To what Extent do Cultural Differences Diversify Tourism and Travel Behavior and Motivation?

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism, Hotel Management and Operations

Submitted to Ivo Ponocny, PhD

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Vienna, 14 June 2019

Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Tourism is one of the most international industries and serves as a platform for constant exposure of different cultures. Culture has been identified as one of the main driving forces of behavior. Therefore, it is expected that different cultures have diverse behaviors. For the tourism and travel industry, this is imperative to understand and to address, so as to avoid the dilution of the overall tourism experience. In this study, three diverse culture groups were employed to explore to what extent their cultural background impacted on their tourism and travel behavior and motivation(s). The qualitative analysis, notably the thematic analysis, of the obtained data revealed that individuals from diverse cultural backgrounds perceived their respective culture as a strong influencer on their travel motivation. Tourism behavior, however, was rather the result of their respective culture along with their individuality. These findings can be utilized by parties of the travel and tourism industry, as those provide a (subjective) overview on the core differences across individuals from Europe, Africa and Asia.

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1   Introduction

1.1   Relevance

Over the last years and in the light of rapid globalization and internalization, it has become apparent that cultural differences have a significant impact on the field of tourism and travel. People from diverse cultures tend to travel more and, hence, are exposed to each other and their diverse cultural identities (Reisinger & Turner, 2003). For the tourism sector and tourism and behavioral researchers, it is imperative to understand the heterogeneity among cultures and their respective characteristics. Culture and tourism experts repeatedly stress how crucial it is to identify but foremost understand that differences in the cultural identity account for variations in the overall tourism and travel behavior (Kastanakis & Voyer, 2014). Research in the field of culture and behavior gained relevance over the past years, as differences in culture also entail differences in behavior, such as showing emotions, taking action based on values, perceptions and motives (Poortinga, 2015). These are only a few variables, which can prove diversities or similarities between cultures. Nonetheless, there is a need for further studies in the field of culture and behavior, to uncover how and to what extent the behavior of members with diverse cultural backgrounds differs and how it affects tourism and travel. In an attempt to add to the availability of such studies, this culture-comparative study within a tourism and travel context was conducted.

1.2   Research Approach, Research Questions, Aim and Limitations

This thesis aims at uncovering potential cultural differences in tourism and travel related behavior and motivation. Particularly the questions of both the online questionnaire and interviews set a focus on the tourism and travel behavior and motivation context. The researcher, however, does not intend to provide final and holistic conclusions on all aspects of cultural differences in *a) tourism and travel behavior* and *b) tourism and travel intentions*; rather, due to the subjective nature of the data set, she seeks to provide an initial starting point for tourism and travel experts to further acknowledge and assess differences and similarities among heterogeneous culture groups.

This study employs a qualitative research approach utilizing an extensive review of secondary literature, a brief online questionnaire, as well as 10 self-administered interviews. The interviewed sample consists of 14 individuals from three cultural and geographic regions, namely Europe, Africa and Asia.

The overall research question of this bachelor thesis is: *To what extent do cultural differences diversify tourism and travel behavior and motivation?* As this can be understood as a rather broad research topic, this study is narrowed down to three questions relative to previous findings in the respective literature and the researcher's assumptions and interest:

1. *Is there a perceived correlation between culture and behavior?*
2. *Is there a prevalence of differences in travel motivation within the three cultural groups (Europe, Africa, Asia)?*
3. *Do differences in the cultural background account for differences in tourism and travel behavior?*

The obtained data that is utilized to answer the above questions is analyzed and reported through thematic analysis, which enables the researcher to develop two major themes, which are presented in the methodology and analysis chapter. These themes particularly address Questions 2 and 3.

1.2.1   Limitations of Research

As this research is of qualitative and comparative nature, potential limitations should be expected. One limitation of this thesis is the limited timeframe available to collect a suitable sample size that allows the researcher to obtain meaningful diverse but comparable data. A further restraint to this study could be the topic itself. According to psychological and qualitative researchers, participants may not wish to express/reveal authentic statements on their culture and culturally related behavior and motivations (Garaus, 2018; Jang & Cai, 2002). Not being aware of culture being a diversifying factor in behavior in general may also pose a limitation to this research topic, as such participants' statements would distort the overall findings.

1.3 Tour Map

This research study consists of five sections. The first, an extensive literature review, provides a detailed insight on the topics of tourism, culture, values, perceptions and cross-culturalism and its challenges. Towards the end of the first section, general consumer and tourist behavior are presented separately and weighed against each other to highlight the main divergencies and provide the basis for the following subchapter on tourism and travel motivation. A summary of the main topics of interest of the literature review conclude the first section and propose the relationship between, and importance of, culture, tourism and, motivation. Next, the nature and methodology of this research is presented, followed by the analysis chapter. This includes a detailed assessment of the employed sample as well as a quantitative and qualitative analysis and evaluation of the transcribed interview sessions. The final section presents the answers to the three research questions, the overall findings, and the limitations and implications of this study.

2 Tourism and Travel

2.1 Defining Tourism

Tourism is difficult to define, as it is complex in nature on multiple levels. It can take on numerous forms and types and also incorporates other disciplines that are required to provide the basis for tourism and create an overall tourism experience (Burns, 1999; Burns, 2004; Burns, Palmer, Lester, 2010) Given this multidisciplinary nature, it is a challenge to generalize the term tourism and, consequently ignores such disciplines that have their own elements of interest to certain research fields (Burns, 1999). The components of tourism are what make it so complex in nature. Nevertheless, a number of attempts have been made to provide a set of definitions:

"Tourism is best understood as a kind of ritual, one in which the special occasions of leisure and travel stand in opposition to everyday life at home and work" (Gmelch and Kaul, 2018, p. 17).

"Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) …" (World Tourism Organization, n.d.).

 "Tourism comprises the ideas and opinions people hold which shape their decisions about going on trips, and where to go … and what to do or not to do, about how to relate to other tourists, locals and service personnel. And it is all the behavioural manifestation of those ideas and opinions" (Burns, 1999, p. 3).

Looking at the definitions above, it becomes apparent that it needs travelers to start the tourism process. It is the consideration of undertaking a trip, which leads to actions, e.g., booking a flight or engaging with a travel agent, which are part of or trigger tourism processes (Burns, 1999). Therefore, the core of tourism is represented by tourists. It is pivotal to understand that tourism experiences differ in nature. These do not only contrast in the way time is spent during the travel and at home, but also reflect every individual´s nature (for e.g. emotions, needs, motives etc.) (Gmelch & Kaul, 2018).

2.1.1 Importance of Tourism

Tourism is one of the largest industries, provides a significant source for employment and directly contributes to the global economy (Gmelch & Kaul, 2018). According to Statista (2019), tourism and travel contributed 2.57 trillion U.S dollars to the worldwide gross domestic product (GDP) in 2017, and provided one in ten jobs, or 9.9% of the global employment in 2018 (WTTC, 2019). Tourism is a unique form of globalization as it brings consumers and producers into direct contact (Gmelch & Kaul, 2018). Therefore, it is not surprising that it is a source for economic development with great impact on the environment and entire societies. Moreover, tourism leads to cross-cultural contact, which can be the basis of healthy and viable international relations on both professional and personal levels.

As the tourism and travel sector is one of the most international industries that involves contrasting cultures meeting one another, the phenomenon of culture is assessed in the following sections.

2.2 Culture

2.2.1 Definition of Culture

Culture is one of the largest and multidimensional fields of research. Therefore, each definition is somewhat tailored to the theoretical perspective of the respective scientific field (Beugelsdijk, Kostova, Roth, 2016; Boroch, 2016; Reisinger & Turner, 2003). For the purpose of this study, the definitions most relevant to this study´s topic of *Cultural Differences in Tourism and Travel behavior and Motivation* are presented.

Historic definitions state that culture encompasses "collective mental characteristics … and different mentalities" (Hofstede & McCrae, 2004). In the 18th century culture was mainly a matter of interest to the field of philosophy, as philosophers wanted to identify differences due to diversity in the national character. Based on their findings, philosophers then characterized individuals and entire groups based on their national characters. In the early 20th century, the research on culture was primarily conducted by anthropologists, who examined the behavior of individual humans and societies. During the 1920s and 30s, particularly during World War I and

II, culture research gained significant interest and importance, as governments needed to understand their opponents, who among other things had different cultural backgrounds and therefore other characteristics and norms in place (Hofstede & McCrae, 2004). Understanding cultural dependent differences provided an opportunity to prepare for and react appropriately to the opponents. This principle is still applicable for current culture research. Being aware of both cultural similarities as well as differences fosters cross-cultural relationships, drives prosperity for international industries, and diminishes unfavorable experiences (Doran, Larsen, Wolff, 2015; Li, Zhang, Cai, 2013; Reisinger & Turner, 2003).

 "Culture provides a basis for interaction and shared understanding among group members and determines social norms and expectations, ultimately shaping the behavior of individuals and organizations (Hofstede, [1980]2001; Kroeber, Kluckhohn, 1963; Wallerstein, 1990, as cited in Beugelsdijk et al., 2016, p. 31). Corresponding to that, LeVine (1982, p. 4) states that culture functions "as an organized body of rules concerning the ways in which individuals in a population should communicate with one another and toward objects in their environments." Rules or norms within a cultural group are generally accepted by its members who may adapt these, as per their individual nature. Such serve to retain the cultural nature in terms of values, beliefs and social behavior within the cultural group (LeVine, 1982).

2.2.2   Approaches, Concepts, Perspectives

Kroeber and Kluckhohn (as cited in Boroch, 2016) classified the definitions of culture into: normative, psychological, historical, and descriptive. Different scientific fields lay a greater focus on certain aspects of the terminology of culture that are correlated to the interests of the respective scientific perspective (Boroch, 2016; Reisinger & Turner, 2003). For this study the definitions and perspectives of the fields of Behavioral Science, Anthropology and Psychology will be reviewed:

In **behavioral science**, culture is recognized to specify behavioral norms of individual human cultural groups. Behavioralists stress the importance of understanding the discrepancies in behavior of diverse cultures, as this influences the quality of future interaction between individuals of distinct cultures (Reisinger & Turner, 2003).

The anthropologian perspective views culture as a construct, which comprises "the distinctive human forms of adaption and the distinctive ways in which human populations organize their lives on earth" (Harris, 1983; LeVine, 1982, as cited in Reisinger & Turner, 2003). It is understood that individuals have collective and individual goals, which are attained through intrinsic motives, as well as cultural patterns that vary across cultural societies (LeVine, 1982; Poortinga, 2015). Moreover, anthropologists believe that culture forms the personality of an individual, which has a significant effect on the culturally dependent as well as universal behavior (Hofstede & McCrae, 2004).

The psychological approach to culture is similar to the anthropologian perspective. It views culture as a non-material construct that consists of intrinsic elements like values, morality, beliefs, perceptions, and attitudes.

Generally accepted, culture is a theory that incorporates a whole number of elements, which make it to what it is (Beugelsdijk et al., 2016; Reisinger & Turner, 2003). Those elements will vary across cultures and emphasize the respective culture's nature. Numerous definitions of culture make it challenging to generalize the term (Hofstede & McCrae, 2004). It is manifested, however, that the terminology has changed over time (Beugelsdijk et al., 2016; Kluckhohn, 1944, as cited in Reisinger & Turner, 2003). Current scholars agree that culture is a constitution of values, beliefs, knowledge, rules, norms and patterns that guide and lead to a certain behavior (Beugelsdijk et al., 2016; Kroeber and Kluckhohn, 1952, as cited in Boroch, 2016). According to Hong (as cited in Poortinga, 2015, p. 312), culture is "the shared knowledge in a group." That knowledge contains the respective norms, beliefs, values and actions of a cultural group. The members of such, however, are not obliged to fully align with those elements (Poortinga, 2015).

