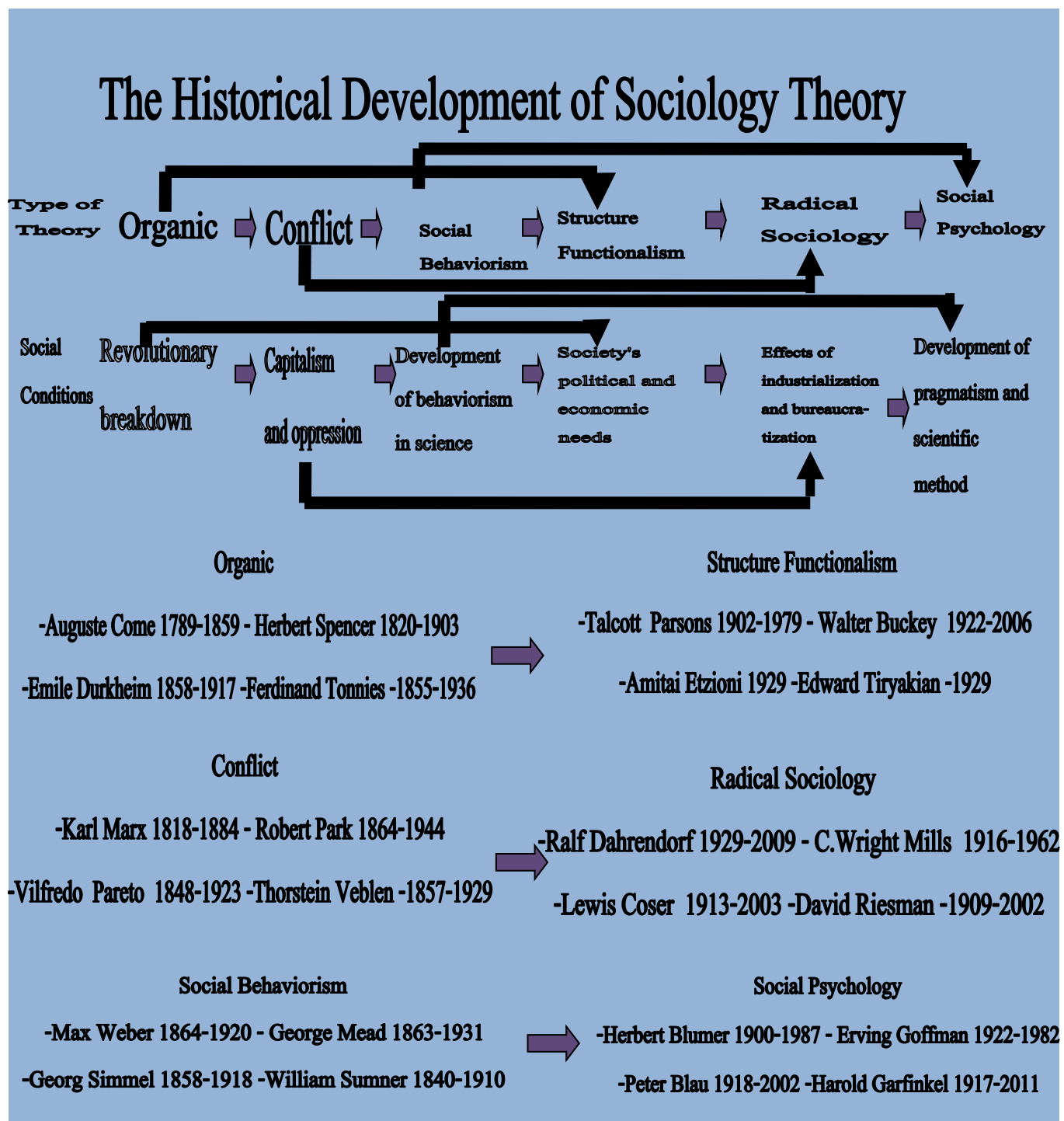
Sociology of Tourism

Sociology is the science of society, social institutions, and social relationships. Visitors to a community or area create social relationships that typically differ greatly from the affiliation among the indigenous (domestic, original) population. Sociology

of Tourism identify and evaluate tourist-host relationships and prescribe methods of managing these to create significant advantages for both groups. The ultimate effects of travel experiences on the population in areas of origin as well as in places of destination should determine to what extent societies encourage or discourage tourism.

Major types of Sociological Theory

Level of Analysis	Macroscopic		Microscopic	
Type of Explanation	Naturalistic	Systemic	Naturalistic	Systemic
Focus				
Structure	Organic theory	Structure functionalism	Social behaviorism	psychological theory
Process	Conflict theory	Radical sociology	Social behaviorism	Social psychological theory



-Isidore Auguste Marie François Xavier Comte (19 January 1798 – 5 September 1857), better known as **Auguste Comte**, was a French philosopher. He was a founder of the

discipline of sociology and of the doctrine of positivism. He may be regarded as the first philosopher of science in the modern sense of the term.

Strongly influenced by the Utopian socialist Henri Saint-Simon, Comte developed the *positive philosophy* in an attempt to remedy the social malaise of the French revolution, calling for a new social doctrine based on the sciences. Comte was a major influence on 19th century thought, impacting the work of social thinkers such as Karl Marx, John Stuart Mill, and George Eliot. His concept of *sociologie* and social evolutionism, though now outdated, set the tone for early social theorists and anthropologists such as Harriet Martineau and Herbert Spencer, evolving into Modern academic sociology presented by Émile Durkheim as practical and objective social research.

Comte's social theories culminated in the "religion of humanity", which was influential to the development of religious humanist and Secular Humanist organizations in the 19th century. Comte likewise coined the word "altruism".

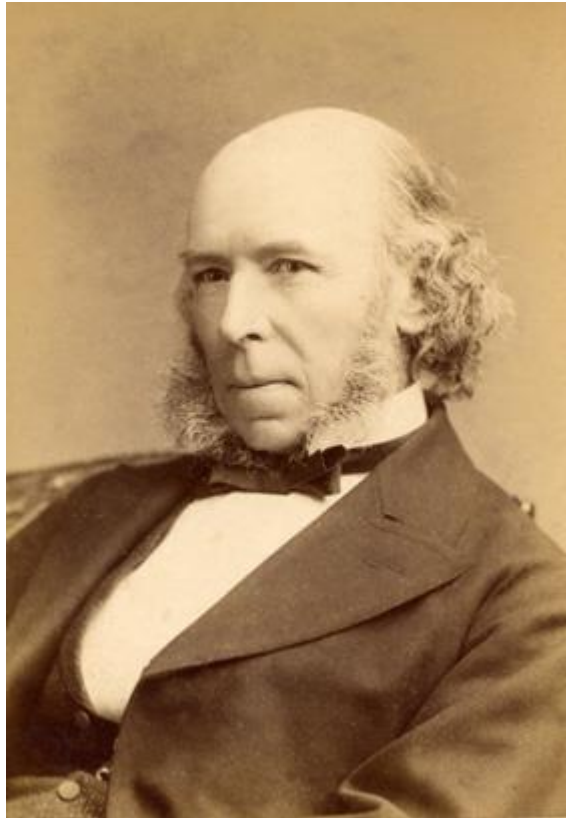


Isidore Auguste Marie François Xavier Comte

-Herbert Spencer (27 April 1820 – 8 December 1903) was an English philosopher, biologist, sociologist, and prominent classical liberal political theorist of the Victorian era. Spencer developed an all-embracing conception of evolution as the progressive development of the physical world, biological organisms, the human mind, and human culture and societies. He was "an enthusiastic exponent of evolution" and even "wrote about evolution before Darwin did." As a polymath, he contributed to a wide range of subjects, including ethics, religion, anthropology, economics, political theory, philosophy, biology, sociology, and psychology. During his lifetime he achieved tremendous authority, mainly in English-speaking academia.

"The only other English philosopher to have achieved anything like such widespread popularity was Bertrand Russell, and that was in the 20th century." Spencer was "the single most famous European intellectual in the closing decades of the nineteenth century" but his influence declined sharply after 1900; "Who now reads Spencer?" asked Talcott Parsons in 1937.

Spencer is best known for coining the concept "survival of the fittest", which he did in *Principles of Biology* (1864), after reading Charles Darwin's *On the Origin of Species*. This term strongly suggests natural selection, yet as Spencer extended evolution into realms of sociology and ethics, he also made use of Lamarckism.



Herbert Spencer

- **David Émile Durkheim** (April 15, 1858 – November 15, 1917) was a French sociologist. He formally established the academic discipline and, with Karl Marx and Max Weber, is commonly cited as the principal architect of modern social science and father of sociology. Much of Durkheim's work was concerned with how societies could maintain their integrity and coherence in modernity; an era in which traditional social and religious ties are no longer assumed, and in which new social institutions have come into being. His first major sociological

work was *The Division of Labor in Society* (1893). In 1895, he published his *Rules of the Sociological Method* and set up the first European department of sociology, becoming France's first professor of sociology. In 1898, he established the journal *L'Année Sociologique*. Durkheim's seminal monograph, *Suicide* (1897), a study of suicide rates amongst Catholic and Protestant populations, pioneered modern social research and served to distinguish social science from psychology and political philosophy. *The Elementary Forms of Religious Life* (1912), presented a theory of religion, comparing the social and cultural lives of aboriginal and modern societies.

Durkheim was also deeply preoccupied with the acceptance of sociology as a legitimate science. He refined the positivism originally set forth by Auguste Comte, promoting what could be considered as a form of epistemological realism, as well as the use of the hypothetico-deductive model in social science. For him, sociology was the science of institutions, its aim being to discover structural social facts. Durkheim was a major proponent of structural functionalism, a foundational perspective in both

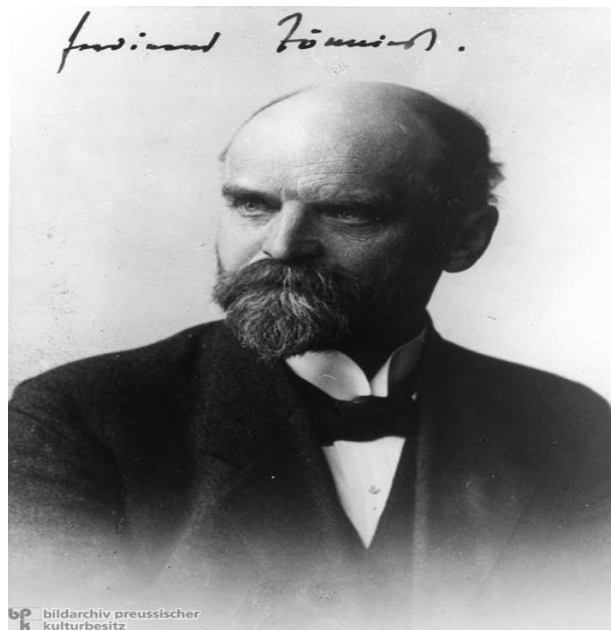
sociology and anthropology. In his view, social science should be purely holistic; that is, sociology should study phenomena attributed to society at large, rather than being limited to the specific actions of individuals.

He remained a dominant force in French intellectual life until his death in 1917, presenting numerous lectures and published works on a variety of topics, including the sociology of knowledge, morality, social stratification, religion, law, education, and deviance. Durkheimian terms such as "collective consciousness" have since entered the popular lexicon.



David Émile Durkheim

- **Ferdinand Tönnies** -26 July 1855, near Oldenswort (Eiderstedt, North Frisia, Schleswig) - 9 April 1936, Kiel, Germany- was a German sociologist. He was a major contributor to sociological theory and field studies, best known for his distinction between two types of social groups, Gemeinschaft and Gesellschaft. He was also a prolific writer and co-founder of the German Society for Sociology (of which he was president from 1909 to 1933, when he was ousted by the Nazis).



Ferdinand Tönnies

-**Karl Heinrich Marx** (5 May 1818 – 14 March 1883) was a German philosopher, economist, sociologist, historian,

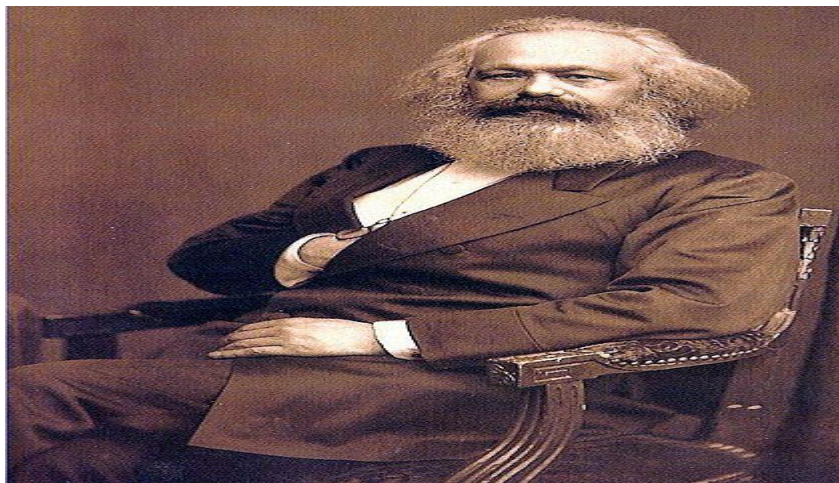
journalist, and revolutionary socialist. His ideas played a significant role in the development of social science and the socialist movement. He published various books during his lifetime, with the most notable being *The Communist Manifesto* (1848) and *Capital* (1867–1894); some of his works were co-written with his friend and fellow German revolutionary socialist, Friedrich Engels.

