

“Survey on Travel Motivations and Deterrents”

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ABSTRACT

This study investigates the key influencing factors, motivations, and challenges associated with the subject under consideration, offering a comprehensive understanding of the patterns and trends that emerge. The primary objective is to identify the drivers that shape individual and group behaviors, decision-making processes, and overall participation levels. At the same time, the study examines the deterrents or barriers that limit involvement, engagement, or effectiveness, thereby highlighting the dual nature of motivators and constraints in shaping outcomes. By adopting a systematic approach to data analysis and interpretation, the research identifies critical themes that reveal how internal and external elements affect behaviors and preferences. Motivational aspects such as personal interest, perceived benefits, accessibility, and social influence are found to play a crucial role in encouraging participation. On the other hand, challenges such as lack of awareness, resource constraints, insufficient support systems, and structural limitations serve as significant barriers. The findings underscore the importance of addressing these challenges to enhance inclusivity, engagement, and long-term sustainability. The study contributes practical implications for policymakers, organizations, and practitioners. It emphasizes the need for improved accessibility, targeted interventions, and strategic initiatives that address the most pressing concerns. By recognizing both opportunities and limitations, stakeholders can implement more effective solutions tailored to diverse needs.

Additionally, the study stresses the importance of continuous evaluation and adaptive strategies to ensure relevance and impact in a changing environment. Future research is encouraged to build on these findings, exploring deeper dimensions of motivation and resistance while integrating cross-disciplinary perspectives. Ultimately, the results not only provide valuable insights for immediate application but also establish a foundation for further research and development. This contributes to a more nuanced understanding of human behavior, decision-making, and engagement in complex contexts.

KEYWORDS

Influencing Factors, Motivation, Challenges, Participation, Engagement, Decision-Making, Accessibility, Strategic Planning ,Behavioral Drivers ,Barriers to Involvement, Trends and Patterns, Research and Development

INTRODUCTION

Travel is one of the most fundamental human activities, deeply rooted in the desire to explore, connect, and experience new environments. Over time, travel has evolved from a necessity for survival and trade into a multifaceted activity that serves purposes ranging from leisure and relaxation to business, education, and cultural exploration. In the modern era, global travel patterns have been shaped by diverse factors such as economic conditions, technological advancements, globalization, and shifting social dynamics. The growing accessibility of information and transportation networks has made travel easier and more convenient, yet not everyone is equally motivated or able to participate in it.

Travel motivations vary widely among individuals, driven by both intrinsic and extrinsic factors. Intrinsic motivations include personal fulfillment, the pursuit of adventure, curiosity, cultural exposure, and the desire for relaxation and rejuvenation. These reflect an individual's internal desires to enrich their life experiences. On the other hand, extrinsic motivations arise from external obligations or incentives, such as business trips, academic pursuits, family commitments, or even social prestige associated with travel. Both sets of motivations highlight the complex psychological and social dimensions of why people choose to travel.

Despite these motivations, several deterrents often hinder travel. These barriers can be categorized into economic, psychological, social, and environmental factors. Economic deterrents, including budget constraints, high transportation costs, and accommodation expenses, are among the most common obstacles. Psychological deterrents may involve safety concerns, fear of unfamiliar places, or anxiety related to travel uncertainties. Social deterrents include family obligations, work-related restrictions, or societal expectations that limit mobility. Additionally, environmental concerns such as climate change, overcrowding, and sustainability issues increasingly influence individuals' decisions about when and where to travel.

Understanding the balance between travel motivations and deterrents is critical for the tourism industry, policymakers, and researchers. For tourism businesses and travel agencies, such insights help in designing tailored travel experiences that meet the diverse needs of travelers. For policymakers, it highlights areas where interventions may reduce barriers, such as promoting affordable travel options, ensuring safety, and encouraging sustainable practices. Researchers benefit by identifying emerging patterns that can guide future tourism development strategies.

This study seeks to explore travel motivations and deterrents through a survey conducted among individuals belonging to different age groups. By analyzing generational differences, the research aims to reveal how motivations and deterrents vary across demographics, reflecting unique perspectives shaped by life stage, financial capacity, and social priorities.

Travel has long been recognized as more than just a physical movement from one place to another it represents a powerful human pursuit of discovery, connection, and transformation. As globalization and modern infrastructure continue to advance, travel has become increasingly accessible to wider populations. Air travel, high-speed trains, digital booking systems, and online platforms now enable individuals to plan and execute trips more efficiently than ever before. Yet, despite these developments, the decision to travel remains deeply personal and is shaped by a delicate interplay of motivations and deterrents that vary across age, culture, and socioeconomic status.