Further findings and implications of Hofstede state that culture is intangible, applicable to a specific larger group, and functions as a behavioral guide (Matusov & Marjanovic-Shane, 2016). Although several definitions state that culture incorporates elements that serve as guide for its members, the individuals of the group may not be fully aware or conscious of the fact that they are following a certain framework (Moutinho, 1987). When referring to such elements or tools that serve as a behavioral guide for the individual cultural group, culture can also be

considered as a pattern. According to Matusov and Marjanovic-Shane (2016), when culture is seen as a pattern, then the members of a cultural group are used to it and may also act in accordance with it. This implies that everyone perceives the culture as his or her nature. Referring to culture as a pattern, however, does have limitations, as cross-cultural relations and multiculturism are not considered (Matusov & Marjanovic-Shane, 2016; Poortinga, 2015). Instead, cultural groups are bound to their standards and might neither accept, nor be accepted by, different cultures, due to discrepancies in norms. Matusov and Marjanovic-Shane (2016) brought forward that culture does not exist as an individual entity, as another diverse culture is required to create the concept of culture. In other words, culture and cross-cultural experts agree that only cultural contact, for example, individuals with diverse cultural identities meeting one another, is what creates culture in the first place.

In theory Culture provides "a particular stable way of acting, behaving, doing, knowing, and mediating things and relating to and communicating with other people" (Morra & Smith, 2006; Oswell, 2006; Rogoff, 1990; Vygotsky, 1978, as cited in Matusov & Marjanovic-Shane, 2016, p. 2). It is widely discussed whether culture is inherent or rather a learnt behavior (Boroch, 2016; Hofstede & McCrae, 2004; Matusov & Marjanovic-Shane, 2016; Poortinga, 2015). According to social cultural anthropology, "Children, when they are born, are without culture, and almost without social relationships … Social relationships, then, expand with maturation; new culture is demanded in which to respond to other people so that the relationships are possible" (Bohannan, 1963/1971, p. 20, as cited in Hofstede & McCrae, 2004, p.54). Behavioralists and consumer behavior research agree that the culture of an individual evolves with time and is dependent on several external factors that ultimately form the behavior: "Elements of culture are transmitted from one generation to another and serve to shape human behavior, implying explicit or implicit patterns of and for behavior" (Moutinho. 1987, p. 7; Poortinga, 2015).

2.2.3 Biculturalism

Cultures are to be understood as whole systems that comprise certain elements, which may not appear logical or adequate to another highly different culture. The culture an individual grew up with impacts on personality and behavior (Grosjean,

2013; Poortinga, 2015). However, a member of a cultural society can switch between cultures, if he or she encountered and lived under multiple cultures throughout his or her maturation. This is referred to as biculturalism. Bicultural people can, therefore, partially switch in-between and adapt their cultural characteristics (Grosjean, 2011; Kastanakis & Voyer, 2014). In most cases observed, bicultural individuals also combine cultural characteristics from their multiple cultures and use respective elements in daily life (Grosjean, 2011; Grosjean, 2013; Poortinga, 2015). Kastanakis and Voyer (2014) for example found that "bi-cultural Chinese born people describe themselves in terms of their own internal traits and attributes when using English but describe themselves in relation to others when using Chinese". This example can be related to the concept of individualism and collectivism, as the individual can switch between his/her personal internal and external collective group self. Biculturalism entails several advantages, in particular in the light of the rapid internationalization. People with more than one cultural background are more likely to have more diverse social networks, be aware and more open to cross-cultural contact (Grosjean, 2013), and adapt quicker than those, who might have been exclusively exposed to one culture.

2.3 The Field of Culture Research – Hofstede´s Model of Cultural Dimensions: Relevant Dimensions to this Research Study

Research on culture dates way back in time and several pioneering publications such as Kroebers and Kluckhohn´s (1952) work *"Culture. A Critical Review of Concepts and Definitions", Hofstede´s (1980) "Cultures Consequences",* and *Hofstede´s study of Cultural Dimensions*, are still applicable for current studies on culture (Boroch, 2016; Hofstede & McCrae, 2004; Beugelsdijk et al., 2016). Particularly Hofstede´s Cultural Dimensions is one of the most considered frameworks when conducting research in the fields of culture, business and management, and communication. Stahl and Tung (as cited in Beugelsdijk et al., 2016) specify that especially international business can benefit from the findings and implications, as those can help to develop management techniques, which value cultural diversity.

Hofstede´s study was conducted between 1967 and 1973. Through surveys, basic and situational attitudes of IBM employees from different countries were examined. The study comprises six dimensions where each dimension represents a significant aspect of culture. All dimensions together portray the effects that culture has on a society as a whole in terms of values and behavior. Differences in values and notably in behavior are accepted as core diversifying elements among cultures, since they lead to specific behavior in given situations (Geert Hofstede, n.d.; Matusov & Marjanovic-Shane, 2016; Moutinho, 1987; Poortinga, 2015). Initially Hofstede´s model consisted of four cultural dimensions. In 1980 and 2010, however, two further dimensions were added, as listed below (Beugelsdijk, et al., 2016). Those dimensions most relevant to this study on *Cultural Differences in Tourism and Travel Behavior and Motivation* are briefly explained:

1. Power Distance
2. ***Collectivism vs. Individualism***

Individualism prevails in societies in which the ties between individuals are loose and everyone is expected to look after themselves and the immediate family. Conversely, collectivism marks societies in which individuals are part of strong in-groups, such as family, country and cultural groups. Therefore, collectivist cultures have a distinct "we" identity, whereas, individualistic cultures identify themselves with "I". Overall, this dimension evaluates if a culture places an emphasis on being on one´s own or part of a group.

3. ***Uncertainty Avoidance***

This dimension describes the extent to which a culture encourages or is ready to face the unknown. Cultures with a high uncertainty avoidance have clear standards in place, which, if followed, reduce variation and ensure structured rituals. Cultures with a low uncertainty avoidance, however, have a high tolerance for uncertainty and engaging in new experiences.

4. Masculinity vs. Femininity
5. Long-term vs. Short-term Orientation
6. ***Indulgence vs. Restraint***

The latest extension to Hofstede´s model evaluates the level of happiness of different cultures. An indulgent culture lays a focus on enabling things that meet the needs of the individual members, such as freedom and embracing personal desires. Restraint societies on the contrary, dampen the control of the individual's freedom and hence, his/her subjective happiness, by having strict social norms in place.

(Geert Hofstede, n.d.; Jungwirth, 2018; 10 minutes presentations with, 2015; 10 minutes with, 2014)

To some extent, similarities in the six dimensions of Hofstede can be recognized. In particular, these three dimensions relevant for this study and their interconnections will be briefly presented in the following chapters.

2.4 Values

Roccas and Sagiv (2017, p. 3) state that "values are cognitive representations of basic motivations. They are abstract, desirable goals, relatively stable over time and across situations. Values vary in their importance; the higher a person attributes importance to a value, the more likely he/she is to act in ways which promote that value´s attainment." Values determine what individuals perceive as right and worthy and therefore serve as guide to act in accordance. In general, people are in favor of their own value systems and only adapt these due to major life or social transitions or if they wish to make a change about themselves, for instance, engaging more in new opportunities that might entail some risk (Kostina, Kretova, Teleshova, Tsepkova, Vezirov, 2015; Roccas & Sagiv, 2017). Several scientific fields are convinced that values are determinants of concepts such as perception, attitude, behavior, standards, motivation and needs (Matusov & Marjanovic-Shane, 2016; Reisinger & Turner, 2003; Roccas & Sagiv, 2017). These concepts ultimately shape a human beings' intrinsic motives, needs, and impact the behavior towards his or her environment (Beugelsdijk et al., 2016), which, for this research study, is of significant relevance.

2.4.1 Values and Culture

Values are a fundamental component of culture and are used for evaluation processes of either single individuals or entire populations (Li et al., 2013; Roccas & Sagiv, 2017). According to Kostina et al., (2015) "the system of values is determined by ethnic, ideological, religious priorities and preferences prevailing in a certain ethnic group …". Therefore, social relationships and the appropriate manner of interaction among homogenous and heterogenous ethnic groups are determined by value systems (Kostina et al., 2015). Kluckhohn and Strodtbeck (as cited in Reisinger & Turner, 2003) separate the concept of values into personal values and cultural values. Researchers also refer to cultural, moral, political and legal values. To a certain extent people refer to their own or common value system to stay in line with the pre-determined standards (Kostina et al., 2015; Moutinho, 1987; LeVine, 1982). Overall, values can characterize an entire cultural group of individuals and also serve as a unit of difference.

Values are a commonly used unit of comparison in cross-cultural studies and provide proof that similarities but also differences exist in how much emphasis a certain value is given. Thus, it is very important to research values, so as to understand certain behaviors across diverse cultures (Roccas & Sagiv, 2010, as cited in Roccas & Sagiv, 2017). Core differentiating units of comparison across cultural groups can, once again, be linked to the characteristics of Hofstede´s six cultural dimensions, such as: loyalty towards others, attitudes toward the social environment, level of communication, portraying emotions, motives that drive actions, and readiness for risks (Hofstede & McCrae, 2004; Jungwirth, 2018; Reisinger & Turner, 2003). "Ecology, economy, education, emotions, family, leisure and friends, society and nation, health" are further values that were gathered through the World Values Survey, which assesses the importance of certain values using the public opinion (Hofstede & McCrae, 2004, p. 60).

2.4.2 Values in the Tourism and Travel Context

Previous studies found that values lead to behavioral actions, in particular in the tourism and travel context (Kastanakis & Voyer, 2014; Li et al., 2013; Reisinger & Turner, 2003). Values can predict tourist behavior and travel motives. Research

methods supporting this finding include the Values, Attitudes, Lifestyle (VALS) technique, the Value Profile and the Value Scale. All methods assess individual values and whether and to what extent these determine any tourism and travel related decision (Shih, 1986; Pitts & Woodside, 1986; Pizam & Calantone, 1987, as cited in Reisinger & Turner, 2003).

2.5   Perception

2.5.1   Defining Perception

Perception is regarded a pre-behavioral process that can drive and shape behavior (Kastanakis & Voyer, 2014). This process is a constitution of realizing, understanding and interpreting elements from the external environment one is exposed to. More precise, perception includes receiving, selecting, acquiring, transforming and organizing the detected information through the human senses (Barber & Legge, 2017; Moutinho, 1987). An individual can formulate perceptions of things, people and messages. How one perceives the external environment, however, does not conform with, but is rather a modification of reality, which is influenced by the individual's values, norms, interests, experiences and attitudes (Crhanová, 2011; Reisinger & Turner, 2003). According to Singer (1987) "the way we respond to the external world is primarily the result of how our cultural filters influence what we see, hear, smell, feel and taste" (as cited in Crhanová, 2011, p. 27). Throughout the perception process, the actual experience of an individual is shaped and produced, which then serves as a first impression. Based on that impression, people then decide how to proceed further.

2.5.2   Theory of Perception

Perception is a three-staged process, which ultimately leads to forming perceptions. Sensing represents Stage 1, which allows people to become aware of stimulations of their external environment. Generally, it is believed that solely what is meaningful to an individual is perceived and dealt with, unlike unimportant stimuli, which are rather ignored. In stage 2, people deal with and organize the information by summarizing the perceived and classifying it into units of similarity, comparison, or

contrast. This categorization of units enables individuals to develop a system of meaningful knowledge of the social environment, which they can refer back to throughout life. In Stage 3, the final and highly individual and therefore subjective stage is interpretation-evaluation. During this phase, the stimulations are interpreted and evaluated in accordance with (the) personal and familiar criteria. Studies found that interpretation as well as the subsequent evaluation process are impacted by culture, past experiences and social contexts (Crhanová, 2011; Jandt, 2012). How and what people perceive in situations throughout life is not solely determined by the intrinsic nature of the stimulus object, but also by the personal value and need systems of social groups – cultures (Moutinho, 1987).