Born into a wealthy middle class family in Trier, formerly in Prussian Rhineland now called Rhineland-Palatinate, Marx studied at both the University of Bonn and the University of Berlin, where he became interested in the philosophical ideas of the Young Hegelians. In 1836, he became engaged to Jenny von Westphalen, marrying her in 1843. After his studies, he wrote for a radical newspaper in Cologne, and began to work out his theory of dialectical materialism. Moving to Paris in 1843, he began writing for other radical newspapers. He met Engels in Paris, and the two men worked together on a series of books. Exiled to Brussels, he became a leading figure of the Communist League, before moving back to Cologne, where he founded his own

newspaper. In 1849 he was exiled again and moved to London together with his wife and children. In London, where the family was reduced to poverty, Marx continued writing and formulating his theories about the nature of society and how he believed it could be improved, and also campaigned for socialism—he became a significant figure in the International Workingmen's Association.

Marx's theories about society, economics and politics—collectively known as Marxism—hold that all societies progress through the dialectic of class struggle: a conflict between an ownership class which controls production and a lower class which produces the labour for goods. Heavily critical of the current socio-economic form of society, capitalism, he called it the "dictatorship of the bourgeoisie", believing it to be run by the wealthy classes purely for their own benefit, and predicted that, like previous socioeconomic systems, it would inevitably produce internal tensions which would lead to its self-destruction and replacement by a new system, socialism. He argued that under socialism society would be governed by the working class

in what he called the "dictatorship of the proletariat", the "workers state" or "workers' democracy". He believed that socialism would, in its turn, eventually be replaced by a stateless, classless society called communism. Along with believing in the inevitability of socialism and communism, Marx actively fought for the former's implementation, arguing that both social theorists and underprivileged people should carry out organised revolutionary action to topple capitalism and bring about socio-economic change. Marx is typically cited, with Émile Durkheim and Max Weber, as one of the three principal architects of modern social science. Marx has been described as one of the most influential figures in human history.



Karl Heinrich Marx

- **Robert Ezra Park** (February 14, 1864 – February 7, 1944) was an American urban sociologist who is considered to be one of the most influential figures in early U.S. sociology. From 1905 to 1914 Park worked with Booker T. Washington at the Tuskegee Institute. After Tuskegee, he taught at the University of Chicago, from 1914 to 1933, where he played a leading role in the development of the Chicago School of sociology. Park is noted for his work in human ecology, race relations, migration, assimilation, social movements, and social disorganization.



Robert Ezra Park

-Vilfredo Federico Damaso Pareto -15 July 1848 – 19 August 1923, born **Wilfried Fritz Pareto**, was an Italian engineer, sociologist, economist, political scientist and philosopher. He made several important contributions to economics, particularly in the study of income distribution and in the analysis of individuals' choices.

He introduced the concept of Pareto efficiency and helped develop the field of microeconomics. He also was the first to discover that income follows a Pareto distribution, which is a power law probability distribution. The Pareto principle was named after him and built on observations of his such as that 80% of the land in Italy was owned by 20% of the population. He also contributed to the fields of sociology and mathematics.

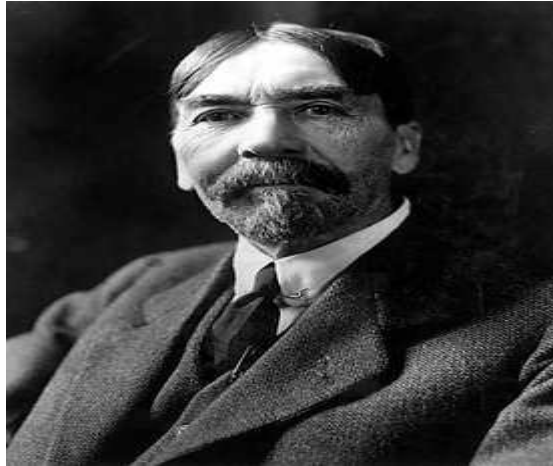


Vilfredo Federico Damaso Pareto

- **Thorstein Bunde Veblen**, born **Torsten Bunde Veblen** (July 30, 1857 – August 3, 1929) was an American economist and sociologist, and a leader of the institutional economics movement. Besides his technical work he was a popular and witty critic of capitalism, as shown by his best known book *The Theory of the Leisure Class* (1899).

Veblen is famous in the history of economic thought for combining a Darwinian evolutionary perspective with his new *institutionalist* approach to economic analysis. He combined sociology with economics in his masterpiece *The Theory of the Leisure Class* (1899) where he argued that there was a basic distinction between the productiveness of "industry", run by engineers manufacturing goods, vis-a-vis the parasitism of "business" that exists only to make profits for a leisure class. The chief activity of the leisure class was "conspicuous consumption", and their economic contribution is "waste," activity that contributes nothing to productivity. The American economy was thereby made inefficient and corrupt by the businessmen, though Veblen never made that claim explicit. He

believed that technological advances were the driving force behind cultural change, but, unlike many contemporaries, refused to connect change with progress.



Thorstein Veblen

- **Maximilian Karl Emil "Max" Weber** -21 April 1864 – 14 June 1920- was a German sociologist, philosopher, and political economist who profoundly influenced social theory, social research, and the discipline of sociology itself. Weber was a key proponent of methodological antipositivism, presenting sociology as a non-empiricist field which must study social action through interpretive means based upon understanding the meanings and purposes that individuals attach to their own actions. Weber is often cited, with Émile Durkheim and Karl

Marx, as one of the three principal architects of modern social science.

Weber's main intellectual concern was understanding the processes of rationalisation, secularization, and "disenchantment" that he associated with the rise of capitalism and modernity. Weber argued that the most important difference among societies is not how people produce things but how people think about the world. In Weber's view, modern society was the product of a new way of thinking. Weber is perhaps best known for his thesis combining economic sociology and the sociology of religion, elaborated in his book *The Protestant Ethic and the Spirit of Capitalism*. Weber proposed that ascetic Protestantism was one of the major "elective affinities" associated with the rise of capitalism, bureaucracy and the rational-legal nation-state in the Western world. Against Marx's "historical materialism," Weber emphasised the importance of cultural influences embedded in religion as a means for understanding the genesis of capitalism. The *Protestant Ethic* formed the earliest part in Weber's broader investigations into world religion: he would go on to examine the

religions of China, the religions of India and ancient Judaism, with particular regard to the apparent non-development of capitalism in the corresponding societies, as well as to their differing forms of social stratification.

In another major work, *Politics as a Vocation*, Weber defined the state as an entity which successfully claims a "monopoly on the legitimate use of violence". He was also the first to categorize social authority into distinct forms, which he labelled as charismatic, traditional, and rational-legal. His analysis of bureaucracy emphasised that modern state institutions are increasingly based on rational-legal authority. Weber also made a variety of other contributions in economic history, as well as economic theory and methodology. Weber's thought on modernity and rationalisation would come to facilitate critical theory of the Frankfurt school.

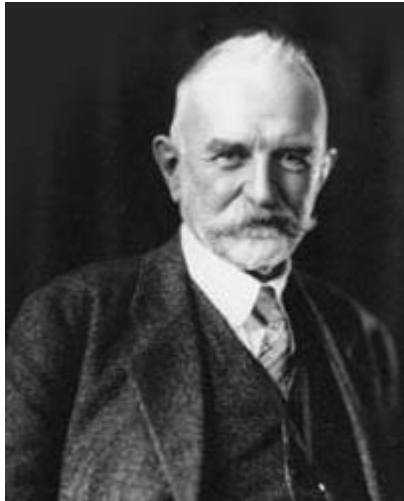
After the First World War, Max Weber was among the founders of the liberal German Democratic Party. He also ran unsuccessfully for a seat in parliament and served as advisor to the committee that drafted the ill-fated democratic Weimar

Constitution of 1919. After contracting the Spanish flu, he died of pneumonia in 1920, aged 56.



Maximilian Karl Emil "Max" Weber

-George Herbert Mead (1863–1931) was an American philosopher, sociologist and psychologist, primarily affiliated with the University of Chicago, where he was one of several distinguished pragmatists. He is regarded as one of the founders of social psychology and the American sociological tradition in general.



George Herbert Mead

-Georg Simmel (March 1, 1858 – September 28, 1918) was a major German sociologist, philosopher, and critic. Simmel was one of the first generation of German sociologists: his neo-Kantian approach laid the foundations for sociological antipositivism, asking 'What is society?' in a direct allusion to Kant's question 'What is nature?', presenting pioneering analyses of social individuality and fragmentation. For Simmel, culture referred to "the cultivation of individuals through the agency of external forms which have been objectified in the course of history". Simmel discussed social and cultural phenomena in terms of "forms" and "contents" with a transient relationship; form becoming content, and vice versa, dependent on the

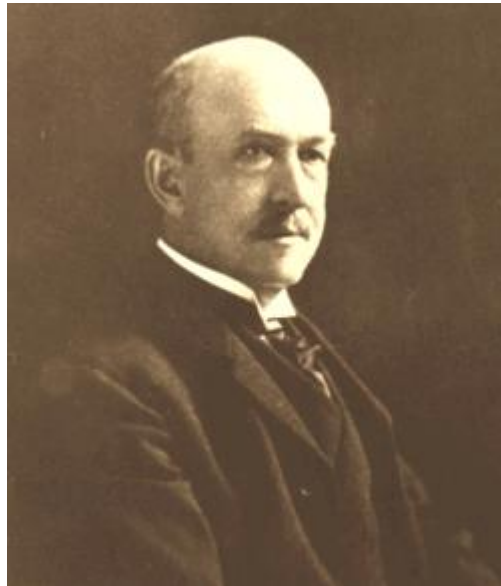
context. In this sense he was a forerunner to structuralist styles of reasoning in the social sciences. With his work on the metropolis, Simmel was a precursor of urban sociology, symbolic interactionism and social network analysis.



Georg Simmel

-William Graham Sumner (October 30, 1840 – April 12, 1910) was an American academic and "held the first professorship in sociology" at Yale College. For many years he had a reputation as one of the most influential teachers there. He was a polymath with numerous books and essays on American history, economic history, political theory, sociology, and anthropology. He is credited with introducing the term "ethnocentrism," a term intended to identify imperialists' chief

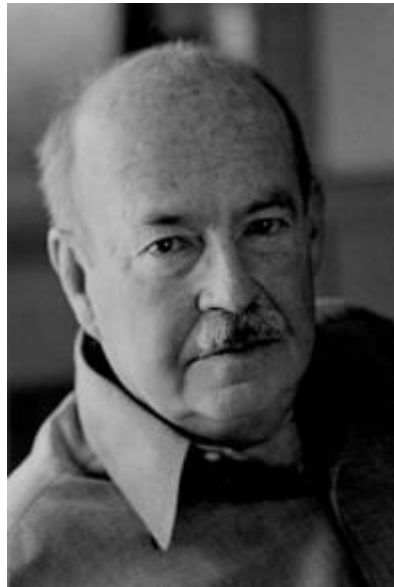
means of justification, in his book *Folkways* (1906). Sumner is often seen as a proto-libertarian. He was also the first to teach a course entitled "Sociology".



William Graham Sumner

-Talcott Parsons (December 13, 1902 – May 8, 1979) was an American sociologist who served on the faculty of Harvard University from 1927 to 1973. Parsons developed a general theory for the study of society called action theory, based on the methodological principle of voluntarism and the epistemological principle of analytical realism. The theory attempted to establish a balance between two major methodological traditions: the utilitarian-positivist and hermeneutic-idealistic traditions. For

Parsons, voluntarism established a third alternative between these two. More than a theory of society, Parsons presented a theory of social evolution and a concrete interpretation of the "drives" and directions of world history.



Talcott Parsons

-Walter Frederick Buckley (1922 - January 26, 2006) was an American professor of sociology. He was among the first to apply concepts from general systems theory (GST), based on the work of Bertalanffy, to sociology. The sociologist was not specifically aligned to either the cybernetics or the general systems movements. Buckley was born in Lynn, Massachusetts in 1922. He received the Ph.D. degree in sociology from the

University of Wisconsin–Madison. He was a professor at the University of New Hampshire between 1971 and 1985, and honorary chair of the Socio-Cybernetics Research Committee of the International Sociological Association in 1998. He has been described as a pioneer in social systems theory that challenged conventional views. Buckley also appreciated jazz music and played tenor saxophone. He died in 2006 in Durham, New Hampshire. His wife Cicely still lives in Durham.

-Amitai Etzioni born -4 January 1929, Cologne, Germany- is a German-Israeli-American sociologist. In 1933, Amitai Etzioni was only four years old when the Nazis rose to power in Germany. He was separated from his family but reunited with them by the year 1947. In that time, Etzioni lived a year in Athens, went to Palestine, lived on a cooperative farm and went to boarding school. In 1950, he was enrolled in a special academic institute established by Martin Buber after having dropped out of tenth grade three years earlier to join Palmach (an elite commando unit of the Haganah). In 1951, he attended the Hebrew University of Jerusalem where he studied classical and

contemporary works in Sociology, completing both BA and MA degrees. In 1958 he received his PhD in sociology from the University of California, Berkeley, where he completed his degree in the record time of 18 months. He then became a professor of sociology at Columbia University for twenty years, serving as chair of the department for part of his time there. He joined the Brookings Institution as a guest scholar in 1978 and then went on to serve as Senior Advisor to the White House from 1979-1980. In 1980 he was named the first University Professor at The George Washington University, where he currently serves as the director of the Institute for Communitarian Policy Studies. In 1989 he founded the Society for the Advancement of Socio-economics (SASE), an international, interdisciplinary organization, and served as its first President. He leads the Communitarian Network, a non-profit, non-partisan organization which is dedicated to support the moral, social and political foundations of society. It is based in Washington, D.C. He also held a faculty position at Harvard Business School from 1987 to 1990 serving as the Thomas Henry Carroll Ford Foundation

Professor. He served as the president of the American Sociological Association in 1995. Etzioni is known for his work on socioeconomics and communitarianism. In 2001, Etzioni was named among the top 100 American intellectuals as measured by academic citations in Richard Posner's book, *Public Intellectuals: A Study of Decline*. He was the founder of the communitarian movement in the early 1990s and established the Communitarian Network to disseminate the movement's ideas. His writings emphasize the importance for all societies of a carefully crafted balance between rights and responsibilities and between autonomy and order.