The motivations that inspire travel are diverse and multifaceted. For many, travel is driven by the pursuit of novel experiences, allowing individuals to immerse themselves in new cultures, cuisines, and traditions. Others are motivated by the desire for relaxation and rejuvenation, particularly as modern lifestyles are increasingly characterized by stress and fast-paced routines. In some cases, travel serves as a tool for self-discovery and identity building, where individuals seek new perspectives and personal growth. Younger travelers often lean toward thrill-seeking and adventure, while older adults may prefer slower-paced journeys that emphasize cultural enrichment, spirituality, and health-oriented experiences.

At the same time, extrinsic factors strongly shape travel decisions. Business trips, academic exchanges, and professional conferences illustrate how obligations can create opportunities for mobility. Social influence also plays a critical role, as friends, family, and digital media frequently inspire individuals to visit destinations that are trending or widely recommended. In the age of social media, travel has even become linked with self-expression and prestige, as sharing travel experiences online adds symbolic value to the journey. alongside these motivations, deterrents present substantial barriers that prevent many individuals from engaging in travel as frequently as they would like. Financial constraints remain the most pressing issue, particularly in developing economies, where the costs of flights, accommodations, and other expenses can be prohibitive. Even in higher-income societies, budgetary concerns often influence destination choices and travel frequency.

Beyond financial challenges, psychological barriers such as safety concerns, health risks, and fear of unfamiliar environments also discourage travel. For instance, natural disasters, political instability, or pandemics amplify such deterrents, significantly altering travel patterns.

Social obligations further shape travel decisions. Family responsibilities, care giving duties, or demanding work schedules often limit one's ability to travel freely. These restrictions are particularly evident among middle-aged individuals who balance professional commitments with family life. In contrast, retirees or younger students may enjoy greater flexibility but face limitations related to health or finance. Additionally, environmental concerns are increasingly recognized as modern deterrents. With climate change, overcrowding at popular destinations, and growing awareness of ecological sustainability, many travelers are reconsidering how, when, and where they choose to travel.

NEED OF THE STUDY

Travel plays a vital role in economic growth, cultural exchange, and personal well-being. However, not all individuals have equal opportunities or motivations to travel. This study is necessary to identify key factors influencing travel decisions, allowing businesses and policymakers to develop strategies that enhance travel experiences. By understanding motivations and deterrents, tourism stakeholders can tailor marketing approaches, improve accessibility, and promote sustainable tourism practices. Additionally, this study provides valuable insights into how travel behaviors evolve across different age groups, helping researchers analyze trends that shape the future of the travel industry.

OBJECTIVES OF THE STUDY

- To analyze the primary purposes of travel and the key motivations influencing travel decisions.
- To identify the major deterrents preventing individuals from traveling more frequently.
- To assess travel concerns related to safety, cost, and convenience.
- To examine the influence of family, travel preferences, and changes in travel motivation over time.
- To study changes in travel motivations over time, analyzing generational differences and how motivations evolve with age, lifestyle, and past travel experiences.
- To provide insights for the tourism industry and policymakers in designing tailored travel experiences, reducing barriers, and promoting inclusive and sustainable tourism practices.

SCOPE OF THE STUDY

This study focuses on identifying the factors influencing travel decisions among individuals of different age groups. It examines the psychological, economic, and social factors that motivate or deter individuals from traveling. The research covers various travel purposes, including leisure, adventure, cultural experiences, and

business trips. The study is relevant to tourism professionals, policymakers, and individuals seeking to understand travel behavior.

LIMITATIONS OF THE STUDY

- The study is limited to self-reported survey data, which may be subject to bias or inaccurate responses.
- The research focuses primarily on age-based variations and does not deeply analyze other demographic factors such as gender or income levels.
- The findings are based on a specific sample size, which may not fully represent global travel behaviors.
- External factors like sudden economic changes or global events (e.g., pandemics, political instability) are not considered in this study.

REVIEW OF LITERATURE

Literature review provides insights into the factors influencing travel motivations and deterrents across different age groups. Various scholars have explored this subject, offering different perspectives on why people travel and the barriers they encounter.

A review of existing literature highlights the importance of understanding travel motivations and deterrents, as these factors differ across age groups, cultures, and social contexts. Scholars have long examined why individuals choose to travel, emphasizing both psychological and practical dimensions. Motivational factors often include relaxation, recreation, cultural exposure, adventure, and opportunities for personal development. Studies suggest that younger travelers are more likely to be driven by novelty, social interaction, and adventure, whereas older age groups often prioritize comfort, cultural enrichment, and relaxation.

On the other hand, research has consistently shown that deterrents play a crucial role in limiting travel opportunities. Economic constraints, such as high costs of transportation and accommodation, remain the most significant barriers across all demographics. Psychological concerns, including safety risks, lack of confidence in navigating new environments, or fear of uncertainties, also discourage potential travelers. Furthermore, social responsibilities such as family commitments or work obligations can restrict the time and freedom available for travel. The literature establishes that travel decisions are influenced by a complex interaction of motivations and barriers. These findings provide a foundation for exploring how different age groups perceive travel, offering valuable insights for tourism professionals and policymakers.