2.5.3   Perception and Culture

Several scientific fields agree that culture influences how information is absorbed and processed, which in turn implies that culture also shapes perception (Han, 2015; Kastanakis & Voyer, 2014). "Perception and thought are not independent of the cultural environment" (Jandt, 2012, p. 59), as sensing combines internal processes (e.g., demographical, psychographic and the five human senses) processes, as well as external (e.g., social, geographic, economic) factors that trigger such intrinsic processes (Reisinger & Turner, 2003). In other words, the formulation of perception is, among other things, highly correlated to cultural belonging (Han, 2015; Jandt, 2012; Kastanakis & Voyer, 2014).

Culture affects perception in so far as value systems and common cultural needs and standards are believed to be central to reality. Components of culture are pivotal when it comes to the stages of the perception process, as the meaning an individual assigns to the observed stimuli and its information is in close relation to the conform cultural elements. This allows members of diverse cultures to then categorize such as either familiar, similar or contrasting. This also explains that people of diverse cultures might react very differently to the same situation (Kastanakis & Voyer, 2014). Members of the same culture are used to common characteristics, such as, a certain age or social group and their behavioral standards. Those features, however, might not be applicable for people of other cultural groups and therefore result in different interpretations and perceptions. Unfortunately, this may also result in ethnocentrism or lead to greater challenges of (cultural) diversity (Crhanová, 2011).

Cultural discrepancies in how individuals perceive their external environment have also been approached using the theory of individualism and collectivism. Western cultures (individualists) and eastern cultures (collectivists) perceive themselves and their surrounding differently. Individualists perceive a strong independent "self-versus" and collectivists tend to link their "self-construal" to the social and community context. In theory, collectivist cultures evaluate the sensed stimuli through seeking for connections and attributing the observed to a group. Conversely, the information processed by individualistic cultures is connected to single units (Kastanakis & Voyer, 2014). This means that, for instance, collectivists might say that **all** Brits are like this, while individualists attribute observed things to a single unit and make it situation dependent. In reality, however, commonly people are both: self-centered and can also adapt to match their external social surrounding.

2.5.4   Perception and the Decision-making Process in Tourism & Travel

Perception plays a crucial role when it comes to decision-making, as it strongly influences evaluation and judgmental processes. The information processed will either result in engaging in the action, such as purchasing a product, no longer considering it, or going for an alternative (Moutinho, 1987).

Within the tourism and travel context, travel preferences are the result of "perception of benefits" (Moutinho, 1987, p. 20). In other words, during perception processes the individual considers the greatest source for value creation of each alternative and ultimately chooses the one that matches his or her systems of value and needs the most (Moutinho,1987). This results in the purchasing of a specific tourism product, such as a weekend trip to Paris, and the discarding of other options.

As the perception process also includes grouping stimuli, individuals are likely to pick destinations over another, as the features might be familiar to the person or simply because the needs are met. Hence, the attractiveness of a location can also be shaped by perception of benefits. Alternatives that were considered throughout the evaluation process, remain as either viable or neutral options or might be discarded (Reisinger & Turner, 2003). The same applies to the communication between

members of different cultures – travelers interacting with locals and vice versa. Reisinger and Turner (2003) state that "… tourist pre-travel perceptions of the visited hosts change as a result of their holiday experience … and tourists can modify their perceptions regardless whether their perceptions are negative or positive" (p. 158). Therefore, it is crucial for tourism institutions to be aware of and assess perceptions of tourists (Kastanakis & Voyer, 2014). Additionally, it would be of advantage if travelers and locals of host countries were open to cross-cultural relations.

2.6 Cultural Differences – Cross-Culturalism

The study of culture involves identifying and understanding cultural differences (Boroch, 2016). Wallerstein (as cited in Reisinger & Turner, 2003) states that culture embodies differences and that these are obvious. Differences in cultures and systems are only recognized when encountering another culture with different elements and diverse norms (Doran et al., 2015; Matusov & Marjanovic-Shane, 2016). Overall, when culture is explored, comparisons are made between cultures and their either homogenous or heterogenous components. According to Reisinger and Turner (2003), the degree of differences between cultural groups depends on the comparison of their cultural dissimilarity.

2.6.1 Cross-Culturalism

The study of cross-culturalism has become indispensable nowadays with increasing globalization and internationalization. People tend to travel more for both leisure and business reasons, which automatically entails that they will meet new people and are exposed to other cultures. Within an international context this is referred to as intercultural relations (Poortinga, 2015). Cultural differences exist and do have significant impact on the quality of interaction (Kostina et al., 2015; LeVine, 1982; Poortinga, 2015). Variations in behavior have been associated to cultural differences (Han, 2015; Poortinga, 2015). Therefore, research in the fields of culture and cultural differences are required and imperative to foster an international understanding and raise awareness (Han, 2015; Pearce, 2005). Comparative culture studies assist in creating a positive and viable dialog across cultures (Kostina et al., 2015).

Unimpaired communication among diverse cultures provide a chance to detect issues before they might transform into challenges, which again is in favor of cross-culturalism and all parties involved (Kostina et al., 2015; Matusov & Marjanovic-Shane, 2016). According to psychological and behavioral studies, common points of comparison in cross-culturalism lay within human behavioral traits of individuals with diverse cultural identities (Han, 2015). Literature in the field of comparative culture research commonly compares western and eastern cultures, as significant differences can be observed. Classifying cultures and their different behavioral features is an important amendment to the tourism and travel behavior framework and allows researchers and managers to understand, adapt and improve (Pearce, 2005).

2.6.2 Cross-Cultural Psychology

As this research study focusses on exploring and analyzing differences among heterogeneous cultures, the study of cross-cultural psychology, also referred to as CCP, will be considered. Cross-cultural psychology is accepted as a subdiscipline of the field of psychology. According to Berry et al. (as cited in Poortinga, 2015, p. 311), "Cross-cultural psychology is the study: of similarities and differences in individual psychological functioning in various cultural and ethnocultural groups …". CCP states that every culture constitutes its very own standards in terms of values, beliefs and actions, which are solely understood and accepted by the members themselves (Poortinga, 2015).

Exploring cultural differences and similarities allows to uncover units of comparison, enables benchmarking, and to categorize findings, which facilitates further research in the field of cross-cultural consequences (Hofstede & McCrae, 2004). Experts in the field are convinced that emotions should be accepted as a core differentiating variable. Emotions have the power to impact intrinsic elements such as perception and attitude, which will ultimately lead to behavioral patterns (Kostina et al., 2015; Poortinga, 2015). CCP states that the culture of an individual can determine whether it would be appropriate to act on the inner motives or not (Matasumoto et al., 2008, as cited in Poortinga, 2015). In other words, although emotions are highly individual, the cultural characteristics a person is familiar with, may prescribe the appropriate way to act.

2.6.3 Culture and Behavior

The study of cross-culturalism stresses the correlation between behavior and culture (Poortinga, 2015). Experts found that there is also a correlation between culture and personality (LeVine, 1982), which implies cross-cultural discrepancies in parts of the individual personality and cultural behavior. This again has an impact on how individuals perceive their surrounding and their decision-making process when planning action (Moutinho, 1987; Poortinga, 2015; Reisinger & Turner, 2003). Research on culture gained increasing relevance as it became clear that differences in the cultural identity inevitably result in different behaviors (Poortinga, 2015). In terms of Cultural Differences in Tourism & Travel Behavior and Motivation, variations in behavior affect perceptions and attitudes towards the host country that might have other cultural norms and hence different standards in service provision.

As behavior is impacted by culture, differences in culture entail differences in behavioral norms and actions (Boroch, 2016; Kang & Moscardo, 2006; Pearce, 2005; Poortinga, 2015; Reisinger & Turner, 2003). Cross-cultural research views the behavior of individuals as "the result of their cultural value system, which is developed over time as they are socialized into a particular group, and influenced by societal culture" (Li et al., 2013, p. 5). Culture on its own does not fully account for the behavior of a person, but it rather affects the development of the individual during maturation (Hofstede & McCrae, 2004; Matusov & Marjanovic-Shane, 2016). This coincides with the limitations of Hofstede´s cultural dimension model, which does not separate culture from country. Equating country with culture would be too simplistic, as it is too general for cross-cultural studies (Beugelsdijk et al., 2016). Psychological characteristics and environmental factors play a crucial role on how a person develops throughout life. Therefore, comparisons about divergencies in behavior should only be made across psychologically varying cultures that allow meaningful and representative statements (LeVine, 1982; Poortinga, 2015).

In culture-comparative research, diversity in behavior can be attributed to psychological components such as perception, values and moral, which vary across cultures (Kostina et al., 2015). Researchers in the field of culture and psychological behavior refer to two approaches that differentiate the impacts culture has on behavior of people:

1. *Universalism* states that there are universal psychological processes, which are shared by all people, but that those will vary from culture to culture. This approach enables to detect and compare meaningful differences.

2. *Relativism* considers that each culture has its own code of conduct and should not be compared to another cultural group and its system. It specifies appropriate social standards and guides the humankind with (taking) behavioral actions.

                    (Berry et al., 1997, as cited in Poortinga, 2015; Li et al., 2013)

Throughout academic literature, there are detailed assessments of differences in behavior across diverse cultures. Distinctive elements that influence behavior are: environment, such as family and cultural surrounding, gender, personal traits and motives, age, knowledge and previous experiences (Kang & Moscardo, 2006; Kostina et al., 2015; Pearce, 2005). Reviewing those, a connection to three dimensions of Hofstede´s model becomes apparent: a) Individualism vs. Collectivism, b) Uncertainty avoidance, c) Indulgence vs. Restraint.

2.6.4   Common Cultural Differences

Uncovering detailed elements of differences among cultures that serve as units of comparison has been a primary goal of culture and behavior research as of the 90ies (Doran et al., 2015; LeVine, 1982; Matusov & Marjanovic-Shane, 2016; Reisinger & Turner, 2003). The concept of tight-loose cultures by Gelfand et al. (as cited in Beugelsdijk et al., 2016, p.34) is a further manifested concept used for culture-comparative studies. It allows to collect and identify individual data, which can then be used to make assumptions about an entire (cultural) population.

Common identified differences across cultural groups are: "differences in the emotional reactions, thought processes, motives, character traits, intellectual capacities, psychopathologies …" (Kastanakis & Voyer, 2014; LeVine, 1982, p.11). In general terms, Eastern and Western cultures and their differences have been assessed or compared. While, for instance, it is common for eastern cultures to consider more than one option and to weigh out collective benefits, westerners tend to narrow down options and choose one (Han, 2015). This allows each group to reach the highest level of personal fulfillment (Kastanakis & Voyer, 2014).

Differences in emotions and behavior of both cultures have also been observed. Asian cultures appear to be rather reserved in terms of expressing clear emotions, whereas Western groups, such as the Americans and Europeans, have been characterized to portray emotions in form of "cheerfulness, physical gestures, enthusiasm, as well as emotional arousal (Doran et al., 2015; Han, 2015).