Amitai Etzioni

-Edward Tiryankian (1929-) American sociologist; educated at Princeton and Harvard, where his teachers included

Jacques Maritain, Talcott Parsons, and P. A. Sorokin; he taught at both these institutions before moving in 1967 to his present position at Duke University. Tiryakian's *Sociologism and Existentialism* (Prentice Hall 1961) analyzed the similarities and differences in the study of the individual and society between Émile Durkheim and a group of "existentialist" philosophers, including Søren Kierkegaard, Martin Heidegger, Jean-Paul Sartre, and others. Tiryakian raised related questions concerning the relationship between sociology and philosophy in his important essay, "Existential Phenomenology and the Sociological Tradition." In these and many other writings about Durkheim, he opened important new horizons for sociology by removing the discussion of Durkheim's work from the positivistic setting in which it frequently had been found.

In several collective volumes, Tiryakian combined with other colleagues to focus attention on the sociological study of phenomena such as esoteric culture, global crises, and the role of the new nationalisms in modern Western societies. His various writings on the place of symbolic rebellion in societal change

have made a particularly strong case for the study of religious heterodoxy, occult practices, sexual experimentation, stylistic rebellions, and other phenomena "on the margin of the visible" as important harbingers of wider political revolutions and social changes. The result has been not only an advance in the sociological study of neglected cultural phenomena but a theoretical clarification of processes connected with what Parsons called the "latency" and "pattern maintenance" structures of societies. A valued mentor, Tiryakian has encouraged a variety of younger scholars, in part through a series of National Endowment for the Humanities Summer Seminars that he hosted on five different occasions at Duke between 1978 and 1991. He also served as President of the North American Society for the Study of Religion from 1981 to 1984, and has been awarded an honorary doctorate from the Université René Descartes in Paris.

-Ralf Gustav Dahrendorf, Baron Dahrendorf, KBE, FBA (1 May 1929 – 17 June 2009) was a German-British sociologist, philosopher, political scientist and liberal politician. During his political career, he was a Member of the German Parliament,

Parliamentary Secretary of State at the Foreign Office of Germany, European Commissioner for External Relations and Trade, European Commissioner for Research, Science and Education and Member of the British House of Lords, after he was created a life peer in 1993. He was since known in the United Kingdom as **Lord Dahrendorf**. Dahrendorf was a leading expert on class divisions in modern society, and has been described as "one of the most influential thinkers of his generation". He served as director of the London School of Economics and Warden of St Antony's College at the University of Oxford. He also served as a Professor of Sociology at a number of universities in Germany and the United Kingdom, and was most recently a Research Professor at the Berlin Social Science Research Center.



Ralf Gustav Dahrendorf, Baron Dahrendorf,

-Charles Wright Mills (August 28, 1916, Waco, Texas – March 20, 1962, West Nyack, New York) was an American sociologist, and a professor of sociology at Columbia University from 1946 until his death in 1962. Mills published widely in popular and intellectual journals, and is remembered for several books, among them *The Power Elite*, which introduced that term and describes the relationships and class alliances among the U.S. political, military, and economic elites, *White Collar*, on the American middle class, and *The Sociological Imagination*, where Mills proposes the proper relationship in sociological scholarship between biography and history and theory and method. Mills was

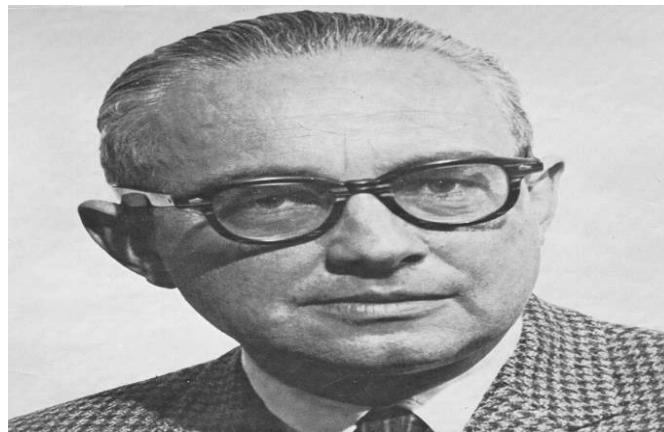
concerned with the responsibilities of intellectuals in post-World War II society, and advocated public and political engagement over uninterested observation. Mills biographer Daniel Geary writes that his writings had a "particularly significant impact on New Left social movements of the 1960s." In fact, Mills popularized the term "New Left" in the U.S. in a 1960 open letter, *Letter to the New Left*.



C. Wright Mills

-Lewis Coser (Berlin, 27 November 1913 – Cambridge, Massachusetts, 8 July 2003) was an American sociologist. The 66 th president of the American Sociological Association in 1975. Born in Berlin as Ludwig Cohen, Coser was the first

sociologist to try to bring together structural functionalism and conflict theory; his work was focused on finding the functions of social conflict. Coser argued - with Georg Simmel - that conflict might serve to solidify a loosely structured group. In a society that seems to be disintegrating, conflict with another society, inter-group conflict, may restore the integrative core. For example, the cohesiveness of Israeli Jews might be attributed to the long-standing conflict with the Arabs. Conflict with one group may also serve to produce cohesion by leading to a series of alliances with other groups.



Lewis Coser

-David Riesman (born in Philadelphia, Pennsylvania, September 22, 1909; died in Binghamton, New York, May 10, 2002), was a sociologist, attorney, and educator. After graduating

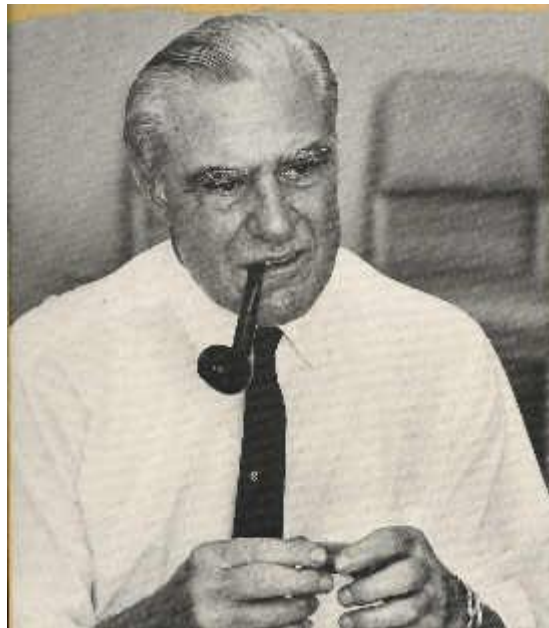
from Harvard Law School, where he was a member of the *Harvard Law Review*, Riesman clerked for Supreme Court Justice Louis Brandeis from 1935-1936. He also taught at the University of Buffalo Law School and at the University of Chicago.



David Riesman

-Herbert George Blumer (March 7, 1900 – April 13, 1987) was an American sociologist whose main scholarly interests were symbolic interactionism and methods of social research. Believing that individuals create their own social reality

through collective and individual action, he was an avid interpreter and proponent of George Herbert Mead's work on symbolic interactionism. An ongoing theme throughout his work, he argued that the creation of social reality is a continuous process. Most scrutinized for his negative critiques of positivistic social research, Blumer insisted that valid sociological research methods are based in naturalistic observation and in-depth participant observation.



Herbert George Blumer

-Erving Goffman (June 11, 1922 – November 19, 1982) was a Canadian-born sociologist and writer. The 73rd president of

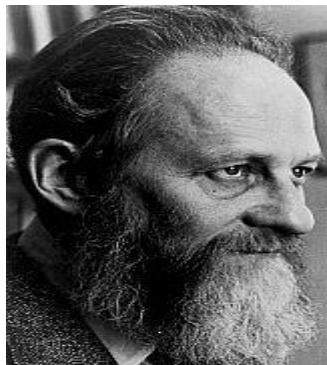
American Sociological Association, Goffman's greatest contribution to social theory is his study of symbolic interaction in the form of dramaturgical analysis that began with his 1959 book *The Presentation of Self in Everyday Life*. In 2007 Goffman was listed as the 6th most-cited intellectual in the humanities and social sciences by *The Times Higher Education Guide*, behind Anthony Giddens and ahead of Jürgen Habermas.



Erving Goffman

-Peter Michael Blau (February 7, 1918 – March 12, 2002) was an American sociologist and theorist. Born in Vienna, Austria, he immigrated to the United States in 1939. He received his PhD at Columbia University in 1952, and was an instructor at

Wayne State University in Detroit, Michigan from 1949–1951, before moving on to teach at the University of Chicago from 1953 to 1970. In 1970 he returned to Columbia University, where he continued to teach until 1988. His sociological specialty was in organizational and social structures, in particular bureaucracy. He produced theories with many applications within social phenomena, including upward mobility, occupational opportunity, heterogeneity, and how population structures can influence human behavior. He also was the first to map out the wide variety of social forces, dubbed “Blau Space” by Miller McPherson. Blau-space is still used as a guide by sociologists and has been expanded to include areas of sociology Blau himself never specifically covered. In 1974 Blau served as president of the American Sociological Association.



Peter Michael Blau

-Harold Garfinkel (October 29, 1917 – April 21, 2011) was a Professor Emeritus at the University of California, Los Angeles. He is known for establishing and developing ethnomethodology as a field of inquiry in sociology. Garfinkel was raised in Newark, New Jersey, in the years preceding the Great Depression. When the time arrived for Harold to attend college, he studied accounting at the University of Newark. In the summer following graduation he worked as a volunteer at a Quaker work camp in Cornelia, Georgia. This was a horizon-broadening experience for Garfinkel. He worked there with students with a wide variety of interests and backgrounds, and this experience influenced his decision to later take up sociology as a career. In the fall of that same year, Garfinkel enrolled in the graduate program at the University of North Carolina at Chapel Hill where he completed his Masters in 1942. With the onset of World War II, he was drafted into the Army Air Corps and served as a trainer at a base in Florida. As the war effort wound down he was transferred to Gulfport, Mississippi.

As a student at Chapel Hill, he was introduced to the writings of Talcott Parsons. In 1946 Garfinkel went to study with Parsons at the newly-formed Department of Social Relations at Harvard University. He also became acquainted, during this period, with a number of European scholars who had recently immigrated to the U.S. These would include Aron Gurwitsch, Felix Kaufmann, and Alfred Schütz, who introduced the young sociologist to newly-emerging ideas in social theory, psychology and phenomenology. While still a student at Harvard, Garfinkel was invited by the sociologist Wilbert Ellis Moore to work on the Organizational Behavior Project at Princeton University. Garfinkel was responsible for organizing two conferences in conjunction with this project. It brought him in contact with some of the most prominent scholars of the day in the behavioral, informational, and social sciences including: Gregory Bateson, Kenneth Burke, Paul Lazarsfeld, Frederick Mosteller, Philip Selznick, Herbert A. Simon, and John von Neumann. Garfinkel's dissertation, "The Perception of the Other: A Study in Social Order," was completed in 1952.

After leaving Harvard, he worked on two large research projects, one conducting leadership studies under the auspices of the Personnel Research Board at Ohio State University and the American Jury Project for which he did fieldwork in Arizona. In 1954 he joined the sociology faculty at the University of California, Los Angeles. During the period 1963-64 he served as a Research Fellow at the Center for the Scientific Study of Suicide. Garfinkel spent the '75-'76 school year at the Center for Advanced Study in the Behavioral Sciences and, in 1979-1980, was a visiting fellow at Oxford University. In 1995 he was awarded the Cooley-Mead Award from the American Sociological Association for his contributions to the field. He received an honorary doctorate from the University of Nottingham in 1996. He officially retired from UCLA in 1987, though continued as an emeritus professor until his death.