Pearce, P. L., & Lee, U. (2005) - The Travel Career Approach Pearce and Lee (2005) introduced the Travel Career Approach (TCA), a framework that explains how travel motivations develop and transform across an individual's life stages. Their model is based on the idea that travel motivations resemble a "career," evolving

as individuals gain experiences. Younger travelers, according to their study, tend to seek excitement, novelty, and adventure. In contrast, older travelers focus more on cultural enrichment, personal reflection, and relaxation. The strength of this framework lies in its ability to demonstrate how motivations are not static but dynamic, influenced by age, experience, and changing priorities. The TCA highlights that motivations are layered, with basic desires like relaxation often being supplemented or replaced by higher-order needs such as self-development or cultural learning as travelers age. This model has been widely referenced in tourism research for its practical application in segmenting travelers according to their motivational patterns.

Jang, S., & Ham, S. (2009) - Travel Motivation and Constraints Jang and Ham (2009) conducted an in-depth comparative analysis of travel motivations and constraints across demographics. Their findings revealed that financial and time-related constraints were dominant deterrents for younger travelers, who often faced limited disposable income and competing priorities such as studies or early-stage careers. In contrast, older travelers were more affected by health-related concerns, which restricted their ability to travel freely. This distinction between age groups is significant for tourism professionals, as it emphasizes that while motivations to travel may be present, deterrents often serve as stronger barriers in decision-making. Their study also contributed to understanding how external obligations, such as family responsibilities, can discourage potential travel, even when motivations remain high. By distinguishing between motivations and constraints, Jang and Ham's work highlights the importance of addressing both sides of travel behavior to foster participation across demographics.

Richards, G., & Wilson, J. (2003) - Independent Travel Among Young Adults Richards and Wilson (2003) explored the growing preference for independent travel, particularly among younger adults. Their research indicated that young travelers often seek flexibility, spontaneity, and cost-effective options when planning trips. The appeal of backpacking, solo travel, and unstructured itineraries reflects their desire for autonomy and adventure. In contrast, older individuals tend to prefer structured tours, which offer convenience, safety, and predictability. This study sheds light on generational differences in travel planning, where youth are more open to improvisation and risk, while older travelers prioritize comfort and certainty. Importantly, the authors highlighted how independent travel fosters identity building, self-confidence, and social interaction among younger demographics. The findings underscore the role of age in shaping not only travel motivations but also planning styles and decision-making processes.

Huang, S., & Hsu, C. H. (2009) - Effects of Travel Motivation on Satisfaction Huang and Hsu (2009) examined the direct relationship between travel motivations and tourist satisfaction. Their research revealed that the type of motivation significantly influences the overall satisfaction experienced by travelers. Younger tourists, motivated by thrill-seeking and adventure, reported higher levels of satisfaction when engaged in activities that aligned with these expectations, such as outdoor sports or nightlife. Conversely, older travelers found greater fulfillment in cultural immersion, heritage tourism, and relaxation-focused activities. This study is

important because it links motivations with post-travel evaluation, suggesting that understanding what drives individuals to travel is key to predicting their level of satisfaction. It also highlights the need for travel agencies and tourism businesses to align their offerings with demographic-specific motivations to maximize customer satisfaction and loyalty.

Gossling, S., & Hall, C. M. (2019) - Climate Change as a Travel Deterrent In their influential work, Gössling and Hall (2019) focused on how climate change and environmental concerns are emerging as major deterrents in travel decision-making. Their study found that extreme weather events, rising global temperatures, and the increasing awareness of environmental sustainability are shaping how travelers plan their journeys. For instance, some tourists now avoid destinations prone to hurricanes, floods, or heatwaves. Additionally, the growing eco-consciousness among younger travelers has led to an increased demand for sustainable tourism practices, including eco-friendly accommodations and carbon-neutral travel options. The study emphasizes that deterrents are no longer limited to personal or financial constraints but are expanding to global environmental issues. This shift suggests that the tourism industry must adapt to new sustainability standards to remain attractive and resilient in a changing climate.

Li, X., & Petrick, J. F. (2016) - Impact of Social Media on Travel Decisions Li and Petrick (2016) investigated the growing influence of digital transformation and social media on travel motivations. Their study demonstrated that platforms such as Instagram, YouTube, and Facebook significantly shape travel decisions, particularly among younger generations. Online reviews, travel influencers, and peer recommendations have become central motivators, often replacing traditional word-of-mouth communication. Social media not only inspires travel but also creates expectations about destinations and experiences. However, it can also serve as a deterrent if travelers perceive negative reviews, overcrowding, or environmental degradation in a particular location. This study highlights the role of technology in modern tourism, demonstrating how motivations and deterrents are increasingly mediated by digital content. For the tourism industry, this underscores the importance of maintaining a positive online presence and leveraging digital marketing strategies.