2.6.4.1 Individualism & Collectivism

In the field of culture and cross-cultural research it is common to classify cultures into individualistic vs. collectivistic culture societies (Beugelsdijk et al., 2016; Hofstede & McCrae, 2004), one of the six cultural dimensions of Hofstede: *Individualism vs. Collectivism.* Individualism and collectivism are established social theories, which can be traced back to the 19th century and are particularly relevant for the fields of sociology and anthropology (Kim & Lee, 2000). Individualists strive for autonomy and emotional independence, whereas collectivists are interested in the collective well-being and solidarity (Geert Hofstede, n.d.). European and American countries have been classified as individualistic cultures and Asian, Latin American, and parts of Oceanian regions as collectivists (Geert Hofstede, n.d.; Han, 2015; Kastanakis & Voyer, 2014; Kim & Lee, 2000). In a broader sense, the dimensions of Hofstede can be applied to regions. For instance, collectivistic cultures, in particular those from East Asia, tend to have a high uncertainty avoidance and remain with clear structured procedures (Jungwirth, 2018). Countries that emphasize individualism, however, engage in new opportunities, are willing to take risks and are in favor of low-power distance that entails mutual trust, autonomy and owning responsibility (Geert Hofstede, n.d.).

2.7 Challenges of Cross-Culturalism

Cultural diversity can lead to challenges if not addressed or understood appropriately. Individuals with different cultural identities have diverse codes of conducts, value sets, communication and behavioral manners, and perceptions, which can pose barriers for cross-cultural relations and lead to miscommunication, confusion, negative perceptions and beliefs about certain cultural groups (Poortinga, 2015; Reisinger & Turner, 2003). Common challenges described in recent culture-comparative studies were stereotyping, ethnocentrism, prejudices and discrimination, all of which unfortunately dilute positive inter-cultural relations and communication.

Cross-cultural variations are observable, as personal experiences with other cultures directly show the heterogeneous elements that one is not used to (Crhanová 2011; Levine, 1982). In the very moment a person from culture A encounters one from culture B, the differences in the core cultural elements: language, appearance and behavior, are obvious (Crhanová 2011; Kostina et al., 2015; Matusov & Marjanovic-Shane, 2016; Reisinger & Turner, 2003). Deeper embedded characteristics of an individual that are partially based on cultural background, however, are not detected immediately, but can only be verified through closer observation of the actions of the individual. As a consequence, faulty simplifications and over-generalizations based on self-fulfilling prophecies are attributed to a culture. This again results in pre-set qualities and traits that are assigned to the individual members of a respective cultural group (Matusov & Marjanovic-Shane, 2016). Dealing with situations differently or behaving in another manner than one is used to is commonly sufficient information for people to attach imprecise images, that then evoke certain characteristics (Crhanová 2011). It is common that individuals, but also entire cultural groups categorize others, which they perceive as different, into cultural patterns. Such patterns include the believed, not always true, human qualities of the members of a particular cultural group. Typically *German, Arab, Polish, or Asian* are common group stereotypes that are used to describe an individual, based on his or her behavior (LeVine, 1982; Kostina et al., 2015). An important question that should be considered, is how sensitive an individual with a certain cultural background is regarding interaction with others, as well as how

much he or she knows about other cultures and their norms. "For example, some cultures perceive certain simple gestures as positive (e.g. a thumbs up signals approval in American and European cultures), whereas others view them as negative (Islamic and Asian cultures consider the same gesture as offensive)" (Kastanakis & Voyer, 2014, p. 3).

2.7.1 Stereotyping

Stereotyping is one of the most common pitfalls of cultural diversity. Yet, this is not surprising, given the lack of thorough research in the field of cross-cultural behavior, relations and challenges, as well as limited individual personal knowledge (Hofstede & McCrae, 2004). Lacking such data results in simplifying and generalizing differences, which again lead to prejudices towards certain cultural groups (LeVine, 1982). In previous culture studies it has become apparent that it is the national identity of an individual which is often attached to stereotypes or hasty prejudices (Hofstede & McCrae, 2004). This can be explained by the broadness of the term *national character*, which leaves room for interpretation and simplifications if not assessed accordingly (Beugelsdijk et al., 2016; Kostina et al., 2015; Pearce, 2005). Encountering differences in behavior, appearance, and values are often thought to be related to the national or cultural background people belong to. Therefore, ethnic stereotypes are not surprising and rather serve to provide a general idea or image about the attributes of a cultural group and its individual members. Such features or characteristics of people, however, do not have to hold true but can be deceptive (Kostina et al., 2015). It manifested, however, that differences in behavior, appearance, and values etc. can not only be detected on a national level but rather on multiple levels: "cultures exist among many different social groups, including regions, generations, and socioeconomic groups" (KLG, 2016, as cited in Beugelsdijk et al., 2016, p. 33).

2.7.2 Culture Shock

Cross-cultural contact entails culture shock, which refers to the difficulties of encountering, meeting, communicating with and adapting to a new culture (Pearce, 2005). Culture shock can also lead to discrimination and creation of unfavorable reputations of certain cultural groups (Matusov & Marjanovic, 2016; LeVine, 1982).

Initially, the term "culture shock" was only applied within the business sense (workers or students adapting to new locations and positions). Oberg defined the process of culture shock as a "feeling of anxiety resulting from the new environment and lack of being aware what to do" (Crhanová, 2011, p. 45). Since the 80s, the term has also become relevant for tourism. Culture shock within the international tourism context refers to "the difficulties of operating in a foreign culture" (Pearce, 2005, p. 129). "Cultural, physical, orientation components, and daily hassles" have been identified by Oberg as core elements of culture shock (Pearce, 2005). Particularly physical and cultural components can easily lead to an individual experiencing culture shock, when the familiar norms, values and behavioral attributes differ significantly (Crhanová, 2011). People may have difficulties in conceiving different manners, communication patterns and social performance, which does not conform with their known standards and therefore then, experience stress and discomfort.

2.7.3   Ethnocentrism

The term ethnocentrism defines the perception that one´s very own culture is the superior and only appropriate culture (Crhanová, 2011). This phenomenon can be found in every culture, which is naturally convinced of its respective values, standards, and behavior. In other words, their culture becomes or is a reality for its members, who can then formulate a biased perception of those who do not conform behavior- or value-wise. The bias perception can easily lead to further pitfalls of cross-cultural diversity, such as stereotyping and discrimination.

Ethnocentrism hinders cross-cultural interaction and relations, since cultural differences are not accepted but rather perceived as wrong and in need of development to match the believed rightful own cultural reality (Crhanová, 2011; LeVine, 1982). Denial and defense are human mechanisms that become apparent as soon as individuals encounter something or someone unknown (Rettenwender, 2013). The more ethnocentric a person or an entire cultural group, the higher the chance that exposure to cultural diversity will be avoided.

Particularly for international environments as the tourism and travel industry, ethnocentrism poses a significant barrier. If individuals have an ethnocentric tendency, then their intentions to engage in tourism and travel activities that imply

meeting people with and from diverse cultural backgrounds, will be rather low. On a business level, this interferes with the performance of all parties involved in the tourism industry (Li et al., 2013; Pearce, 2015).

2.7.4 How to deal with Cross-Cultural Challenges

Challenges of cultural diversity, however, can be overcome. Allport´s verified contact hypothesis assumes that "under favorable conditions, contact and sharing among members of various groups will promote mutual acceptance" (Poortinga, 2015, p. 315). Another solution to minimizing the unfavorable effects of cultural diversity would be the promotion of learning about the differences that exist beyond one´s own culture. Research has provided evidence that particularly in the fields of business and international management, training programs to those preparing for job transitions into different countries and, hence, cultural environments function to familiarize individuals with the common rules and customs of the other culture, as well as portray the main differences compared to their own respective cultural familiarities. Accepting that discomfort and caution are natural human responses to the new or unknown, is a necessary step to appropriately addressing challenges of cross-cultural contact (Crhanová, 2011).

Multiculturism requires mutual respect and acceptance of differences among heterogeneous culture groups and is therefore perceived an infinite concept to promote cultural diversity on a healthy and viable level. Multiculturalism is the favored framework by culture (comparative) researchers, as in the long run it is expected to significantly reduce challenges of cross-cultural communication (Poortinga, 2015). Political parties, however, criticize the concept of multiculturalism, as it is dependent on two factors that cannot be controlled: cultural maintenance and cultural acceptance (Ng, 2015). The latter explains the level of acceptance either a cultural group, host destination or single individual has of members of diverse cultural societies. Cultural maintenance on the other hand concerns those who travel to other locations in which the culture differs significantly and either adapt or maintain their cultural standards. To contextualize this, Ng (2015) brought forward that "strong cultural maintenance by immigrants and weak cultural acceptance by host societies lead to separation and marginalization … and weak cultural maintenance by immigrants lead to assimilation into host society

cultures. When the host society is more accepting of ethnic minority cultures, cultural maintenance can lead to positive outcomes such as better immigrant integration and economic advantages for the host country."

A second approach, the so-called diversity model, was developed to ensure that although differences occur, every individual is of equal quality. It shall function as a promoter for cross-cultural relations (Matusov & Marjanovic, 2016). Similar to the concept of multiculturalism, the diversity model also serves as an approach to preserve and conserve healthy and favorable cross-cultural relations, while maintaining the cultural boundaries. This implies that each culture is its own entity and separated from other cultures.

2.7.5 Cross-Culturalism in the Tourism Industry

As the tourism and travel sector is one of the most international industries that involves contrasting cultures, it is not surprising that the phenomena of culture shock, stereotypes, ethnocentrism and cultural bias can pose challenges for tourists, locals and tourism institutions.

2.8 Consumer and Tourist Behavior

2.8.1 Consumer Behavior and the Decision-making Process

According to Engel, Blackwell and Miniard (1995), consumer behavior consists of "all activities directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precede and follow these actions" (as cited in Cohen, Girish, Prayag, 2013, p. 882). The consumer behavior (decision) process refers to the period in which the potential consumer considers acquiring and using a certain product or service of choice.

As consumer behavior is a constitution of several factors, it is challenging to properly address each factor alone and to make general acceptable assumptions on those. The complexity of consumer behavior can be simplified using models that put influencing factors of consumer behavior into contexts (Swarbrooke & Horner, 2007). Identified factors, which impact decision-making processes are: level of

information, social elements, such as family, cultural society and reference groups, as well as intrinsic attributes that evaluate factors such as price, quality and service (Andreason, 1965; Nicosia, 1996, as cited in Horner & Swarbrooke, 2007; Moutinho, 1987). In general, however, each scientific field can refer back to certain decision-making processes that match its research objectives best. As this study lays a focus on tourism and travel, the tourist decision process is of importance. It consists of external and internal stimuli mentioned in more detail in the following chapter of tourist (consumer) behavior. In order to differentiate behavior decision processes between individuals, research uses two approaches: a) routine decision-making and b) extensive decision-making. While some people tend to gather detailed insights on a product and have a number of already evaluated alternatives ready, individuals using a routine decision approach tend to act and react fast paced and base their expectations on existing knowledge and perceptions (Moutinho, 1987).

2.8.2 Tourist Behavior

Consumer behavior is rather complex in nature, as it is bound to multiple internal and external determinants. Tourist consumer behavior can be even more complex than regular consumer behavior, since the decision to purchase a tourism product is primarily of emotional nature. There is a great chance that the purchase will be of significant worth, as, for example, a long due holiday became reality, which allows escaping the ordinary and seeking novelty (Horner & Swarbrooke, 2007).

Tourist behavior includes experiences that cannot be copied or manipulated. Moreover, core components of purchasing a tourism product are intangible, which implies that individuals need to make a decision based on previous knowledge, internal motives and perception. Tourist consumer behavior can be influenced by "culture, demographics, social networks, personality, values, experience, attitudes", which Pears (2005) views as the intrinsic motives of a tourist (Pearce, 2005, p. 17).