Harold Garfinkel

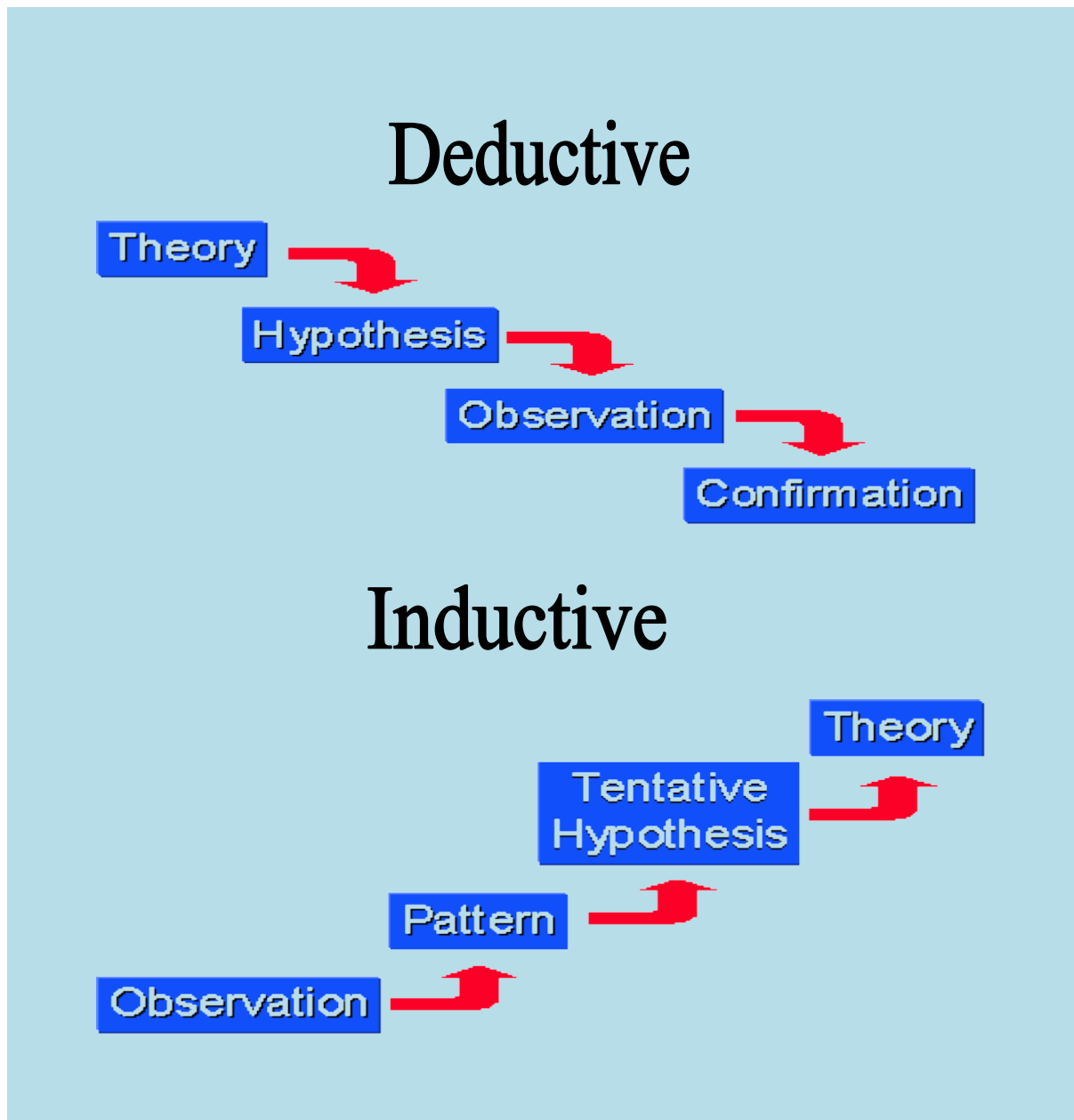
Major Factors Defining Sociological Theory

Societal Context

Societal Conditions	Intellectual Conditions	Biographical Conditions	Type of Theory
1. Systemic needs: political, social economic	1. Enlightenment philosophy: rationalism, naturalism	1. Upper class socio-economic background and socialization	Organic-Structure-Functional
2. Social conflict and oppression: class conflict and the effects of industrialization and bureaucratization	2. Enlightenment philosophy: rationalism, naturalism	2. Lower-middle and lower class socio-economic background and socialization	Conflict-radical
3. Development of society's industrial needs: development of science and behaviorism	3. Pragmatism	3. Middle class socio-economic background and socialization	Social-behaviorist-social-psychological

A Summary of Major Paradigms in Sociological Theory

Paradigm	Organic-Structure-Functional	Conflict-Radical	Social-behaviorist-Social Psychological
Background	Elitist background Enlightenment education with training in biology physics	European education and Enlightenment idealism	Pragmatic-idealistic education
Aims	Develop a general theory of society to maximize planning and control	Understand domination and conflict to maximize social change	Understand social action in order to understand society
Assumptions	Application of naturalistic analogy to society	Society is system of competing elements and groups	Society exists at the microscopic level in the form of norms, values, social exchange
Methods	Positivism and historical deduction	Dialectical materialism and historical induction	Interpretive and introspective
Typology	Types of society and societal evolution	Types of social structure and stages of societal evolution and conflict	Types of microscopic social structure
Issues	Macroscopic reductionism	Macroscopic determinism and reductionism	Microscopic reductionism



Anthropology for Tourism

Tourism is relevant to many theoretical and real-world issues in anthropology. The major themes anthropologists have

covered in the study of tourism may be divided conceptually into two halves: One half seeks to understand the origins of tourism, and the other reveals tourism's impacts. Even when taken together, these two approaches seem to produce only a partial analysis of tourism. The problem is that most studies aimed at understanding the origins of tourism tend to focus on tourists, and most research concerning the impacts of tourism tend to focus on locals. The goal of future research should be to explore incentives and impacts for both tourists and locals throughout all stages of tourism. This more holistic perspective will be important as we explore the ways in which ecotourism and other alternative forms of tourism can generate social, economic, and environmental benefits for local communities while also creating truly transformative experiences for tourists.

Tourism, the multifaceted global phenomenon of travel-for-leisure, offers many fascinating research topics across disciplines. Tourism-related ethnographic research has come a long way, from anthropologists ignoring tourists during their

fieldwork and disregarding the seriousness of tourism research to academics taking active roles in tourism planning and development. The holistic mixed-methods contribution of socio-cultural anthropology to tourism studies is widely acknowledged. The interpretive approach characterizing this discipline is ethnography, a methodology that has been applied successfully to the study of tourism. Tourism is now commonly seen as one of the exemplary manifestations of global flows that blur traditional territorial, social, and cultural boundaries, and create hybrid forms. Destinations worldwide are adapting themselves to rapidly changing global trends and markets while trying to maintain, or even increase, their local distinctiveness. This competitive struggle to obtain a piece of the tourism pie becomes a question of how 'the local' is (re)produced through the practices of touristified representations. On the one hand, global marketing companies and national as well as local authorities play a crucial role in manufacturing and selling images and imaginaries of destinations. On the other hand, tourism

stimulates localization, a dynamic process characterized by the resurgence of competing localized, socio-culturally defined identities.

The most important contribution which the anthropology of tourism can offer the social sciences in general is not an empirical insight into the socio-cultural dimensions of tourism . Rather, it is the theoretical challenge that the phenomenon of tourism has the potential to contribute to contemporary attempts to rethink the conceptual frameworks by means of which anthropology perceives, conceptualizes, and analyses cultures and societies. Current debates within anthropology have not sought much inspiration from tourism – which may in part be because the contributions from the anthropology of tourism to these debates have been negligible.

The Anthropology Theories	
1. Cultural Evolution	Charles Robert Darwin 1809-1882
2. American approach	Franz Boas 1858-1942
3. Diffusionism	Alfred Louis Kroeber 1876-1960
4. Structuralism	Claude Levi Strauss 1908-2009
5. Functionalism	Alfred Radcliffe- Brown 1881-1955 Bronislaw Malinowsky 1884-1942
6. Culture and Personality	Ruth Benedict 1887-1948 Mararet Mead 1901-1978
7. Cultural Ecology	Julian Steward 1902-1972 Leslie White 1900-1975

1. Charles Darwin's theory of natural selection explains adaptation by appealing to what we now call vertical transmission—the inheritance of parental traits by offspring. As we have seen, cultural processes such as learning might, in principle, underpin this form of inheritance. In 2009 marks the 200th anniversary of the birth of Charles Darwin, and the 150th anniversary of his landmark publication *On the Origin of Species*. Because of Darwin evolution has become an accepted

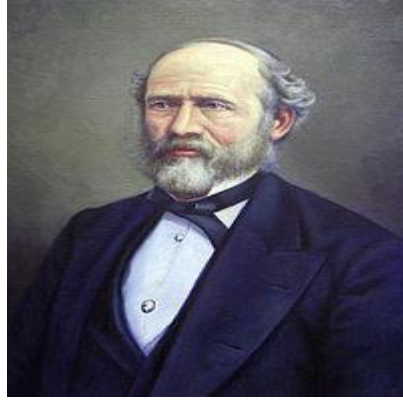
theory, explaining the great diversity of animal and plant life on Earth and underpinning much of the medical, psychological, agricultural and biological research going on in the world today. Evolutionary theory has permeated many other facets of modern life from economics to politics to theology.



Charles Robert Darwin, FRS (12 February 1809 – 19 April 1882) was an English naturalist. He established that all species of life have descended over time from common ancestors, and proposed the scientific theory that this branching pattern of evolution resulted from a process that he called natural selection.



-Lewis Henry Morgan (November 21, 1818 – December 17, 1881) was a pioneering American anthropologist and social theorist, a railroad lawyer and capitalist. He is best known for his work on kinship and social structure, his theories of social evolution, and his ethnography of the Iroquois. Interested in what holds societies together, he proposed the concept that the earliest human domestic institution was the matrilineal clan, not the patriarchal family; the idea was accepted by most pre-historians and anthropologists throughout the late nineteenth century.



Lewis Henry Morgan

Morgan's Typology

Society	Culture	
	Material	Non-material
Civilization	Iron	Science
Barbarism	Bronze	Religion
Savagery	Stone	Animism



Stone tools



Metal tools

2. The American Approach-Franz Boas -July 9, 1858 – December 21, 1942- was a German-American anthropologist and a pioneer of modern anthropology who has been called the

"Father of American Anthropology" and "the Father of Modern Anthropology." Like many such pioneers, he trained in other disciplines; he received his doctorate in physics, and did post-doctoral work in geography. He applied the scientific method to the study of human cultures and societies; previously this discipline was based on the formulation of grand theories around anecdotal knowledge.



Franz Boas

3. **Alfred Louis Kroeber** (June 11, 1876 – October 5, 1960) was an American cultural anthropologist. He received his Ph.D. under Franz Boas at Columbia University in 1901, the first doctorate in anthropology awarded by Columbia. And he was the

first professor appointed to the Department of Anthropology at the University of California, Berkeley. He played an integral role in the early days of its Museum of Anthropology, where he served as director from 1909 through 1947. Kroeber provided detailed information about Ishi, the last surviving member of the Yana people, whom he studied over a period of years. ***Diffusion is the borrowing of something from another group, and cultural loss is the abandonment of an existing practice or trait, with or without replacement. Acculturation is the massive change that occurs with the sort of intensive, firsthand contact that has occurred under colonialisms.***





Alfred Louis Kroeber

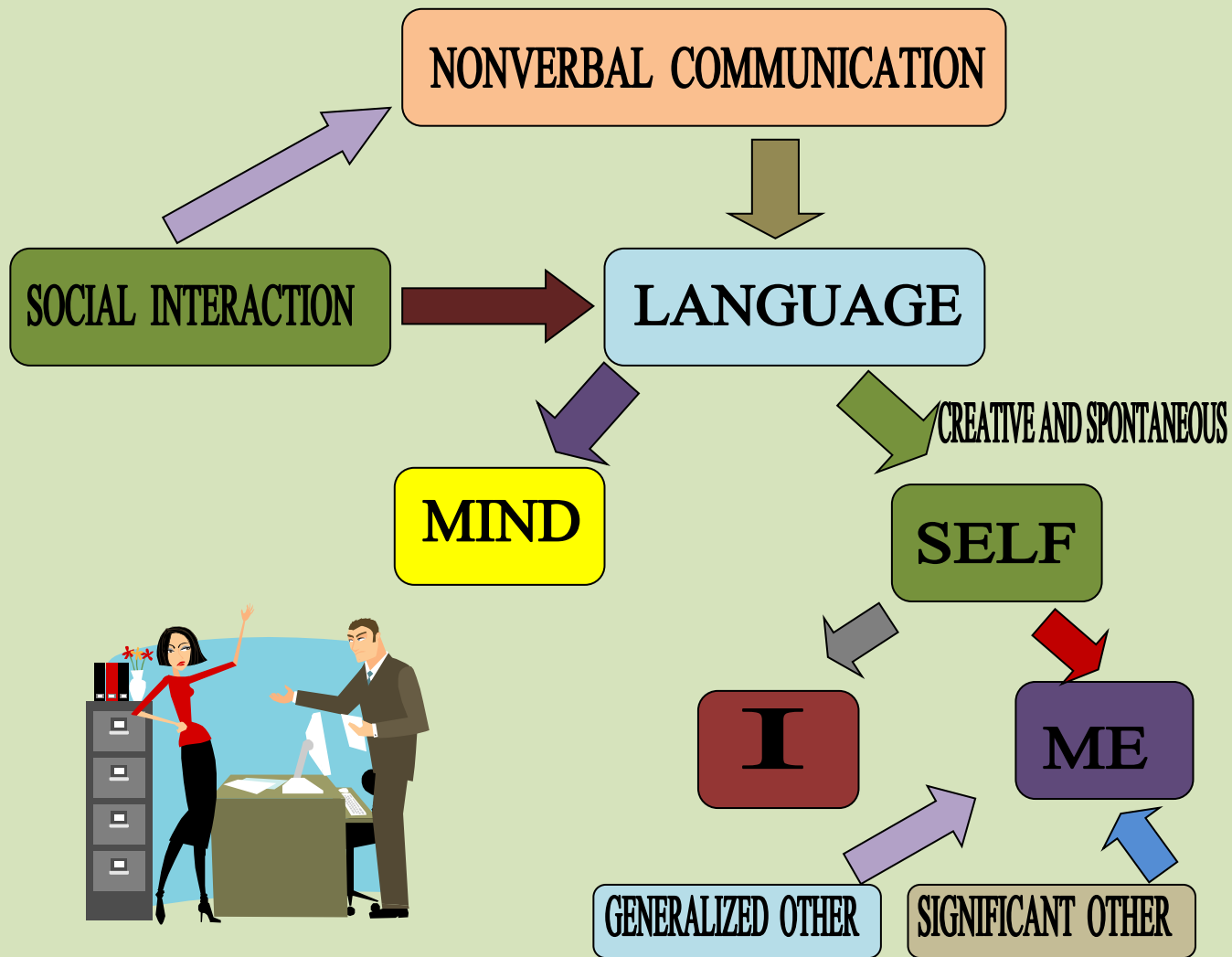
4. **The Raw and the Cooked** is the first volume from **Mythologiques** written by French Anthropologist **Claude Lévi-Strauss** -28 November 1908 – 30 October 2009.. The original French title was **Le Cru et le cuit**. The English translation of **Le cru et le cuit** by **Claude Lévi-Strauss**, is not incorrect, but it is perhaps incomplete. "Cuit" in French does not necessarily mean "cooked", but is also used to denote "done" or "prepared", which is not necessarily obtained by cooking. In this case, Strauss' use of **cuit** implies what culture and society do to the raw and make it 'done' or 'cooked'. *Levi-Strauss's theories are set forth in Structural Anthropology (1958). Briefly, he considers culture a system of symbolic*