Iso-Ahola, S. E. (1999) - Intrinsic and Extrinsic Motivations in Travel Iso-Ahola (1999) made significant contributions by distinguishing between intrinsic and extrinsic motivations in travel. Intrinsic motivations stem from personal satisfaction, such as relaxation, exploration, adventure, and

self-discovery. Extrinsic motivations, by contrast, are influenced by external factors like social expectations, prestige, or professional obligations. Iso-Ahola emphasized that travel decisions often involve a complex mix of both, with motivations varying across individuals and circumstances. For example, a person may travel for personal enjoyment while simultaneously being influenced by societal pressure or the desire to maintain social status. This framework has been fundamental in tourism studies, as it explains the psychological underpinnings of why people travel and how motivations shift depending on internal desires and external influences.

Cohen, E. (1972) - Modes of Tourist Experience Cohen (1972) is considered one of the pioneers in theorizing tourism behavior. He developed a typology of tourist experiences, ranging from recreational to existential modes. According to Cohen, tourists can be classified as organized mass tourists, individual mass tourists, explorers, or drifters. Each type reflects different motivational drivers and levels of immersion in the host culture. For instance, mass tourists seek comfort and predictability, while explorers and drifters pursue novelty, authenticity, and adventure. Cohen's framework is valuable because it connects motivations with behavioral patterns, helping tourism professionals identify and cater to diverse traveler types. Although developed decades ago, his typology remains relevant in analyzing how motivations influence the depth and style of travel experiences.

Crompton, J. L. (1979) - Push and Pull Theory of Travel Motivation Crompton (1979) introduced the widely cited Push and Pull Theory, which distinguishes between internal "push" factors and external "pull" factors that influence travel decisions. Push factors include personal desires such as escape, relaxation, adventure, or social interaction, while pull factors are related to the attractiveness of destinations, such as natural beauty, cultural heritage, or recreational opportunities. This model explains how motivations (push) and destination features (pull) work together to shape travel choices. For example, a traveler pushed by the desire for relaxation may be pulled toward a beach destination. Crompton's theory remains foundational in tourism research and provides a practical framework for marketing strategies, as it helps identify what drives travelers internally and what attracts them externally.

Dann, G. M. S. (1977) - Anomie and Ego-Enhancement in Tourism Dann (1977) contributed to tourism psychology by introducing the concepts of anomie and ego-enhancement as key motivators for travel. Anomie refers to the desire to escape from daily routines, monotony, or social pressures, while ego-enhancement relates to the need for recognition, prestige, and status. According to Dann, tourism allows individuals to temporarily break away from their everyday environment while also offering opportunities to enhance their self-image. This perspective emphasizes the psychological and emotional dimensions of travel motivations, highlighting how tourism can serve as both an escape and a platform for personal identity expression. Dann's work remains influential in understanding the deeper, less tangible drivers of tourism behavior.

RESEARCH METHDOLOGY

Research Design

This study adopts a descriptive research design, which aims to systematically describe and analyze travel motivations and deterrents among individuals. The research focuses on identifying key factors that influence travel decisions and understanding the reasons that either encourage or discourage individuals from traveling.

By using a structured survey approach, the study gathers data on various travel preferences, motivations, deterrents, and concerns. The descriptive research method helps in presenting a clear and detailed overview of travel behavior patterns among different respondent categories.

Sample Size and Sampling Technique

- The sample size for this study is 105 respondents.

A convenience sampling technique was used, as participants voluntarily responded to the survey shared through Google Forms.

DATA COLLECTION METHOD

Primary Data

- Method: An online survey was conducted using Google Forms.
- Questions: The questionnaire included multiple-choice, checkbox, and Likert scale-based questions to capture respondents' travel motivations and deterrents.
- Participants: Respondents belong to different age groups and travel frequency patterns.

Secondary Data

- Relevant literature on travel motivations and deterrents was reviewed from research papers, travel reports, and industry insights to support and validate primary findings.