In order to understand the behavior of tourists, travel destinations, transportation means, marketing efforts, and travel time need to be taken into account, as they play a crucial role for the tourism industry (Moutinho, 1987). All of the above determine the travel decision-making process of an individual and are impacted by the earlier mentioned psychological elements. Consumer values can ultimately

shape behavior and lead to certain actions, emotions and judgements. As outlined in Chapters 2.4 (Values) and 2.7 (Challenges of Cross-Culturalism), values and perception can determine whether a trip is undertaken and whether it can serve or match the systems of needs and desires (Cohen et al., 2013).

2.8.3 Consumer Behavior versus Tourist Behavior

According to previous research, general consumer behavior should be differentiated from specific tourist behavior for a variety of reasons. Tourist (consumer) behavior is long-termed and includes experiences, which cannot be copied or manipulated. Consumer behavior, however, is short-termed, as it primarily focusses on the choice and satisfaction of a product (Pearce, 2005). A striking differentiator is that tourism is rather a service than a product and encompasses stages which go beyond the individual's behavior. This is also what affects consumer behavior of tourists in other ways, because the service provided is often intangible and cannot be tested in advance. Therefore, potential travelers will go through a diverse decision making and consumer behavior process than those who might acquire tangible products. Not only does one need to consider financial means, time and social appropriateness but also psychological factors, which will vary across individuals and diverse cultures (Horner & Swarbrooke, 2007). A further significant difference between consumer behavior and tourist behavior is that the latter is primarily socially oriented and brings together multiple individuals from different cultural backgrounds (Crang, 1997, as cited in Pearce, 2005; Reisinger & Turner, 2003). Nevertheless, some components of tourism behavior stem from the overall theory of consumer behavior for reasons of simplification (Cohen et al., 2013; Pearce, 2005).

2.9 Tourism and Travel Motivation

2.9.1 Defining Motivation

The field of motivation is large and complex. To get an insight, a few definitions are mentioned below:

"Motivation is considered to be the cause of human behavior (Mook, 1996) and is a state of need or condition that drives an individual to employ certain actions to satisfy these needs" (Li et al., 2013, p. 2).

"The study of motivation is concerned with processes that initiate, maintain, energize and direct goal-focused behaviour" (Klinger & Cox, 2004, as cited in Doran et al., 2015, p. 555). Such processes are based on internal elements such as needs, desires, cognitions, emotions, and cultural features.

"A motive is an internal factor that arouses, directs, and integrates a person´s behavior" (Murray, 1964, as cited in Jang & Cai, 2002, p. 113). The process of motivation is initiated in that very moment when a need or desire ought to be satisfied. The concept of motivation is that internal elements are the force leading to a distinct action to fulfill a person´s wants and needs.

Motivation has been recognized as an important factor that can assess and help understand tourism and travel motivation, which also includes tourist behavior and, hence, can determine tourist consumption behavior (Moutinho, 1987). Individuals are motivated by (socio)psychological factors, which in turn drive their behavior prior to, during and after the travel.

2.9.2 Tourism and Travel Motivation

According to Dann (1981) tourist motivation is "a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision." (as cited in Vérein, 2015, p.14).

People tend to travel due to psychological and sociopsychological reasons. Tourism and travel provide the individual with an option to satisfy his or her needs on several

levels (cf. Maslow´s hierarchy of needs), which is perceived as psychocentric. Jamal and Lee (2003) state the external environment, such as "the influence of the structure of society on an individual´s travel behavior" (as cited in Li et al., 2013, p. 3) as sociopsychological factors influencing the travel motives.

Needs and desires form part of personal and social values of a person. What people seek can be accounted to their values. As mentioned in previous chapters, values are an inherent part of culture; hence, diverse tourism and travel motivations can be detected when examining heterogeneous cultures (Gmelch & Kaul, 2018).

Tourism motivation guides researchers and tourism experts in understanding tourist behavior. Exploring the motives of people to travel is challenging, as it relies on statements of individuals, which are naturally highly subjective and prone to response errors. This makes it difficult to generalize tourism motives (Crompton, 1979; Dann, 1981, as cited in Li et al., 2013). Nonetheless, several methods have been developed to effectively assess tourist motives despite their complexities.

2.9.2.1 Pull & Push Factors

One tool to efficiently explore the field of motivation in tourism and travel, research utilizes the push and pull factors (Gmelch & Kaul, 2018; Jang & Cai, 2002; Li et al., 2013). This has evolved into an established method. This approach groups reasons of individuals into categories of push and pull: Generally, push factors are of intrinsic nature (e.g., basic needs, desires, emotions) and portray why a person wants to travel, whereas pull factors are primarily external and specify the when, where and who. Normally push factors dominate over pull factors. Therefore, in the tourism and travel context, push factors often start the decision-making process to undertake a trip and pull factors have the power to specify the type of travel or vacation considered. For example, visiting friends and family in Asia or wanting to explore other cultures than the own are the pull factors following the decision to travel (Doran et al., 2015). Numerous comparative studies on tourism motives found that escapism from the ordinary, exploring oneself and the unknown, and relaxation are common push factors (Dann, 1977, as cited in Doran et al., 2015). Education and meeting external obligations are pull factors (Crompton 1979, as cited in Jang & Cai, 2002; Gmelch & Kaul, 2018). It is common that push factors are similar or the same

across diverse cultures. Pull factors, however, are often different across individuals from other cultural groups. This can be the case, as push factors are subject to the common motives (e.g., getting away, seeking novelty, having the financial means, etc.), whereas pull factors depend on the current life situation of a person (e.g., relatives abroad, climate, etc.).

2.9.3 Common (Cultural) Motives for Tourism & Travel

Travel motivations can vary in terms of past experiences, expectations, personal and socially acceptable values, as well as cultural background (Doran et al., 2015). Researchers use motives to provide answers to "why people travel".

The majority of studies conducted in the field of tourism motivation, aimed at explaining tourism on a broad rather than micro level, although reasons and therefore motivations as to why people engage in travel vary greatly (Vérein, 2015). Four general motives for travel have been identified by McIntosh and Goeldner (1984): "physical motivators, cultural motivators, interpersonal motivators, and status and prestige motivators" (as cited in Jang & Cai, 2002, p. 115), while other literature identified the most common motivations of individuals to travel as listed below:

- To get away from the normal, familiar environment

- To escape the ordinary

- To get away from work and stress

- To tell people about it – status-related

- To experience novelty

- To spend time with family and friends

(Doran et al., 2015; Gmelch & Kaul, 2018; Jang & Cai, 2002; Vérein, 2015)

Cohen (1972) identified two types of tourists: Those who engage in non-institutionalized tourism and those who go for the institutionalized tourism forms. Whereas the former includes people who are in favor of a more self-driven and

independent tourism behavior expected to lead to novel experiences, the latter involves tourists that engage in structured mass activities leaving little room for experiencing novelty but rather providing the known familiarity from home (as cited in Doran et al., 2015). To some extent, differences in tourism motivation can also be explained by Hofstede´s cultural dimensions model, as people from individualistic regions are more ready to engage in unstructured and independent tourism experiences, while collectivistic culture members prefer organized group interactional experiences. Nonetheless, other studies reveal that individuals of collectivistic cultures are starting to take on individualistic traits, which is also due to the increasing internationalization (Jang & Cai, 2002).

2.10 Culture and Tourism & Tourist Behavior

2.10.1 Importance of Culture within the Tourism & Travel Industry

Many publications have concluded that assessing the nature of diverse cultures, including their components like values, standards and common behavioral characteristics are key factors to start understanding the tourism and travel industry (Burns, 1999; Kastanakis & Voyer, 2014; Reisinger & Turner, 2003). Culture and tourism are interconnected, as tourism, which entails travelling, leads to different cultures meeting one another and allows them to be exposed to diverse (cultural) societies, landscapes and lives. Moreover, a channel for cross-cultural interaction is created and differences can easily be observed (Reisinger & Turner, 2003). Therefore, it is pivotal to understand both in its own and together. In terms of dependent and independent variables, culture can be seen as dependent variable and tourism as independent (variable). This is the case, as research determined culture "as an important dimension of tourism, both as an attraction for visitors and as a characteristic that influences visitor behaviour and interaction with destination residents and tourism staff" (Kang & Moscardo, 2006, Abstract).

Although culture is regarded a theory, which people can refer back to or act in accordance with, globalization, internationalization, and especially the striving inter-cultural communication will continue to promote multiculturalism and shift culture

dependent elements (Poortinga, 2015). Over the past years, there has also been a growing interest in and acceptance of cultural diversity (Reisinger & Turner, 2003). From a research and business perspective, this means culture-related impacts on tourism will also change seamlessly. The increased exposure to different than the own cultural influences can lead to a movement in behavior, as the known cultural standards are either enhanced or even entirely changed (Kim & Lee, 2000).

With the increasing number of individuals engaging in tourism and travel, the need for more studies examining the rapidly changing effects of cross-cultural differences on the tourism and travel industry rises. Particularly tourism experts and international businesses highly benefit from tourism- and culture-related studies, as such aid, for example, increasing awareness of, and understanding for cross-cultural differences. Based thereon, failures in the development of corporate strategies, launching of products or tailoring service provisions within the international tourism sector can be avoided (Burns, 1999; Horner & Swarbrooke, 2007). Culture can also be used as a segmenting tool for marketing purposes, as it allows tourism marketers to brand the tourism market in accordance to different cultural segments, which strives efficiency and profitability.

2.10.2 Common Differences in Tourism & Travel Behavior based on the Cultural Background

According to cross-cultural marketing research, cultural differences also account for differences in consumer behavior. More precise, it is very likely that a person with the cultural background A will react in another way than the person with cultural background B. Research suggests that this variation in behavior can be explained through the cultural identity and personal characteristics (Kastanakis & Voyer, 2014). It is common that members of a certain group align with the behavioral standards of that group. A big cultural shift has been detected in differences in attitudes towards spending and purchasing of products and services. Economies set diverse standards regarding what needs to be bought versus what can be bought. The difference between those lies within the economic prosperity of an economy, the overall values and norms, and its people and their values (Burns, 1999). Moutinho (1987) states that "the behaviour patterns of an individual are related to the beliefs and values that were incorporated" (p. 7). According to Burns (1999) people can be divided into

these who buy what is necessary and those who shop for the shopping's sake. To put this into context, some people will be ready to pay a premium to attain personal fulfillment and status, while others only invest in goods or services, which solely reflect their intentions and perfectly match their motives. Previous experiences and knowledge of products, places or people are also part of the overall consumer behavior of a tourist (Moutinho, 1987).

Differences in culture also account for differences in understanding the concept of the offered tourism service. The provision and reception of service entails a certain level of interaction between diverse cultures. Based on the cultural norms of an individual, impressions and judgement about the party offering the service will be formed (Doran et al., 2015; Poortinga, 2015; Reisinger & Turner, 2003). Western and Eastern cultures have different understandings and expectations of social interaction, which need to be taken into account by service providers to avoid unfavorable experiences and negative perceptions. Moreover, the intentions to travel and anticipated experiences that also differ widely among individuals with different cultural belongings, need to be regarded.