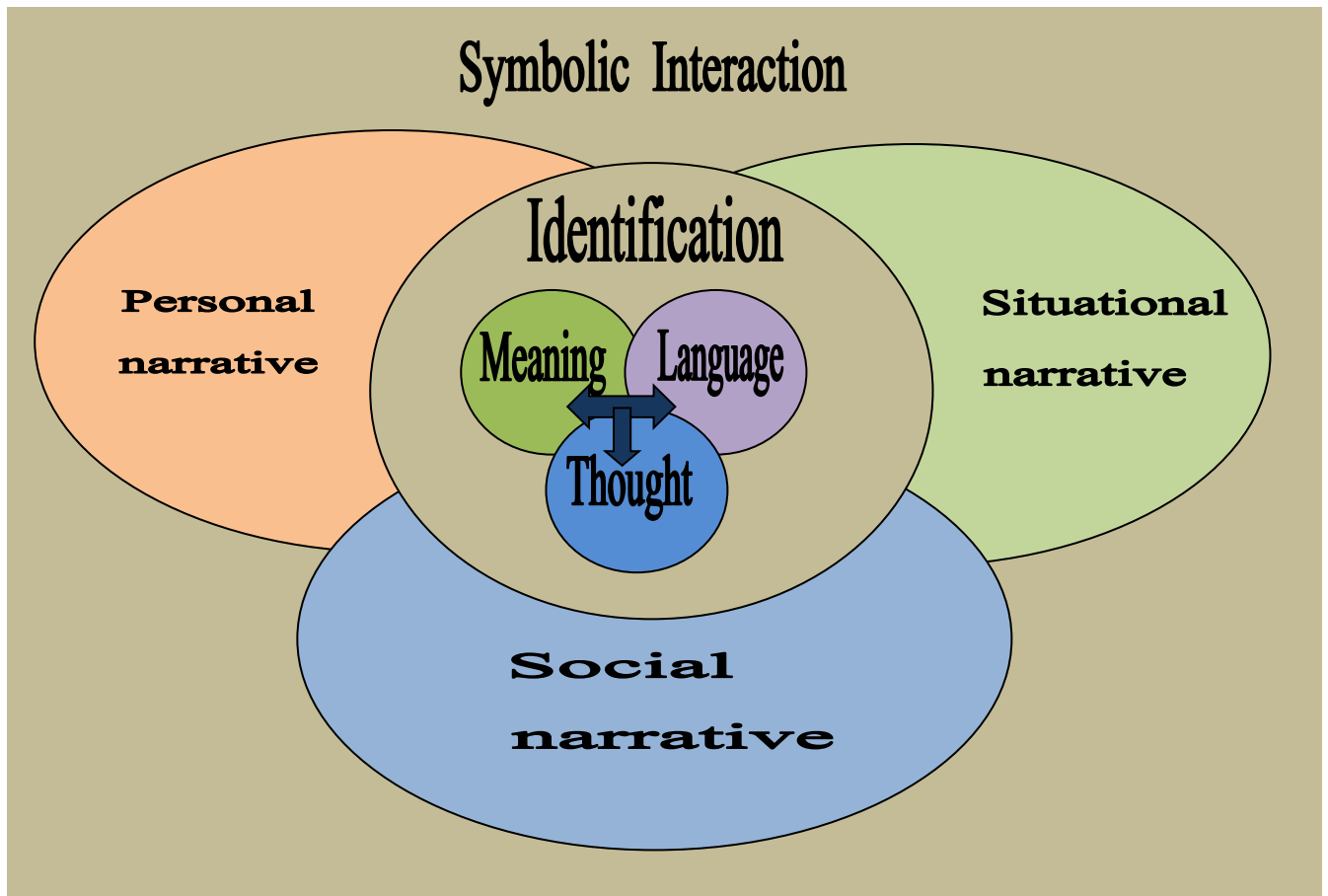
communication, to be investigated with methods that others have used more narrowly in the discussion of novels, political speeches, sports, and movies.



Claude Lévi-Strauss

Symbolic Communication





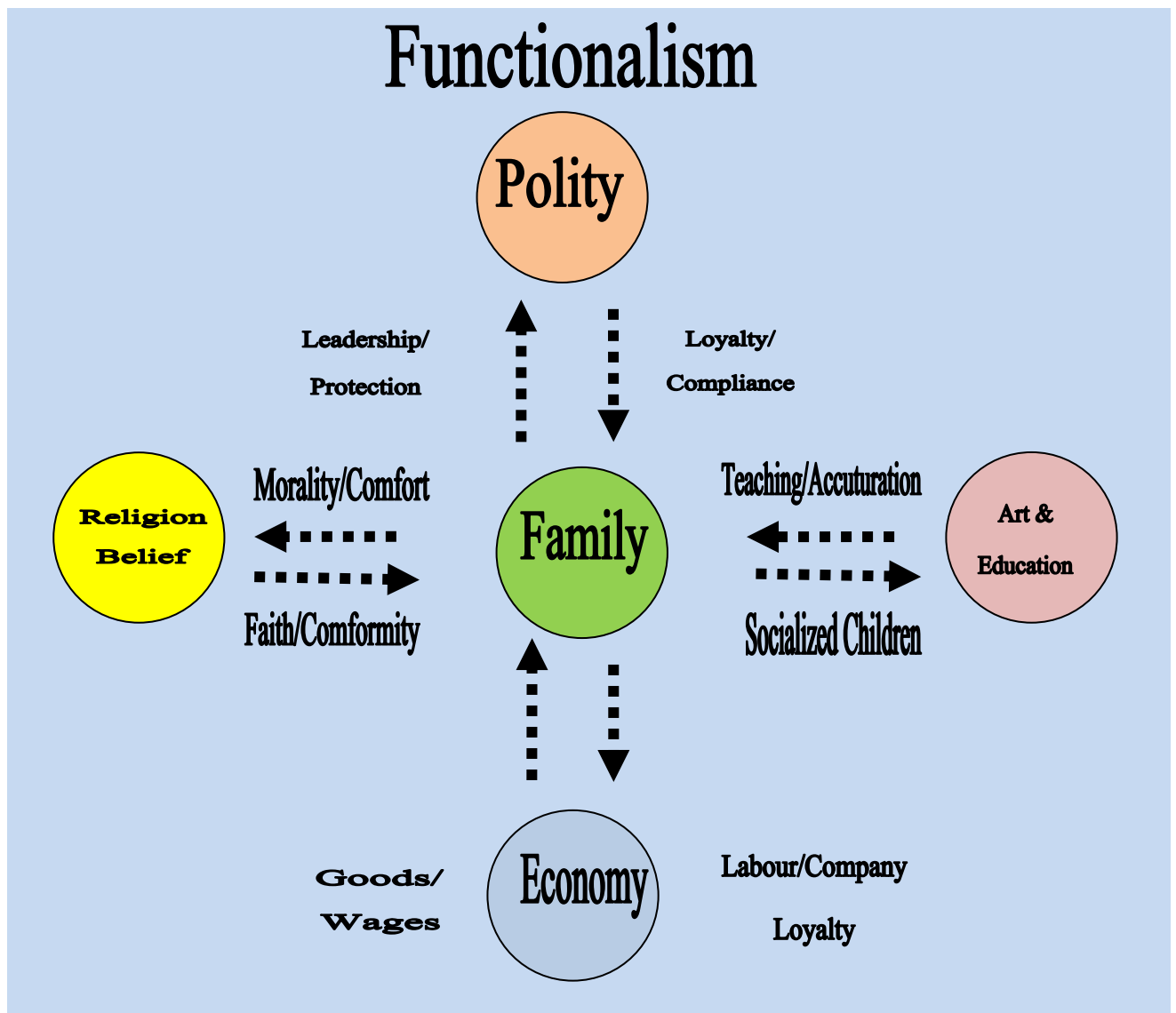
5. *Bronislaw Malinowski approach to social theory was a brand of functionalism emphasizing how social and cultural institutions serve basic human needs (Micro functionalism), a perspective opposed to Radcliffe-Brown's Social functionalism that emphasized the ways in which social institutions function in relation to society as a whole (Macro functionalism).*



Bronislaw Malinowski



Radcliffe-Brown



6. **Culture and Personality** is a school of American anthropological thought. It emerged in the 1920s and concerned itself with questions about the relationship between individual personality and the cultural environment. Although the movement came under significant criticism beginning in the 1950s, Culture and Personality has left its

mark on various disciplines of social scientific theory and research, and it gave rise to the anthropological subdiscipline that is known as psychological anthropology.