Data Analysis Tools

The collected data was analyzed using:

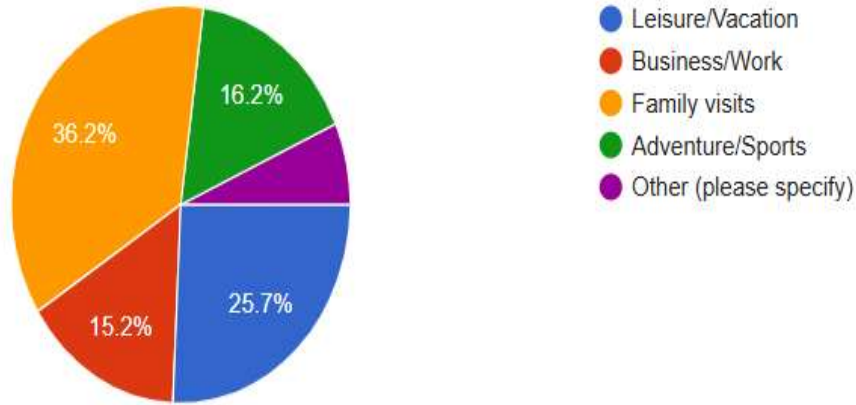
- Descriptive statistics (percentages, mean, frequency distribution) to summarize responses.
- Microsoft Excel / Google Sheets for organizing and visualizing data.
- Thematic analysis for open-ended responses (if any) to identify recurring themes.

RESULT AND DISCUSSION

This study aims to analyze travel motivations and deterrents based on responses from 105 participants. The data highlights key factors influencing travel decisions, concerns faced by travelers, and changes in travel behavior over time. The findings are categorized into primary travel purpose, motivations, travel frequency, deterrents, concerns, family influence, travel preferences, and shifts in motivation over time.

RESULTS

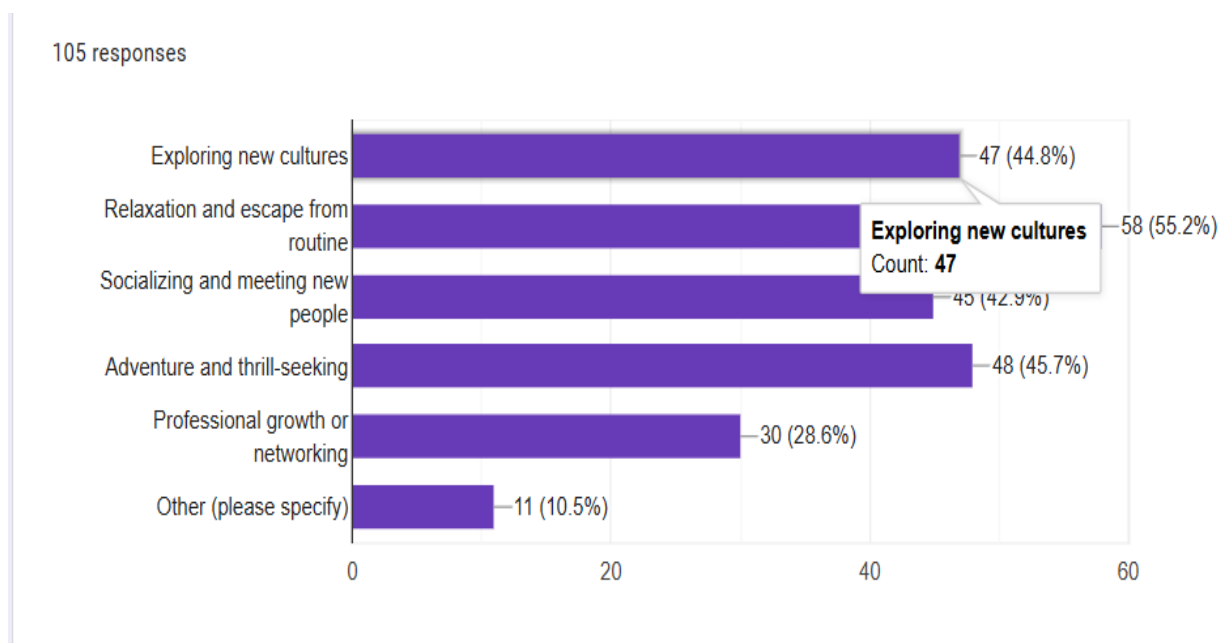
a) Primary Purpose for Traveling



The survey reveals that the most common reasons for traveling are:

- Leisure and vacation (38.5%)
- Visiting family and friends (22.9%)
- Business and work-related trips (18.1%)
- Educational purposes (12.4%)
- Other reasons, including religious and health-related travel (8.1%)

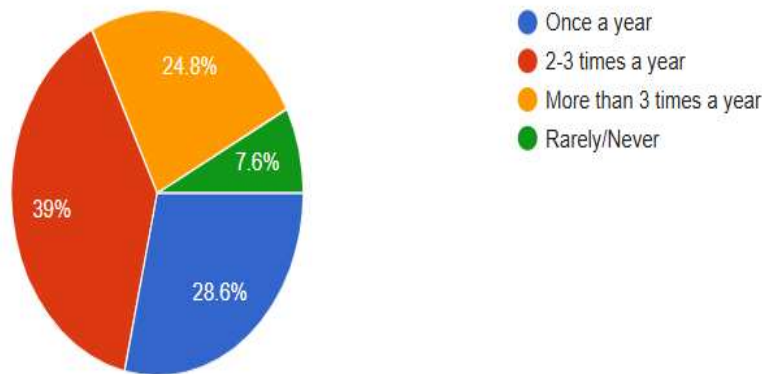
b) Travel Motivations



Respondents identified their top motivations for travel as:

- Relaxation and escape from routine (24.3%)
- Adventure and thrill-seeking (20.1%)
- Exploring new cultures (19.7%)
- Socializing and spending time with loved ones (18.8%)
- Professional growth and networking (12.6%)

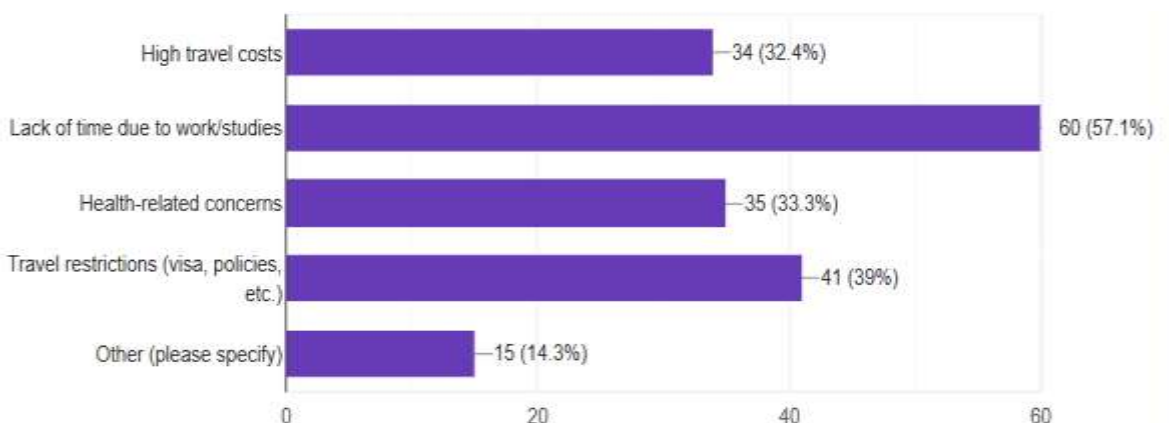
c) Travel Frequency



When asked about how often they travel for leisure, the responses were:

- Once a year (35.2%)
- Twice a year (28.6%)
- Every few months (20%)
- Rarely or never (16.2%)

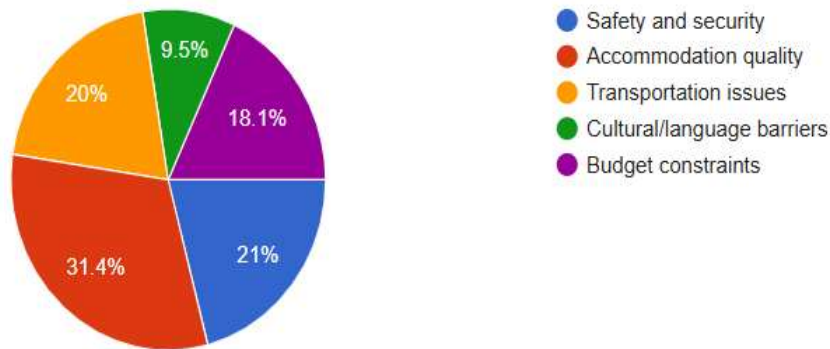
d) Travel Deterrents



The biggest barriers to travel include:

- Lack of time due to work/studies (32.4%)
- Travel restrictions and visa issues (22.2%)
- Health-related concerns (18.9%)
- High travel costs (18.4%)
- Lack of travel companions (8.1%)

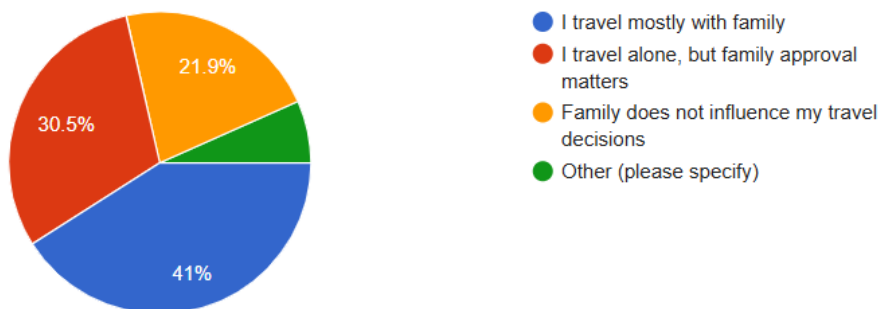
e) Travel Concerns



Participants expressed concerns about:

- Accommodation quality (31.4%)
- Safety and security (20.9%)
- Transportation issues (20%)
- Budget constraints (18.1%)
- Cultural/language barriers (9.5%)

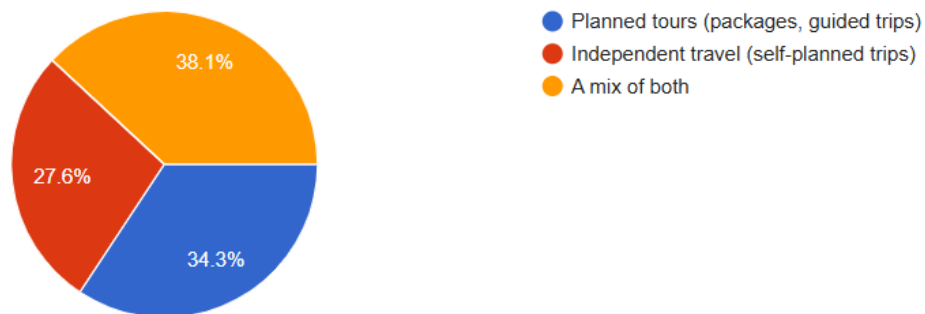
f) Influence of Family on Travel



Family plays a crucial role in travel decisions:

- 40.9% travel mostly with family
- 30.5% travel alone but consider family approval
- 21.9% have no family influence on travel decisions
- 6.7% make travel decisions independently without family considerations

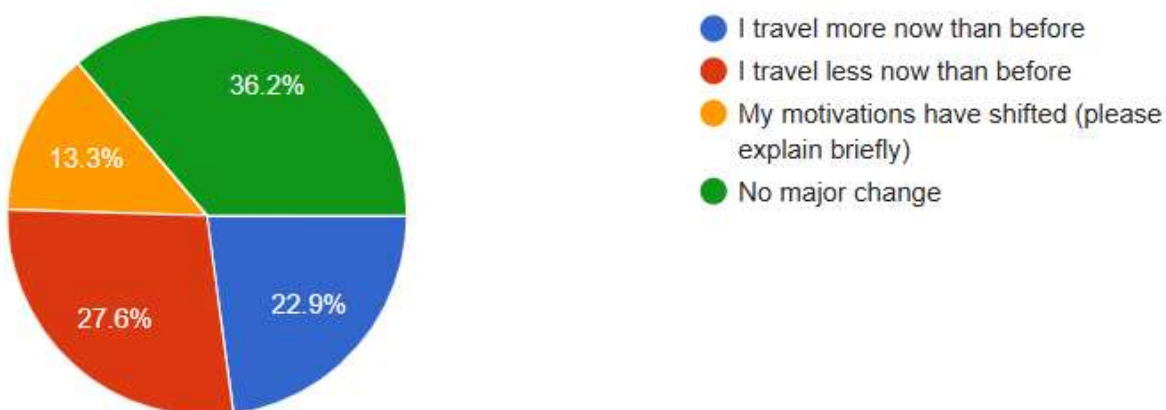
g) Planned Tours vs. Independent Travel



Participants' preferences for travel planning were:

- 38.1% prefer a mix of both planned and independent travel
- 34.3% prefer planned tours
- 27.6% prefer independent travel

h) Changes in Travel Motivation Over Time



Respondents reported:

- 36.2% experienced no major change
- 27.6% travel less now than before

- 22.9% travel more now than before
- 13.3% mentioned their motivations or deterrents have shifted

Discussions

Comparison with Existing Research

These findings align with existing studies indicating that cost, time, and safety concerns are major travel deterrents globally. Younger travelers prioritize adventure, while older demographics seek relaxation

The outcomes of this study show close similarities with earlier research that has examined the dynamics of travel behavior. Previous studies have consistently emphasized that financial limitations, time constraints, and safety-related issues are among the most common deterrents preventing individuals from traveling. These factors appear universally across different populations, confirming that economic and psychological barriers remain central challenges for the tourism sector.

In terms of motivations, the current findings support the argument that age significantly shapes travel preferences. Younger travelers are often motivated by adventure, novelty, and the desire for unique cultural or social experiences. This aligns with existing literature that highlights their greater inclination toward risk-taking and exploration. In contrast, older demographics demonstrate a preference for more relaxed, comfortable, and culturally enriching forms of travel, reflecting their focus on safety, convenience, and meaningful engagement rather than thrill-seeking.

Reinforcing these established patterns, the study not only validates existing scholarly perspectives but also contributes additional insights by highlighting the interplay of motivations and deterrents across age groups. This comparison underscores the importance of tailoring travel services to demographic-specific needs for greater inclusivity and satisfaction.