Research and numerous culture-comparative studies in the field of consumer and tourist behavior, and motivation, support that similarities but also differences exist regarding consumer and tourist behavior (Doran et al., 2015; Jang & Cai, 2002; Kang & Moscardo, 2006). Studies by Jang and Cai (2002), Reisinger and Turner (2003), Li et al. (2013), and Kastanakis and Voyer (2014) show that diverse cultural attitudes account for variations in how tourists perceive their tourism experience. Collective cultures, notably Chinese and Japanese, are in favor of travelling in groups and having the entire trip structured and planned in advance. Pearce (2005) identified seeking for belongingness and togetherness, not portraying true personal emotions, avoiding risks, and behaving in accordance with the known social status as core factors influencing Japanese tourist behavior. European and American cultures, perceived individualists, have established an image of self-care and autonomy, implying that they tend to take care of matters on their own. A service provider caring too much or being to anticipative, might be perceived by individualists as intrusive or lacking trust (Doran et al., 2015; Reisinger & Turner, 2003). Research shows that overall western cultures engage more in tourism and travel including

short travels and also adapt their behavior to the given situation than people from the east (Doran et al., 2015, Kang & Moscardo, 2016; Li et al., 2013).

Nevertheless, differences in consumer and travel behavior also depend significantly on demographic factors such as age, professional position, time and financial means. Therefore, these need to be considered when exploring and analyzing cultural diversities and their effects (Jang & Cai, 2002; Li et al., 2013; Pearce, 2005).

3 Methodology

3.1 Aim

The literature review reveals the need for more research in the field of culture and its impacts on behavior, so as to obtain a better and more thorough understanding of the differences. It is the tourism and travel industry in particular that needs to regard cultural diversities and their impact(s) on tourism and travel behavior. Therefore, the overall aim of this study is to explore the link between different culture groups and their diverse behavior, by specifically examining their tourist and travel behaviors and motivations. As this research studies various culture groups, it fits into the field of cross-culturalism and will be of comparative nature, since the method applied involves contrasting individuals with/from diverse (cultural) backgrounds. The study also gathered data from individuals with different demographic characteristics such as age, professional position and income, gender, and family status.

3.2 Research Design

To identify Cultural differences in Tourism and Travel Behavior and Motivation, this research used a qualitative approach with in-depth interviews as the chosen tool. Qualitative data retrieved and analyzed through extensive literature review built the basis for the questions posed during semi-structured interviews. Qualitative research design is known for obtaining specific and detailed knowledge on a topic,

which the researcher might not yet be too familiar with (Turner, 2010). Many tourism and culture (comparative) studies have applied qualitative approaches, but typically also included some quantitative components to obtain meaningful and objective results and implications (Li et al., 2013; Turner, 2010). Likewise, this study analyzed data according to standards of qualitative research with a few quantitative components added when commenting on the sample selected and the responses obtained during the interviews. As the gathered data was of narrative nature – a subset of qualitative data – a mix of content and thematic coding approach by Braun and Clarke (2006) was used for the analysis (Shallcross, 2013; Syed & Nelson, 2015).

Like recent culture-comparative studies, this research also chose interviews, since these enable the participants to voice their feelings, opinions and beliefs, and to share their stories and experiences (Garaus, 2018; Li et al., 2013). This, again, provided the researcher to gain a better understanding of the topic and identify new research elements that might not have been considered prior to the interview phase. A further reason to choose interviews for data collection was the fact that cross-cultural and sociopsychological experts frequently conducted interviews as the tool to highlight and reflect units of comparisons more efficiently (Kastanakis & Voyer, 2014; Li et al., 2013; Pearce, 2005; Poortinga, 2015; Reisinger & Mavondo, 2006).

3.2.1   Questionnaire and Interview Design

This research study was split into two phases: 1) An online questionnaire and 2) Semi-structured interviews. Using questionnaires to determine the grouping of interviews is fairly common and has also been used in previous sociopsychological and comparative scientific studies (Jang & Cai, 2002; Li et al., 2013).

In Phase 1), a self-administered questionnaire requiring written responses was distributed to the chosen sample. This phase was conducted to familiarize with the chosen participants, identify sociodemographic information and assess the level of interest and knowledge of the participants on the research topic. Age, gender, birthplace, cultural heritage and family status were used as demographics, in order to obtain a brief insight about each participant. Demographics are important, since they can highly influence the accuracy and reliability of results and final implications

(Garaus, 2018; Li et al., 2013). Occupational information gathered during the interviews was another factor of high relevance for this and other tourism and travel-related studies. Using a bottom-up categorization, the survey sample was allocated into different interview groups, based on questionnaire responses regarding nationality and cultural identity. This also facilitated and ensured comparability of the various interview rounds.

Upon completion of this Phase 1), ten interviews were conducted in Phase 2) during March and April 2019. In order to obtain a more diversified data output, the size of the interview groups varied. Four out of ten sessions were group interviews counting up to three people, whereas the remaining were one-on-one interviews, also upon individual requests. Each interview lasted between 20 to 40 minutes. The researcher provided a congenial environment for each meeting to create a pleasant atmosphere as an important factor for encouraging participation and good dynamics between the interviewer and interviewees. Therefore, the workplaces (UN Offices Vienna) or the private homes of participants and the researcher were chosen.

The interview comprised 12 open-ended questions developed by the researcher to bring forward: a) general cultural differences, b) diversities in behavior, c) cultural differences in tourism and travel. A mix of knowledge, attitudinal, behavioral, expectation, and intention questions were used (Cross-Cultural Survey Guidelines, 2016). Each respondent was allowed to share his/her opinion on all questions. Through probing and paraphrasing techniques, respondents were also motivated to provide personal examples to share their experiences and perceptions.

The set of 12 questions posed during the interview process provided information on three pre-determined categories, which will be discussed in more detail in Section 3.4. of this study.

3.2.2 Ethics

As the majority of the interview questions were open-ended, each member could elaborate on the posed question(s) until no further or new insights were voiced. As per consent, all interviews were summarized and transcribed from digital recordings. Prior to both study phases, each study participant had been assured that all

gathered data from the online questionnaire and interviews would be treated confidentially and only used for the purposes of this Bachelor Thesis.

3.3 Interview Questions

The set of 12 interview questions assessed whether and how cultural heterogeneity diversifies tourism and travel behavior and intentions. These were all based on cultural differences, justified personal assumptions and interests as identified throughout literature and were organized in three categories:

1. **Cross-Cultural Interaction**
2. **Psychological Behavioral Patterns that lead to Tourism and Travel Intentions**
3. **What Motivates Individuals from Different Cultures to Engage in Tourism and Travel**

All categories were developed upon similar or identical differences observed across numerous cultures identified in academic literature. The goal of Category 1-questions was to obtain an insight on how the sample decides upon destinations, based on expected interaction levels and former cross-cultural experiences. As mentioned in previous chapters on cross-culturalism and cultural differences, the level and type of interaction is dependent on cultural and personal familiarities. This category seemed appropriate, as tourism and travel entail different cultures meeting and interacting with each other. Category 2 aimed at uncovering divergencies and similarities in the general behavior of the sample. The intention was to link their general behavioral differences to those specific ones in tourist behavior, which might be caused by cultural differences. Within this category, each participant had to comment on his or her general behavior and to what extent this directed their tourism and travel decision-making. Participants were not obliged to link behavior and culture but rather asked to elaborate on why or why not culture might influence their behavior and decision-making. The third and last category focused on motives of culturally diverse individuals. Within a tourism context, this category identified to what extent culture influences the tourism and travel motivation of the respondents.

The following Table 1 provides an overview of the posed questions. The quantitative analysis of responses is detailed in Section 4 on Results and Evaluation.

Table 1. Interview Questions (Without Probing Elements)

Category 1: Cross-Cultural Interaction
1. To what extent do you choose the travel destination based on your cultural background?
1.1. Do you include your desired level of interaction with the tourism destination in your travel planning? Have you chosen a destination over another, due to preferring the local culture?
2. What types of experiences have you had in relating with people whose backgrounds are different from your own?
3. How has your travel experience to other cultures influenced your daily interaction with individuals?
4. How do you act when travelling to a destination with a different culture with other norms and codes of conducts than your own?
5. Do you believe that cross-culturalism entails challenges or risks? If so, please state what you think those would be.

Category 2: Psychological Behavioral patterns that lead to tourism and travel intention(s)
6. Do you believe that culture and behavior are correlated? – If so, do you think you behave differently from others during travel, due to your cultural identity, and in which way?
7. How does your behavior impact your decision-making process before travel?
8. Do you prepare before the travel to get an insight into the culture dependent social behavioral rules/norms?
9. Referring to the previous questions: Would you say that your behavioral choices are due to cultural identity or your personal preferences?

Category 3: What motivates individuals from different cultures to engage in tourism & Travel?
10. Reviewing your previous tourism activities, what was your core motive to undertake the trip?
11. What internal and external factors determine or influence your motivation to travel?
12. Have you experienced different tourism motivations in your close social environment and if so, how did you reason these?

3.4   Data Analysis

The analysis and interpretation of the obtained narrative data was based: on a) quantitative analysis of qualitative data, and b) qualitative analysis of qualitative data. Both approaches are commonly used in psychological and comparative studies to assess respective phenomena (Li et al., 2013) and to create confirmatory results in one study. (Harris & Brown, 2010; Seyd & Nelson, 2015).

The transcripts of the interviews were first analyzed employing a quantitative content approach – significance testing – highlighting the significant heterogeneous and homogenous points of view that most respondents raised. This allowed to carry out comparisons between differences in attitudes and beliefs on both the broader level of three different geographic groups, and on a more detailed individual level.

3.4.1 Coding

The narrative data was then analyzed through thematic analysis, a tool for identifying and assessing patterns within a larger qualitative data set (Braun & Clarke, 2006, as cited in Shallcross, 2013). It enables an interpretation of certain topics that are relevant to the overall research question(s). The chosen themes for this coding did not arise exclusively from the transcribed interview data, but rather from the researcher's opinion and interests in this study's topic (Ely, Vinz, Downing, Anzul, 1997, as cited in Braun & Clarke, 2008). Employing thematic analysis as a contextualist method facilitated to report how individuals (of the sample) interpreted their experiences in the identified themes. These experiences were then interpreted for the broader social context (Braun & Clarke, 2008). Using an inductive approach (bottom-up) based on the transcription material, but also a theoretical approach (interest driven), the analysis was both data and aspect driven.

The overall research question of this study was: To what extent do cultural differences diversify tourism and travel behavior and motivation. Relevant to this topic the following two major themes were chosen: *1) Culture as diversifying factor for differences in tourism motivation* and *2) Cultural versus Individual identity as diversifying factor of behavior in tourism and travel*.

Along with judgement on whether these themes captured meaningful aspects in relation to the research question, prevalence was used as a determinant to code which themes would eventually be chosen. Prevalence within this context meant that those codes, repeatedly articulated by different respondents led to the two themes. Table 2 illustrates such instances where the transcripts revealed identical codes that then resulted in Theme 1.

Table 2. Data Extracts with Codes Applied for Theme 1

Data Extract	Coded for:
My wife was brought up going to hotels and Club Meds […] quite comfortable and luxurious, with all-inclusive, a bit detached from the rest of the country. Me, I was camping with my parents. We had a low budget. […] So this now comes together. It's not like she only likes to go to comfortable and hygienic and civilized places... the method of travel and accommodation say a lot [I9].	1. Culture & Upbringing 2. Third party / close environment (spouse) with diverse motives for travel but impact the own
So I grew up in a big city. I'm very comfortable in big cities, yeah. She [Wife] grew up in a small one and hates big cities. But you know, we both have busy lives so naturally both of us kind of wish to go to rural places, in quiet places with nice foods when we are able […] in Britain for example, growing up in the 90s, 70s, 80s, the food was horrendous, the weather was horrendous and because of those things they're weighing on my mind for the whole life .. so I am always looking for the sun, I'm always looking for decent food […] open, friendly, warm people because brits tend to be a tad uptight and formal, whereas the Portuguese or the Greeks […] they're very open and cultures with great food ad decent weather [I7].	1. Culture & Upbringing 2. A third party, close environment (i.e. spouse) with diverse motives for travel but impact the own

Both themes were identified at the latent level, which is common for thematic analysis that follow the contextualist method. In the analysis Chapter (4.3.) Themes 1 & 2 will be introduced in more depth and interpreted and analyzed on the basis of matching data extracts.