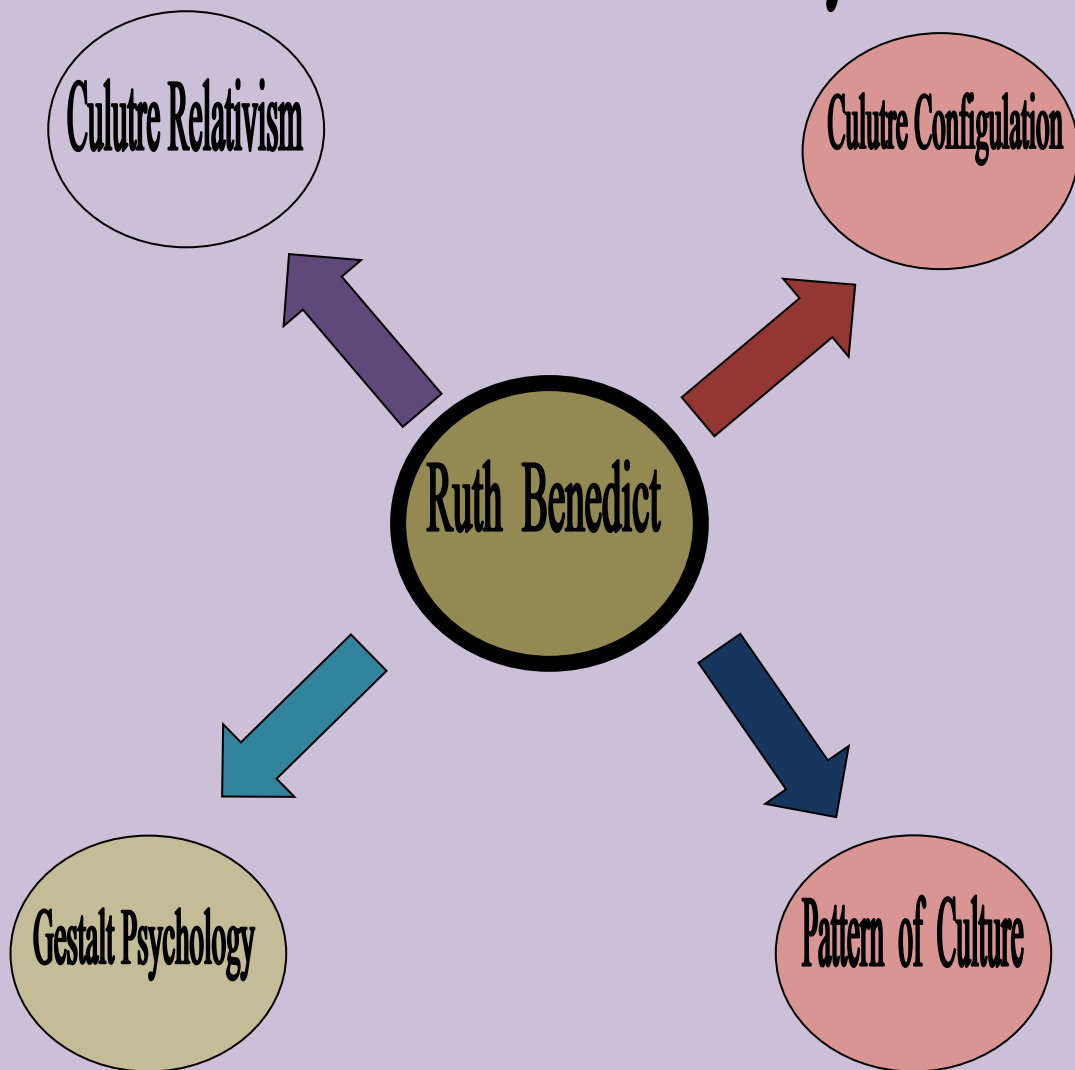
Ruth Benedict

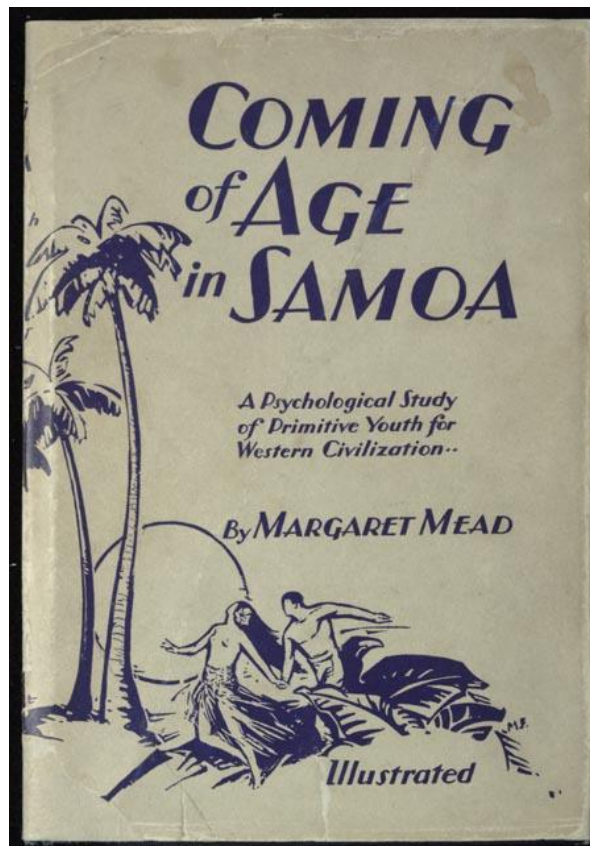


Margaret Mead

This inquiry was taken in several directions. In "Patterns of Culture," Ruth Benedict wrote that a culture is a "personality writ large:" Margaret Mead concluded that the social and sexual development that occurs during adolescence is not driven by biology but rather by cultural norms.

Culture and Personality





Margaret Mead's Work

7. Cultural ecology studies the relationship between a given society and its natural environment as well as the life-forms and ecosystems that support its lifeways (citation needed)

Julian Haynes Steward was an American anthropologist best known for his role in developing "the concept and method" of cultural ecology, as well as a scientific theory of culture change.



Julian Haynes Steward

	Ecological	Social
Group oriented	<p>Cultural Ecology</p> <p>Evolution results from group adaptation to novel constraints in the external environment</p>	<p>Marxism</p> <p>Evolution is the product of struggles between political interest groups</p>
Individualistic	<p>Evolutionary Ecology</p> <p>Evolution is the product of the adaptive behavior of individuals (due to the propensity to survive and reproduce)</p>	<p>Practice Theory</p> <p>Evolution is the product of human competition for socially defined valuables (e.g., power, prestige, and wealth)</p>

Psychological Theories

Psychology concentrates on the behavior and experience of individuals. As the scientific study of human behavior, psychology can claim to be over 120 years old, tracing its epistemological foundation to the laboratory research of Wundt

in 1879. The study of human behavior in a non-systematic fashion has a much longer history and several strands of contemporary theorising draw on earlier philosophical and intellectual traditions. *The principle contributions of psychology to tourism come from social and environmental psychology although the broad topic of cognition which refers to human thinking and information processing has provided some important conceptual tools for tourism research and analysis.*

Some of the prominent topic areas in psychology which have been adapted and developed for tourism study are reviewed here, but psychology research has perhaps played its most important role in a general or superordinate way. The methodological rigour and the data collecting and appraising style which defines the scientific approach to human behavior is central to the work of many tourism researchers. *Much work is conducted in the area of analysing tourism markets, tourist satisfaction and needs.* At times this work has been conceptually limited as the

work has had an immediate and highly applied focus. Nevertheless the design of survey questions, the use of attitude scales, the nature of sampling and the statistical treatment of the data are all contributions from the research world of psychology in general as well as from the boundary areas of social psychology and sociology. *Contemporary tourism study benefits in a major way from the methodological outcomes and knowledge acquired during these years of innovation and evaluation in survey and social research. For some researchers, the starting point of study is with the psychology of the tourist and in particular with the question of what motivates people to travel.* All such motivation theories have to deal with certain critical issues including the ease of communicating the theory to other users, measurement and assessment issues, the dynamic nature of motivation, the operation of multiple motives in tourist behavior and the role of intrinsic versus extrinsic motivation. *The*

study of tourism motivation is a basis for enhancing market segmentation work which is widely conducted by consultants for major marketing organizations. Researchers with a psychology background have also played a strong role in identifying and understanding emerging market segments in tourism demand. Some specific groups who are distinguished by motivational profiles include ecotourists, cultural tourists and young budget travellers or backpackers. *Another prominent topic which is linked to psychology research is tourism decision making. Typically researchers have adopted a set theory approach to this theme, but increasingly the value of heuristic or rules of thumb approaches to tourists' decisions are being considered by researchers.* This line of work has direct antecedents in mainstream psychology research on cognition and decision making.

Tourism as an experience can influence tourists' attitudes and

change their behavior. Psychology research on persuasive communication and attitude change has provided an important resource for researchers studying the creation of destination images and evaluating tourism communication activities. One concept in particular, that of mindfulness has been usefully applied to studies of tourist reactions to interpretative settings and communications.

Social psychology has a special focus on the interaction of individuals within groups and the application of ideas such as group dynamics and social situations analysis to tourism have also been prominent. There are social situation analyses of farm tourism, of guided tours, of youth tourism and of cross-cultural encounters. An emerging area of particular interest is cross-cultural interaction with its attendant stimulus for the tourist as well as its difficulties. Concepts such as culture shock and cross-cultural training have been borrowed from the

psychology literature to enhance the understanding of these tourism situations. In particular, the development of training approaches such as the cross-cultural extend earlier psychology research on intercultural communication education.

Environmental psychology has relevance to tourism studies both at a conceptual level and in the direct application of existing research findings. Concepts used to define such terms as place and territory are important in understanding attractions and dealing with such issues as crowding and privacy in settings. Psychological perspectives on crowding have been valuable in repeatedly emphasising that the tourism motivation affects the perception of crowding. This set of findings is important for the management of natural resources and leisure settings because it highlights the need to consider the tourist type and the nature of activities in the setting rather than simply dealing with crowding through the imposition of numerical counts, ceilings or thresholds. Additionally, environmental psychology takes a

strong perspective on designing this natural setting with people in mind. Such approaches have been useful in looking at such issues as seat design in aeroplanes, resort layout and the use of equipment in leisure activities.

At the broadest level, social and community research in psychology has developed concepts such as social representations which can be defined as the shared network of attitudes held by a group about a significant topic. This broad appraisal of how individuals and larger units view the world has been of initial use in understanding tourism community relationships and offers further promise for investigating links between social identity issues and the appraisal of future tourism developments in emerging destinations. *In some respects, psychologists have not been as prominent in tourism study as geographers, anthropologists and economists.* The strong hypothetico-deductive systems of empirically based psychology research has many virtues including rigour in designing studies and

considerable analytical acumen (sharpness). Regrettably, the demands of the inherently social and context-dependent phenomenon of tourism have often been seen as unmanageable for researchers with a predisposition to conduct laboratory work. Nevertheless, *the study of tourist behavior is vital to a sound understanding of tourism and the continued development of psychologically-based studies for understanding the entire phenomenon of tourism is vital for customer satisfaction and management success.*



Wilhelm Maximilian Wundt (16 August 1832 - 31 August 1920 in Germany) was a German physician, psychologist, physiologist, philosopher, and professor, known today as one of the founding figures of modern psychology. He is widely

regarded as the "father of experimental psychology". In 1879, Wundt founded the first formal laboratory for psychological research at the University of Leipzig.

Their own travels as study tours of human behavior, psychology writers and researchers have frequently addressed the topic of human motivation. The scope of tourism is impressive, as it includes detailed studies of human physiology and the nervous system, through to approaches with a more cultural and anthropological orientation. Many well-known theories in psychology have a strong motivation component. In many instance the discussion or study of motivation is a part of a broader theory directed at understanding human personality or, more simple what made individuals different .

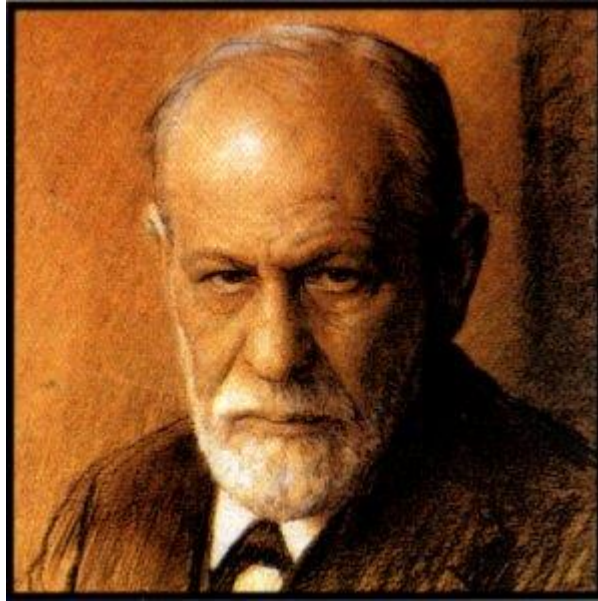
In psychological theory the terms motives and needs are used together, some researchers prefer to see needs as more being physiologically based and motives as more socially oriented. Many well-known theories in psychology have a strong motivational component. In many instances the

discussion or study of motivation is a part of a broader theory directed at understanding human personality or more simply, what makes individuals different. A summary of some major theories in psychology that have been concerned in part with the topic of motivation is presented in table of *Human Motives and Needs in Psychology Theory and Research.* (Source: Robert W. McIntosh, Charles R. Goeldner and J.R. Brent Ritchie *Tourism :Principles, Practices Philosophies* New York : John wily & Sons, Inc.1995. pp171)

Human Motives and Needs in Psychological Theory and Research

Theorist/Researcher	Theoretical Approach	Motives or Needs Emphasized
Sigmund Freud	Psychoanalytic theory	Need for sex; need for aggression; emphasis on unconscious needs
Carl Jung	Psychoanalytic theory	Need for arousal; need for create and to self-actualize
Alfred Adler	Modified psychoanalytic	Need for competence; need for mastery to overcome incompetence
Harry Stack Sullivan	Modified psychoanalytic	Need for acceptance and love
Karen Horney	Modified psychoanalytic	Need for control anxiety; need for love and security
Clark Hull	Learning theory	Need to reduce tension
Gordon Allport	Trait theory	Need to repeat intrinsically satisfying behaviors
Albert Bandura	Social learning theory	Need to self-efficacy or personal mastery
David McClelland, John Atkinson	Social approaches	Need to achievement
Carl Rogers	Humanistic	Need for self-development
Abraham Maslow	Humanistic	Hierarchy of needs, from physiological needs to safety needs to love and relationship needs to self-esteem-self-actualization.
David Berlyne	Cognitive approaches	Need to satisfy curiosity; need to seek mental stimulation
Ron Harre	Ethogenic (social and philosophical)	Need to earn respect and avoid contempt of others
Stephen Cohen, Laurie Taylor	Sociological theory	Need to escape; need for excitement and meaning
George Kelly	Personal construct theory	Need to predict and explain the world
Mikhail Csikszentmehali	Humanistic approach	Need for peak experiences

1. Sigmund Freud -Sigismund Schlomo Freud (6 May 1856 – 23 September 1939), was an Austrian neurologist who founded the discipline of psychoanalysis. Freud's parents were poor, but ensured his education. Interested in philosophy as a student, Freud later turned away from it and became a neurological researcher into cerebral palsy, aphasia and microscopic neuroanatomy. Freud went on to develop theories about the unconscious mind and the mechanism of repression, and established the field of verbal psychotherapy by creating psychoanalysis, a clinical method for treating psychopathology through dialogue between a patient (or "analysand") and a psychoanalyst. Though psychoanalysis has declined as a therapeutic practice, it has helped inspire the development of many other forms of psychotherapy, some diverging from Freud's original ideas and approach.