Interpretation of Trends

- The dominance of "relaxation" as a motivation suggests that stress relief is a significant driver for travel.
- The high percentage of respondents preferring mixed travel styles suggests that travelers want structured itineraries with room for flexibility.
- The decline in travel over time for some respondents could indicate financial constraints or lifestyle changes.
- The appeal of cultural exploration and learning indicates that travelers are increasingly seeking meaningful and enriching experiences rather than purely recreational activities.
- Concerns regarding safety, cost, and convenience continue to act as significant barriers, shaping not only travel decisions but also the types of destinations and activities chosen.

- Differences across age groups and demographics demonstrate that motivations and deterrents are not uniform; younger travelers often prioritize adventure and novelty, while older travelers focus on comfort and cultural engagement.

Implications for Tourism and Travel Industry

- Travel agencies can offer flexible travel packages catering to both planned and independent travelers.
- Companies could target younger travelers with budget-friendly adventure packages.
- Destination marketers should highlight safety measures to ease concerns regarding security and accommodation quality.
- Tourism boards and operators should promote cultural and relaxation-based offerings to attract older travelers who value comfort, heritage experiences, and stress-free journeys.
- Policymakers and industry stakeholders should focus on affordability and accessibility, introducing discounted packages, seasonal promotions, and inclusive travel opportunities to reduce financial barriers.

FINDINGS

a) Primary Purpose for Traveling & Key Motivations

- The most common reasons for traveling are leisure (38.5%), visiting family and friends (22.9%), and business trips (18.1%).
- Educational purposes and religious/health-related travel make up a smaller percentage.
- The top motivations driving travel include relaxation (24.3%), adventure (20.1%), and cultural exploration (19.7%).
- Socializing (18.8%) and professional growth (12.6%) also play significant roles.

b) Major Travel Deterrents

- Lack of time due to work/studies (32.4%) is the biggest barrier to travel.
- Travel restrictions (22.2%), health concerns (18.9%), and high travel costs (18.4%) are other key deterrents.
- Some respondents also cited a lack of travel companions (8.1%) as a reason for traveling less.

c) Travel Concerns: Safety, Cost, and Convenience

- Accommodation quality (31.4%) is the most common concern among travelers.
- Safety and security (20.9%), transportation issues (20%), and budget constraints (18.1%) are also major concerns.
- Cultural and language barriers (9.5%) affect a smaller percentage of travelers but still play a role in decision-making.

d) Influence of Family, Travel Preferences & Changes in Travel Motivation

- 40.9% prefer traveling with family, while 30.5% consider family approval before traveling alone.
- 38.1% prefer a mix of both planned and independent travel, while 34.3% favor planned tours.
- 27.6% of respondents travel less now than before, while 22.9% travel more than before, suggesting lifestyle and financial changes influence travel behavior.
- 36.2% reported no major change in their travel motivations over time

SUGGESTIONS

- **Affordable Travel Options:** Introduce more budget-friendly travel packages, especially for young and solo travelers.
- **Work-Life Balance Initiatives:** Employers should promote flexible work schedules or paid travel incentives to encourage more leisure travel.
- **Enhanced Safety Measures:** Governments and travel agencies should ensure better security and emergency support for tourists.
- **Cultural Awareness Programs:** Tourists should be provided with cultural guides or language assistance to ease travel barriers.
- **Flexible Travel Packages:** Travel agencies can offer a mix of planned and independent travel experiences to cater to diverse traveler preferences.
- **Awareness Campaigns:** Promote the benefits of travel for personal growth, mental well-being, and professional development to encourage more travel participation.

CONCLUSION

This study has explored the major factors that shape both the motivations and deterrents influencing travel behavior. The results reveal that individual preferences, financial limitations, safety perceptions, and external factors such as family obligations and social expectations play a significant role in determining whether people choose to travel. Motivations such as the pursuit of relaxation, adventure, cultural enrichment, and personal growth remain strong drivers. However, these are frequently counterbalanced by barriers including limited time, high expenses, and security concerns, which often restrict travel opportunities.

The insights gained from this research are particularly valuable for stakeholders in the tourism sector. By recognizing the diversity of motivations and constraints across different groups, the industry can design strategies that better meet traveler expectations. Flexible travel packages, affordable options, and stronger safety protocols are among the approaches that could encourage wider participation. In addition, highlighting the personal, social, and even professional benefits of travel may inspire individuals who are hesitant to consider new destinations. Overall, the findings emphasize the importance of striking a balance between

accessibility, affordability, and safety to create inclusive and rewarding travel experiences. Addressing these aspects not only improves customer satisfaction but also contributes to the growth and sustainability of the tourism industry. Looking ahead, future research should focus on the influence of evolving travel trends, technological innovations, and the lasting impact of global disruptions such as the COVID-19 pandemic, which continue to reshape traveler expectations and behaviors.

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