4 Results and Evaluation of the Interviews

4.1 Participants

This research study involved a sample of 14 participants, which were all selected through a mix of purposive and convenience sampling methods. Due to time constraints, the convenience sampling method was perceived to be the most appropriate strategy (Kim & Lee, 2000). All participants were close to the social environment of the researcher, which allowed to employ a sample that was primarily different in terms of nationality, cultural identity, and level of international and inter-cultural experience, so as to obtain a meaningful and comparable data output.

Gender
● Female
● Male

42.9%   57.1%
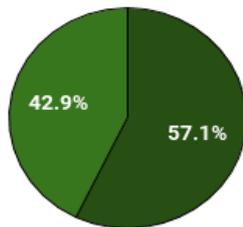
Figure 1.

The mean age of respondents was 41.6 years. More than half (eight of 14) were women. Participants were between 22 and 57 years old and 10 were employed full-time. On average, a participant had lived in four countries, with the maximum being nine and the minimum one.

Seven out of 14 individuals were members of the international community from United Nations Offices in Vienna and the other half consisted of one Austrian, two foreign students and four immigrants living in Vienna for family reasons and/or for work with other international organizations. Respondents came from various countries, the majority from Europe, followed by (West) Africa and Asia. Table 3 provides an overview of the different nationalities of the participants.

Table 3. Nationalities of Participants

Europe	Africa	Asia	Bicultural
Austria *(2x)*	Senegal *(1x)*	China *(1x)*	Sweden & Croatia *(1x)*
Italy *(2x)*	Nigeria *(1x)*	Sri Lanka *(1x)*	UK & US *(1x)*
Croatia *(1x)*	Kenya *(1x)*		Austria & US (1x)
			Ghana & Germany *(1x)*

As reflected in Table 3, the study involved people from three different geographic regions and 13 countries. Six respondents were bicultural and have parents with different nationalities and diverse cultural backgrounds. Besides looking at the nationalities of the sample, one question of the online survey asked each respondent to define their cultural identity. The answers provided can be found in Table 4.

Table 4. Cultural Identity of Respondents

- I adapt my culture according to the environment
- Western Europe
- I am an Italian cosmopolitan
- Difficult to say
- Africa
- Austrian and half American
- Sense of belonging to a particular culture
- African
- European
- Central European
- British & European
- Mother
- Global Citizen
- Senegalese

Figures 2 to 4 visualize the level of tourism and travel activities of the respondents. To obtain an understanding of how actively the respondents engaged in tourism and travel, they were asked to indicate how often they used to travel in their youth versus now, on a scale from *less than once* to *more than three times per year.*

How often did you travel in your youth per year? (Average)

- Once or twice
- More than three times
- Rarely or almost never
- Less than once

1 (7.1%)
2 (14.3%)
6 (42.9%)
5 (35.7%)
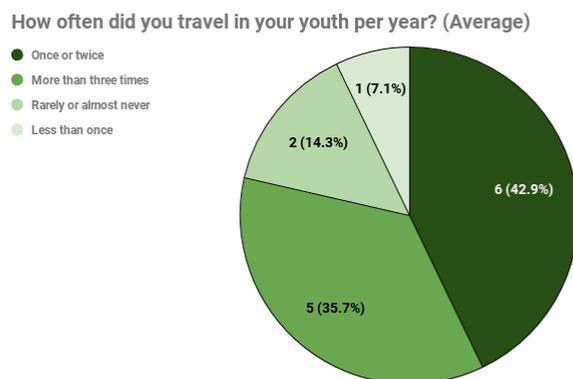
Figure 2.

In the past two years, 2018 and 2017, how often did you pursue trips?

● More than three times
● Once or twice

2 (14.3%)

12 (85.7%)
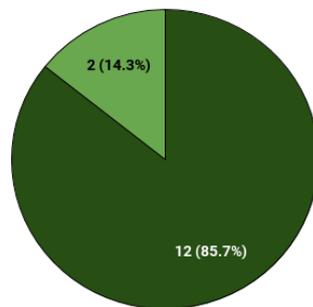
Figure 3.

Only five interviewees pursued trips in their youth annually (Figure 2). This changed drastically over the years, as to date 12 out of 14 respondents engage regularly in tourism and travel (Figure 3). In fact, the majority already planned and booked trips for the upcoming year 2020.

Leisure and personal fulfillment, both with 35.7%, were the most common tourism motives indicated by the participants. Other motives named were *business* and *other*. Figure 4 provides an overview of whom the respondents tend to travel most with. Evidently, as leisure and personal fulfillment were the prominent motives for travelling, the respondents travelled mostly with family, friends, and partners.

With whom do you usually travel?

With whom?
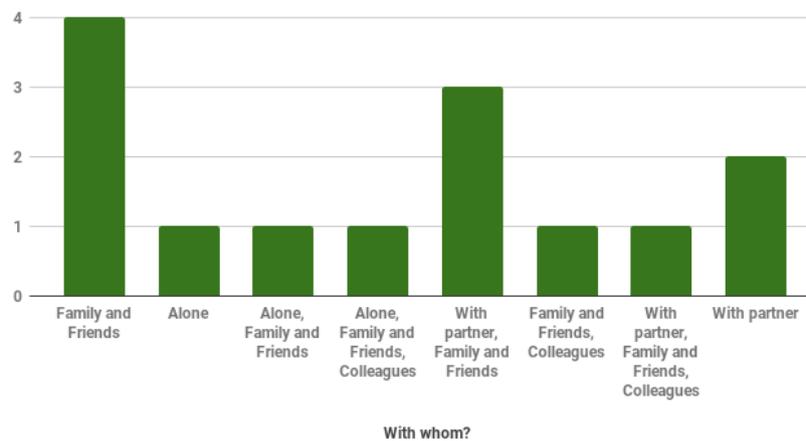
Figure 4.

4.2 Quantitative Analysis of the Interview Questions

The 12 detailed questions posed during the interview sessions, as summarized in Table 1 (page 46) revealed the following.

4.2.1 Choice of Destination

This question on the extent of a travel destination being chosen based on the cultural background, brought two different viewpoints forward. Eight of 14 respondents were convinced that the choice of destinations was linked to their cultural background. Nevertheless, a difference in motives was observed within this perception: While about a half chose places of their culture or because of ties, the other half sought for destinations contrary to their familiar cultural background. These diverse viewpoints are illustrated by the following responses.

> *I think we tend to go to China a lot and probably we wouldn't go to China if my wife´s background wasn't Chinese. So from that perspective, I think that the cultural background does play an important role for where we do travel. In addition to China, we would also be interested in going to Asia, in general, which probably is also related to the background [I2;1].*

> *For me I would say certainly my cultural background plays a role […] I probably tend to go to countries where there´s culturally a big difference, where I would probably discover something that I haven't encountered before [I3;2].*

> *Where I grew up was very kind of, you know, all people being the same, basically. So there was not much variety and diversity, so that's why I would always prefer going to places which are very different [I10].*

The remaining six of the total sample shared the belief that their choice of travel destination was taken on the basis of personal interest and external influencing factors.

> *For me its other things… because whatever the culture is, I will adapt [I5;1].*

> *I choose them from the way they look… Nature [I6;1].*

> *Usually I am not that picky. If I read or if someone tells me that this country is nice to see, has nice things to offer, then I might consider [I1].*

Whether the interviewees included the desired level of interaction with the host country resulted in two different answers:

1) *The interaction with locals of a host country is very important and will only be chosen as the final destination if it conforms with the respondents*, and
2) *Respondents did not choose a destination with regards to the planned level of engagement with the locals, as they preferred to be surprised by the unknown in order to have a full experience.*

4.2.2 Intercultural relation and its effects

Participants commented on their relations with individuals from other cultures during their travels and any perceived impact thereof on their own behavior. The majority (12 of 14) experienced that cross-cultural interaction with either individuals or entire cultural groups with diverse backgrounds entailed different experiences, of notably: *learning, negative, positive, eye-opening.* The below statements manifest such experiences.

I think meeting others, other nationalities, cultures are always a great learning experience. Not only about something that is outside but maybe inside. Some people have other capacities, languages… [I9].

I think that the first time I went to the Arab world that was a bit of an eye-opener, because I came from a very egalitarian society. And then, the first-time men didn't want to shake hands with me was a bit of a shock. But then on the other hand you kind of do a step back and you understand that it's a different civilization and different culture, so you have to respect it. […] But in general, I think, wherever you are, I mean even if you go to Ottakring or to Favoriten [in Vienna] you will have a different cultural experience [I10].

I did sometimes encounter things, which were very different from my culture and that was, you know, sometimes something you would wonder about. But on the other hand, it´s also part of travelling, to sort of embrace these things rather than just saying "Ihh, that's strange" or "why are these people doing it that way?" [I2;1].

Looking at the African and Asian portion of the sample, specifically behavioral differences were encountered. Clear distinctions and comparisons to the own cultural behavioral standards were made by one respondent,

I think what I see in terms of differences or things that probably make you think twice is the approach to being friendly. Being friendly, being hospital

and I think maybe the notion of hospitality is different from where I come from and from many other places. But I definitely think the more you go south the more hospital people are, the more warm and welcoming they are […] and it has nothing to do with the mood [I3;2].

All respondents believed that their personal behavior has been impacted through travel-related intercultural exchange. The younger generations and those not employed at the UN offices Vienna strictly referred back to travel-related experiences impacting them for the better. The UN portion of the sample stated both, however, adding that they must not necessarily travel, *as working within the UN is like traveling, since it's a non-local environment, nothing is fluid or given [I8].*

[…] some cultures have the capacity to stimulate your things: behaviors, reactions, thoughts, which others don't. That's the key to traveling: meeting people, not necessarily visiting places. […] So, basically, I learn all this while travelling and at work [I9].

I also see the way of how I think of things and even sometime the interest you have, which is completely different from the interest of people from the same social background, from the same age group because you have seen something else that gave you a different perspective on things and it definitely changes you […] you tend to have a much bigger picture and that, I think, makes you a more complete human being, I would hope [I3;2].

4.2.3   Travel Behavior prior to and during travelling

Both questions four and eight thematize how a person prepares and then eventually behaves during travels. Figure 5 illustrates the three different approaches taken by the respondents when preparing for and undertaking a trip to an unknown destination. Three diverse categories were identified: 1) those who prepare very little and then go with the local flow; 2) those who only travel after extensive research and planning; and 3) those who gather some information on the location prior to the travel but then rather observe and experiment once on site.

Figure 5.

In general, the preparation process depended on the intended location, whether it was perceived as risky or very different from the environment conform to the participants, the duration of the trip, and on the level of engagement planned with the destination/locals. Six respondents of the sample usually prepared very little: *just the notion to avoid complete inappropriate behavior but then go with the flow [I9],* once arrived. Of these six, two third stated that they rather choose destinations very different to their cultural background. The remaining participants mentioned that destinations are only chosen or ruled in or out if they are either attracted to the location or want to adapt to the prevailing (cultural) standards or both.

4.2.4   Cross-Culturalism and its Risks

The below risks and challenges of cross-culturalism were identified by the respondents:

- *Differences in human behavior (personal embarrassment)*
- *Different language(s) – poses a barrier to communication and hinders communication, which provides the basis for misunderstanding*
- *Positive and negative prejudices*
- *Preconceived ideas of certain people*

The following quote illustrates a mix of challenges of intercultural relations as perceived by one member of the African group, which nevertheless, corresponds with those mentioned by the majority of the sample.