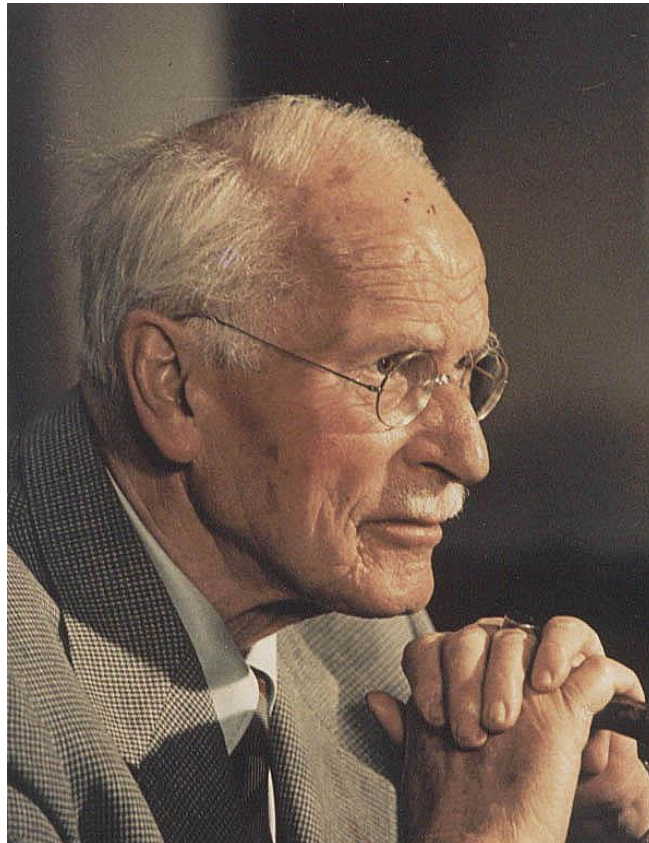


Sigmund Freud

2. Carl Gustav Jung (26 July 1875 – 6 June 1961) was a Swiss psychiatrist, the founder of analytical psychology. Individuation is the central concept of analytical psychology. Jung considered individuation, the psychological process of integrating the opposites, including the conscious with the unconscious while still maintaining their relative autonomy, to be the central process of human development.

Jung created some of the best known psychological concepts, including the archetype, the collective unconscious, the complex, and synchronicity. The Myers-Briggs Type Indicator (MBTI), a popular psychometric instrument has been developed

from Jung's theories. Jung saw the human psyche as "by nature religious", and made this religiousness the focus of his explorations. Jung is one of the best known contemporary contributors to dream analysis and symbolization.



Carl Gustav Jung

-Clark Leonard Hull (1884 - 1952) was an influential American psychologist who sought to explain learning and motivation by scientific laws of behavior. Born in Akron in western New York state, Hull obtained bachelor's and master's

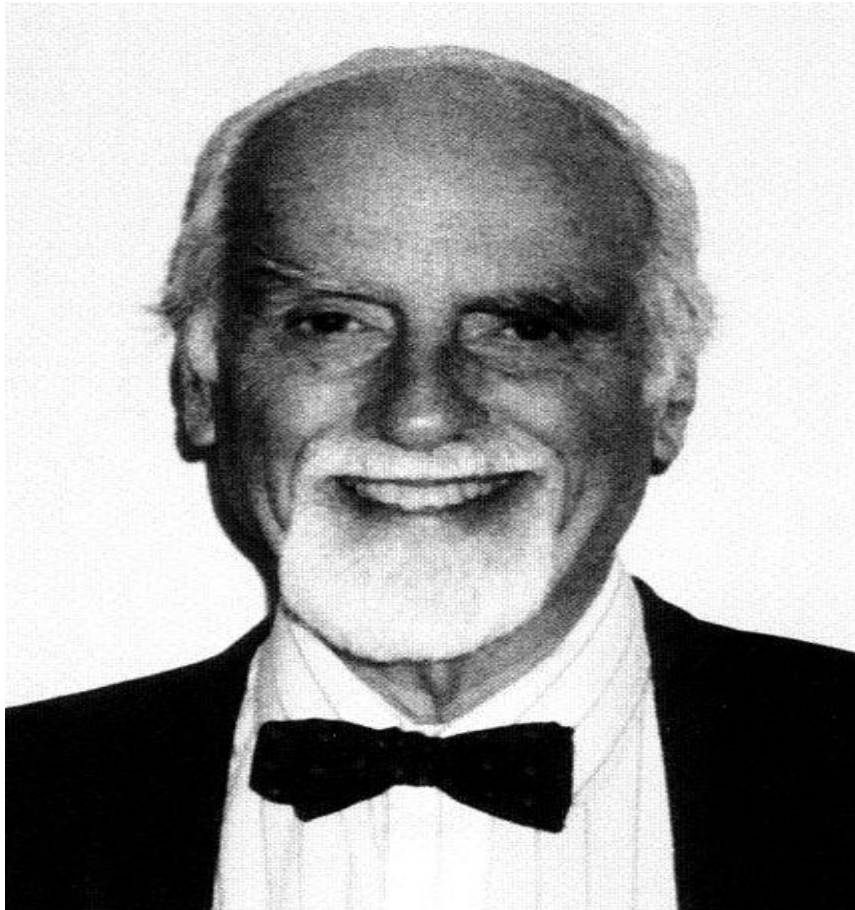
degrees from the University of Michigan, and during 1918 a PhD from the University of Wisconsin–Madison, where he also taught from 1916 to 1929. His doctoral research on "Quantitative Aspects of the Evolution of Concepts" was published in *Psychological Monographs*.

Hull performed research demonstrating that his theories could predict behavior. His most significant works were the *Mathemico-Deductive Theory of Rote Learning* (1940), and *Principles of Behavior* (1943), which established his analysis of animal learning and conditioning as the dominant learning theory of its time. Hull is known for his debates with Edward C. Tolman. He is also known for his work in drive theory. Hull's model is expressed in biological terms: Organisms suffer deprivation; deprivation creates needs; needs activate drives; drives activate behavior; behavior is goal directed; achieving the goal has survival value.



Clark Leonard Hull

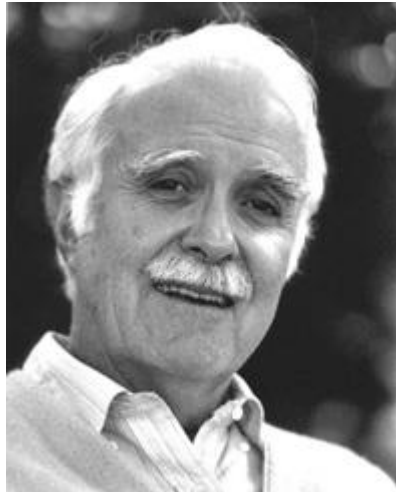
- **David C. McClelland** (May 20 1917 – March 27 1998) was an American psychological theorist. Noted for his work on need theory, he published a number of works from the 1950s until the 1990s and developed new scoring systems for the Thematic Apperception Test and its descendants. McClelland is credited with developing the Achievement Motivation Theory commonly referred to as need achievement or *n*-achievement theory.



David C. McClelland (May 20 1917 – March 27 1998)

4. **John William Atkinson** (December 31, 1923 – October 27, 2003), also known as Jack Atkinson, was an American psychologist who pioneered the scientific study of human motivation, achievement and behavior. He was a World War II veteran, teacher, scholar, and long term member of the University of Michigan community.

Atkinson was a leader in establishing motivation as a distinct field of study in psychology research. His belief that scientific progress came from conceptual breakthroughs fueled his formulation and reformulation of a theory of motivation. He was one of the first in psychology to incorporate rigorous mathematical models in his theories and to use computer simulations of these models for experimentation. He also recognized the importance of measurement in science, maintaining a career-long interest in the refinement of measures of motivation by means of content analysis of imaginative thought using, for example, the Thematic Apperception Test which he developed jointly with his mentor David C. McClelland. He is well known for establishing measures for motives of achievement, affiliation, fear, sex, risk-taking behavior, and aggression. His discipline-changing ideas were followed around the world. In recognition, he received in 1979 the American Psychological Association's highest award, the Gold Medal for Distinguished Scientific Contributions.



John William Atkinson

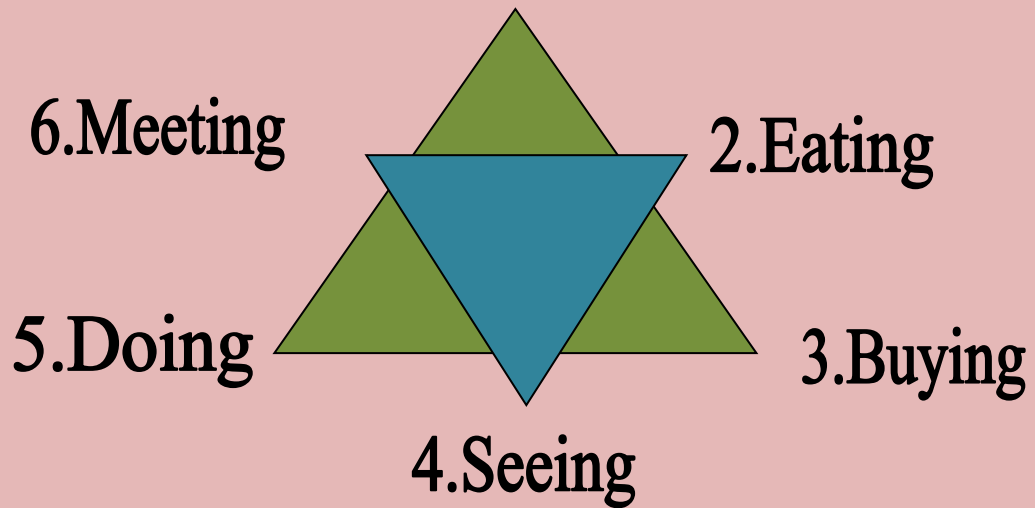
5. **Abraham Harold Maslow** (April 1, 1908 – June 8, 1970) was an American professor of psychology at Brandeis University, Brooklyn College, New School for Social Research and Columbia University who created Maslow's hierarchy of needs. He stressed the importance of focusing on the positive qualities in people, as opposed to treating them as a 'bag of symptoms.'

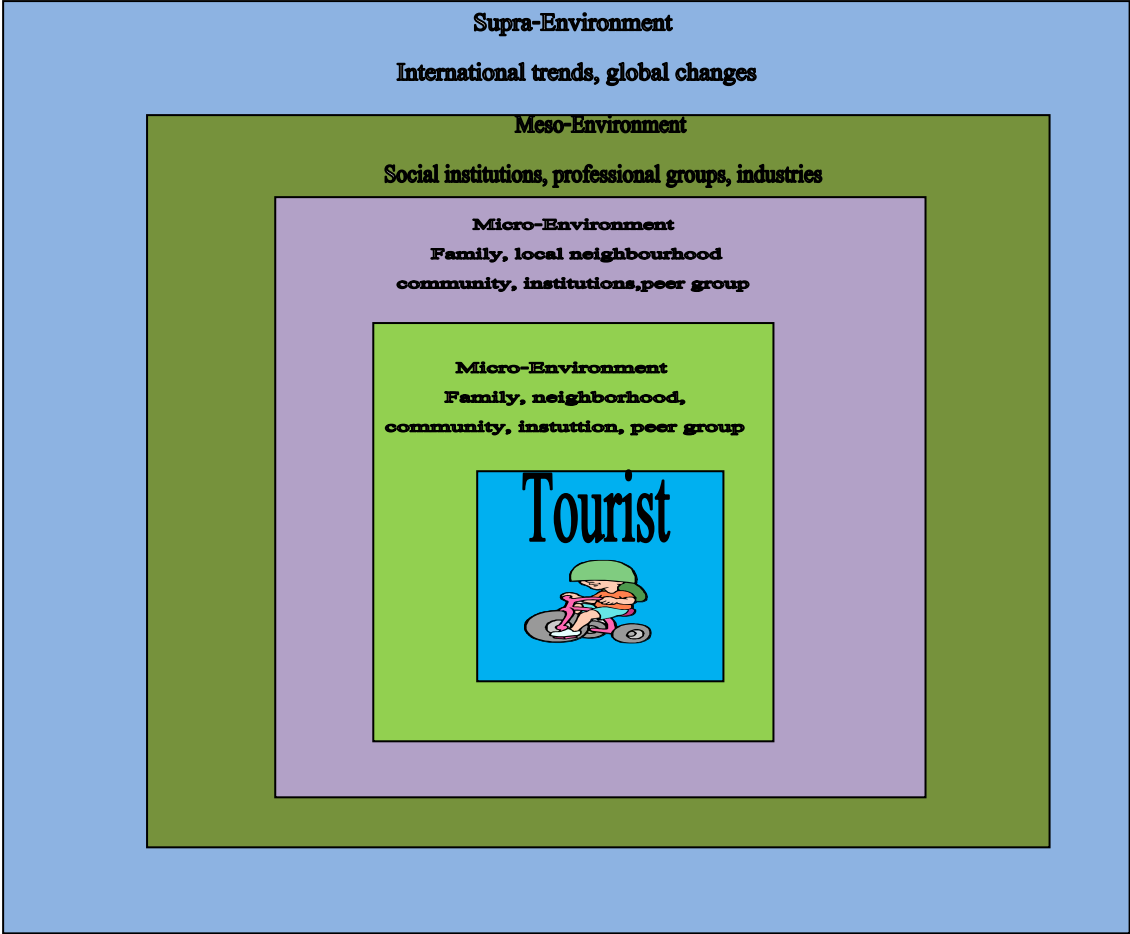


Ethogenics is an interdisciplinary social scientific approach that attempts to understand the systems of belief or means through which individuals attach significance to their actions and form their identities by linking these to the larger structure of rules (norms) and cultural resources in society. For Rom Harré, the founder of ethogenics, it represents a radical innovation in traditional psychology, even a completely "new psychology" that should take its place. (Harré et al, 1985: 129).

Six-pointed Star General Theory of Tourism

1.Learning





The Travel Needs Ladder

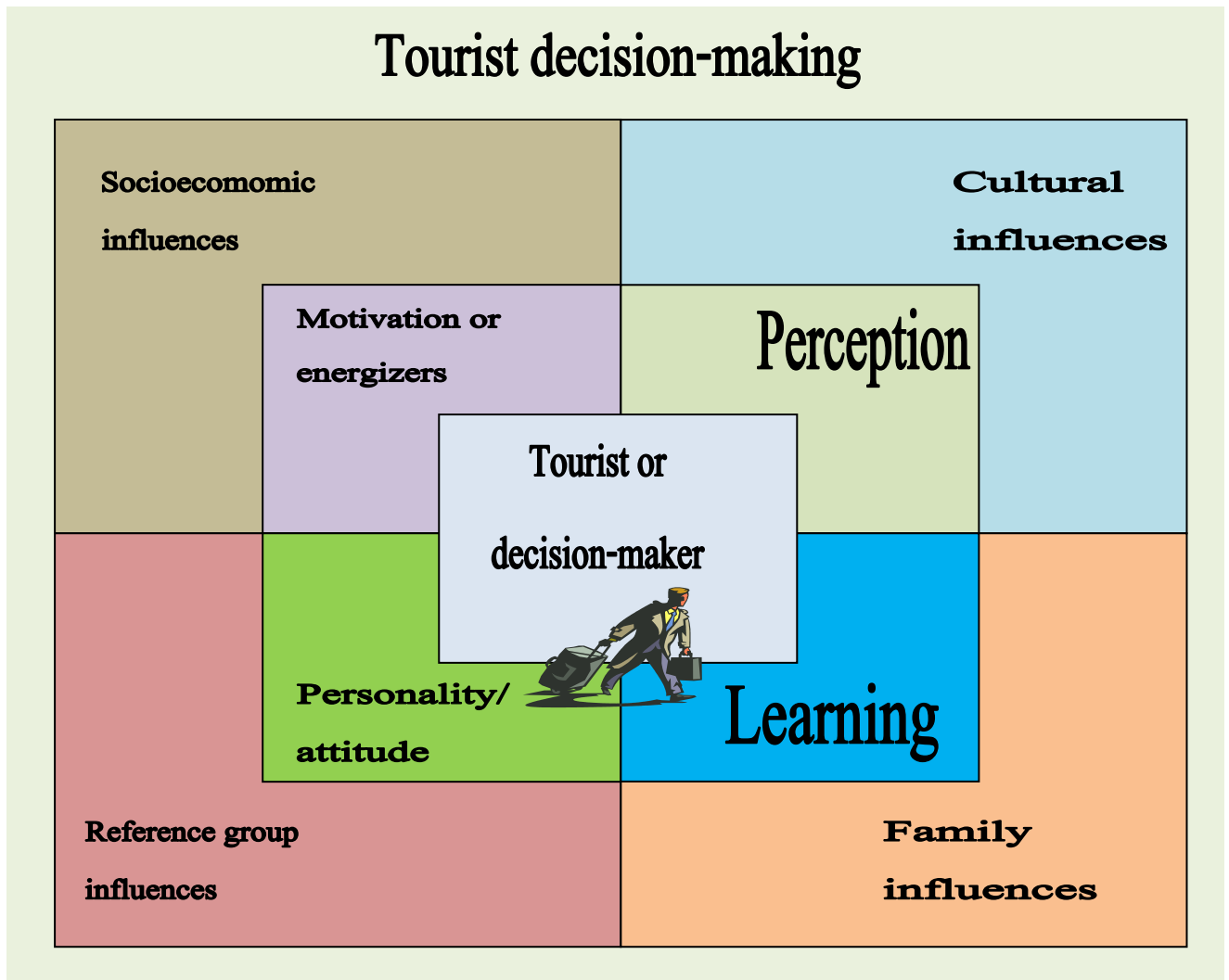
People tend to ascend the ladder as they become more experienced travelers



Higher-level motives include lower-level motive. Lower-level motive have to be satisfied or experienced before higher-level motives come into play



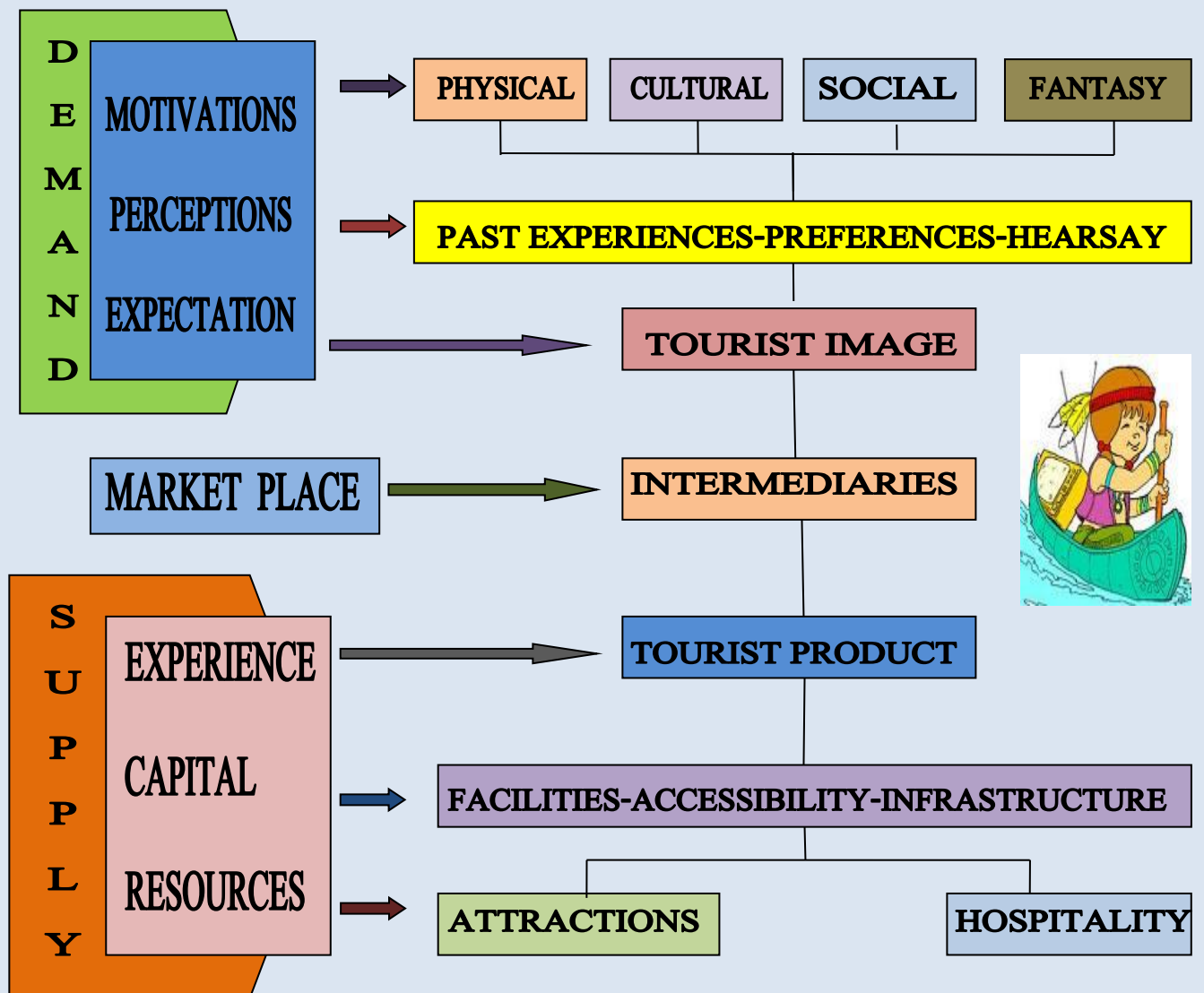
The steps or levels on the travel needs model may be likened to a ladder, and this concept is built on Maslow's hierarchy of need. By expanding and extending the range of specific need at each ladder level which fit with Maslow's original formulation, a very comprehensive and rich catalog of the many different psychological needs and motive. The travel needs ladder retains Maslow's ideas that lower levels on the ladder have to be satisfied before the person moves to higher levels of the ladder. Thus travelers concerned with developing and extending their relationships while traveling will also have need in terms of safety and physiological level factors but may not yet be particularly concerned with self-esteem and self-development needs. Importantly, the travel needs ladder emphasized that people have a range of motives for seeking out holiday experience.



A model for tourist decision-making in tourism, this model suggests that there are two levels of factors which have an effect on the tourist. The first level of influences are close to the person and include psychological influences such as perception, learning, personality, and attitude. The second level of influences include those which have developed during the

socialization process and in clued reference group, family, culture, and socioeconomic influence.

Economics of Tourism and Psychology



Source: Peter E. Murphy, *Tourism: A Community Approach*, New York: Routledge, 1991, pp.10-16.

Demand factors- Economic of tourism study about the basic ***demand motivation***. ***The four basic travel motivators*** have been identified by the industry . ***Physical or physiological motivators***, such as relaxation and medical treatment are major reasons for a vacation, and the quality of food, drink, and comfort frequently represents an important criterion in assessing the travel experience. ***Cultural motivators*** have long been associated with the desire to learn about foreign countries and customs. ***Social motivators*** include visits with relatives and friends, meeting business associates with status and prestige. ***Fantasy motivators*** form an important element of travel demand and illustrate its individualistic nature.

Perception of holiday options and various destination areas is conditioned by three important Individual preferences, reflecting an individual's personality, will direct the search for specific forms of gratification(satisfaction). They will dictate

whether a person wishes to indulge (please) in the gastronomic delights of a cruise or pit his skill and stamina (strength) against some mountain. *Perceptions will be colored by past vacation experiences, with a satisfactory experience tempting repetition and possible encouraging more adventurous pursuits.*

The third element in image creation is *hearsay*, information from friends and relations, the media, or travel agents. Motivation, and perceived options build an *image of each tourist* destination. This image may be defined as the sum of beliefs, ideas, and impressions that a person has regarding a destination. It is a personal composite view of a destination's tourism potential, and where prices are comparable it is often the decisive factor in a tourist's selection process. The images are not necessarily the same for each visitor and this makes it difficult to allocate resources and plan for future land use in destination areas.

Market place- To be successful, an industry must sell its product in the market place. Since tourism's product is immobile and its potential customers need to build and compare destination image before they travel, some form of *intermediary*(middleman) is required. This is the function of the travel, who must successfully match a tourist image and tourist product if the travel experiences is to have any change of success.

*Supply factors-*Such a question is pertinent to an industry which regards itself as a *host industry* and is dependent on local goodwill, but it also needs to develop the resources and product which will substantiate the image. With such diversity a tourist demands and interests destinations need to focus a particular market subset, one they can satisfy in terms of resources and *facilities*. When the supply side of the tourism market is

considered the twin foundations of industry are its destination area *attractions and hospitality*.

Tourism is a resource industry, one which is dependent on nature's endowment and society's heritage. Visitors are attracted to areas of outstanding beauty and this beauty can take many forms. In addition to nature's resources, people are attracted by the cultural attributes of society and heritage. As important as the natural and cultural resources which combine to form the major attractions, is the welcome which is accorded to visitor. Public goodwill is an essential ingredient of any trip, for if the host community is antagonistic(opposed) to visitors, no amount of attractions will compensate for the rudeness or hostility. It is for this reason that various governments fell obligated to remind residents of the value of tourism to local economics and encourage local people to be hospitable and friendly toward the visitor.

There are three facets to note about tourism's resources base. *First*, it is a combination of physical and human resources which form the basis of the industry. Nowhere is this more important than in the case where the major attraction is a public amenity, either publicly owned or subsidized by the public purse. Under these circumstances the industry's foundation is a public good, -a beach, a -plaza, a park, or museum-, and as such the industry should be cognizant (aware) of its special relationship with the local community. It has a responsibility to foster (take care of) what is in fact a community resource, and has no right to enclose or destroy it for its own purposes.

Second, the physical resources often possess a seasonal element that encourages variations in visitation patterns. The most obvious is the climatic variation experienced in northern latitudes which encourages most people to consider vacations during the sunny summer weather. This climatic variation also affects the flora and fauna and attractiveness of various locations, providing

each with a periodic climax. Thus, many of its attractions ensure that tourism will remain a seasonal activity, and any attempts to extend the seasonal life of a destination will need to consider supplementary activities. *Finally*, tourism has frequently been described as a search for the four S's – surf, sand, sun, and sex. If this sarcastic description of the industry has any truth in it, it is that prime attractions can be found in many areas of the world. This makes the industry very competitive and flexible, for it can often find substitute resources and locations if an original destination turns sour because of growing residential hostility or changing fashions and economic circumstance. The optimum situation for a destination is to offer an asset so outstanding and unique that the tourists industry can largely depend on, and be prompted by, this feature. Since this situation occurs rarely the industry and communities often attempt to supplement the natural tourist resources of an area with other facilities and man-made attractions.

To develop the tourist resources, making them more accessible and comfortable to experience, requires considerable *capital investment*, in some cases so considerable it is beyond the capability of the individual businessman and private sector. A major expense, and prime area of government support, is in the provision of water supplies, public utilities, sewage systems, and highways. These are the prerequisites (requirement) for extensive development and are known as *infrastructure*. These *facilities* are usually available in urban areas but must be created specifically for the industry in rural or isolated areas.

Facilities designed to improve accessibility are a key capital investment for destination areas since the industry is based on travel. Investment in various forms of transport is considered desirable in order to remain competitive and flexible with ever-changing transport technology. Each new form of transport changes the accessibility equation for tourist destinations, especially those in peripheral (outlying) regions. The resources

and created facilities of a destination combine to produce and amalgam(mixture) of activities and functions called a *tourist product*. Due to the interrelated nature of the industry and its dependence on public facilities and goodwill, destination areas attempt to create a package or basket of goods for the visitor to perceive and experience. Naturally, the more coordinated the individual items, the more noticeable and effective the package.