55

[…] coming from west Africa, we have certain preconceived ideas about Nigerians, Ivorians, about Gambians who are the same folk, the same people, and this is what makes it challenging and potentially also difficult. The difficulty lies within the fact mainly that it is not only you, because you might be ready to learn and to get rid of your prejudices, preconceived ideas… but is the other side ready to do the same thing? You don´t know… and that makes it, I think, even more challenging and definitely you do have a lot of challenges related to language because most of the time when you go to a place you don´t speak the language and they also don´t speak your language, so you end up both speaking a third language, which doesn´t belong to either of you and that creates also a sphere that compounds this risk of having misunderstanding [I3;2].

Although participants presume that communicating with culturally diverse individuals includes challenges, 100% voiced that this would also entail a great number of benefits and provide a chance to grow. The level of knowledge, education or experience gained throughout life were identified as factors influencing the quality of cross-cultural communication, as illustrated by the statements below. These were particularly mentioned by the youngest participants and those who have been working in international environments.

I think there is benefits in comparing notes, in exchanging, in learning from others and this is a process that will last still for many generations and is the essence of living in a globalized world. It entails challenges but also a lot of positive implications [I9].

I certainly have friends who have never left their hometown and are deeply uncomfortable if they come anywhere which is too big or too diverse. And this is where this is where lots of prejudices come from … [I7].

4.2.5 Culture and Behavior – A Relation?

The interview respondents gave very varied responses on correlations between their culture and behavior. Eight out of 14 were convinced that culture determines the behavior of a person, whereas four assumed that culture was just one factor, while the individual´s human nature and social surrounding were also of relevance:

We are not 100% constructed by our genetic inheritance, we´re not 100% constructed by our environmental inheritance. We are a mélange of all these

things and we are conscious human beings who are able to make decisions about how we behave [I7].

I think certain behaviors are taught and you learn them through life influenced by the culture we live in and then other ones are more based on instinct, on basic human needs: when it rains you want to get shelter and when somebody throws something at you want to protect yourself. These are instincts that come and are not so much culture, but more, our human instinct [I5;1].

Only one participant perceived that other factors than culture, such as curiosity and external stimuli influenced behavior.

4.2.6   Decision-making Process & Individual Behavior

Participants elaborated on their decision-making process prior to a trip and whether the personal behavior played a role during that process. Three out of the four fathers within the sample indicated *family* as the primary impact on their decision-making process, as they sought to find something suitable at the right time and location for the entire family. Eight out of 14 of the sample did not account behavior as the influencing factor during decision-making processes but named *personal interest*, *money* and *time* as important criteria. It was discussed, however, that personal interests are the result of behavior:

The behavior is what crafts you and then it turns to push you towards certain things of interest [I3;1]. One member of the Asian group stated that her behavior did determine her travel decisions back in her youth (1980s) due to historic and political reasons. According to two respondents, specific criteria, that are either linked to personal interests or profession, could also affect their process when deciding on a location to travel to.

4.2.7   Behavioral Choices

On the questions of travel choices being made due to cultural identity or personal preferences, five respondents believed that both the cultural identity and personal preferences directed their behavioral choices. Six found personal preferences more relevant for their behavioral choices:

Again both sometimes: Say for example British people love Tuscany. When I was growing up I went to Tuscany every summer […] And this is a kind of classic cultural affinity, it is hundreds of years old and I grew up in that and to this day love Tuscany and love that life […] But then you know sometimes, and increasing as I get older, I'm turning my back on that and my travel destinations are far more defined by my individualism I would say and my wants to get as far away as possible from commercialism, from British people, from the nanny state from the grid … [I7].

I think for both of us actually it's more true that identity doesn't play a major role in choosing where we're going, it's more a matter of where our interests lie, of, you know, sometimes also just impulses, seeing a commercial for example or having a cheap flight available ... [I2;1].

Only one participant was convinced that neither cultural identity nor personal preferences affect the choices made, while another one was certain that *"it's all part of the culture"*. One interviewee also reflected on a change she had experienced: Earlier in life, choices were based on the cultural background and now rather due to preferences and external elements (i.e., money, time, travel type and duration).

4.2.8   Travel Motivation(s)

Responses on the motivation for travel during the most recent trip (Figure 6) correspond with the findings of other comparative tourism and motivation studies (refer to 2.9.3.) and also with the results of the online questionnaire.
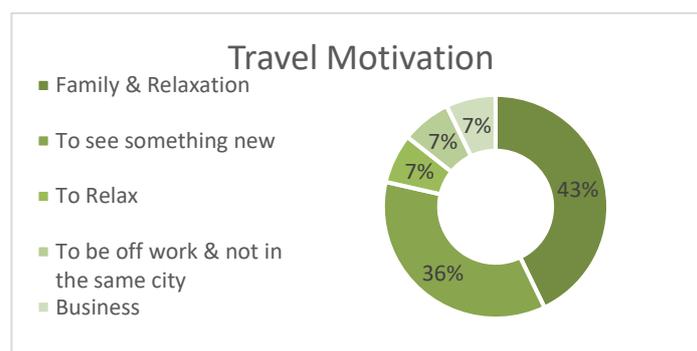
Figure 6.

As the majority of the employed sample (six out of 14) already had their own family, it is not surprising that Family & Relaxation was the most stated travel motivation. Five participants see travel as a means to experience something new and engage in

the unknown. The remaining 3 respondents, all fulltime employees, linked their travel motivation to work, as per Figure 6.

4.2.9 Push & Pull Factors of Tourism and Travel Motivation

Personal push and pull factors that affected participants' motivation to travel are presented in Table 5.

Table 5. Identified Push & Pull Factors by Respondents

Push:	Pull:	Both Push & Pull:
• Comfort • Seeking novelty • Time – Limited timeframes available for longer travels • Money → spending it • Spending time with family (core values) • Fulfilling needs – curing interests, curiosity • Seeking for a break from work • Leaving the personal comfort zone	• Obligations: Institutional, family, cultural obligations, events • Climate & Environment • Culture • Language – Determines interaction quality and communicating with others • Security • Marketing Efforts (Commercials) • Differentness	• Predictability • Compromising • Opportunity

For the majority, internal push factors were found more important and determinant than external pull factors. No particular variations due to differences in age, cultural background, or occupation were observed. Those who were fulltime employed, however, tended to favor relaxation over seeking the extraordinary, as their internal push factors. Column 3 in Table 5 lists the three factors that respondents could not clearly categorize. Compromising was particularly mentioned by those married and predictability by the older participants. According to those married, being married is a combination of push and pull factors, which inevitably leads to having to find a compromise. The statements of the interviewees to the three factors are presented below.

> *[…] fortunately, life is a compromise and we manage to pull down: half of the trip we do your way, half of the trip we do my way [I9].*

> *Let's say some friends are going to some location where I **want** to join … so that would be friends **in certain places** [I8].*

> *[…] I really like predictability. So if I go someplace which is nice, I always want to return […] It could be pull and it could be push. We always go to the same island in Greece but there are 500 islands. Why wouldn't we go to another one? Well, because I like it there and I don't want to be disappointed and you already have certain levels of expectations, which a new place might exceed or might be below it [I10].*

The above statements present these three factors that could not be clearly categorized into Push **or** Pull factor.

4.2.10 Differences in the Individual's Travel Motivation

Divergencies in travel motivation among the respondents themselves or their social environment were explained through differences *in culture, cultural identity, upbringing, economic and financial situation, time available, social status, family and individuality.* The non-European respondents named the economic situation and social status as strong influences on their tourism and travel motivations. The way a person was brought up was also stated as one factor that impacts the travel motivation of an individual, as also explained in the two below statements from an Italian and an African participant.

> *My wife was brought up going to hotels and Club Meds […] quite comfortable and luxurious, with all-inclusive, a bit detached from the rest of the country. Me, I was camping with my parents. We had a low budget [I9].*

> *People that are from different cultures as I am, of which their economic background is a little bit much better than mine, they turn to just fly around […] It was a given when they were children that they had to go on summer holidays [...] on all kinds of holidays. Those are some of the privileges that I didn't have [I3;1].*

Five out of 14 interviewees perceived that differences in travel motivation can be related to individuality. People are different, which implies that they will have different travel motives, ways and priorities. Three participants, one Asian, one African and one European observed that some tend to travel when its time and also use travel as a way to gain social status:

[…] it´s not because there is a nice museum or something, but its more for the fact of having been there, being able to say I´ve seen it and of course experiencing it [I2;2].

I know a lot of people from a different cultural background who basically could travel because it's time to travel. I think their motivation is more like "okay at the end of the vacation, I need to tell that I have been to this place and I did this, and I did that" … [I3;2].

[…] just getting away from the ordinary, following the "we have to take a vacation, we have to go somewhere." That's most of what I perceive [I5;2].

Culture and cultural identity were also named by interviewees as diversifying elements in tourism and travel motivation. Specifically one interview group (married couple, Asia & Europe), however, did speculate whether the cultural identity could actively impact the motivation or whether it is rather unconscious, as per the following quote:

Whether I want it or not, part of my cultural identity is probably that I´m married to an Asian person, that I lived part of my life there. So from that perspective, probably again even without noticing it so much, yes it's possible that cultural identity is a factor in determining where I want to go … [I2;1].

4.3   Thematic Analysis of Interviews

This section consists of the qualitative analysis for the two chosen themes identified during the review of all interviews:

Theme 1: Culture as Diversifying Factor for Differences in Tourism Motivation

Theme 2: Cultural versus Individual Identity as Diversifying Factor of Behavior in Tourism and Travel

4.3.1   Culture as Diversifying Factor for Differences in Tourism Motivation

This theme was determined once the interview phase was completed and data transcribed. Throughout this coding process, aspects that matched the overall research topic allowed generating clear distinctions between the three different culture groups (Europe, Africa, Asia) within the sample. Theme 1 clearly identified the presence of diverse motivations for tourism and travel in different cultural

identities, which responds to one of the two overall research questions of this study. Figure 7 presents an overview of the most common codes regarding travel motivation found throughout the entire data set.

Figure 7. Thematic Map: Theme 1

Those four subthemes mapped in Figure 7 were mentioned repeatedly by respondents of the same culture group and were also identified as factors that influenced their individual tourism and travel motivation and therefore diversified it.

4.3.1.1 Europe

For participants of the European group, *individuality, upbringing, and the close social environment* were provided as reasoning for diverse tourism and travel motivations of different people. Individuality comprised statements on personal preferences, different travel styles and alternating core values. Interview data from European respondents revealed that individuality, rather than culture, leads to different tourism and travel motivations:

> *[…] it's not about the culture its more about the interest of that person. I see it also with my sister and me. We are and we have the same culture but sometimes we are completely different, and I don't think that's about culture [I6;2].*

> *I mean people are different, so everybody has their own motives People want to travel in a certain way, they don't want to spend money. My neighbor doesn't like to spend money, stays in Airbnb only, takes cheap airlines only and I have the opposite [I8].*

Along with individuality, data of the European group also evidenced that an individual's tourism experience during his or her youth impacts the tourism and

travel motivation of the presence. Specifically upbringing and familiar travel norms where voiced as elements that account for differences in motivation. An Italian and a Croatian stated their points of view as follows.

> *[…] I grew up in a homogenous place, he [Husband] grew up in a diverse place. But on the other hand I think when it comes to openness to the world, I think the way how I'm open to the world is much higher than his, because you always have this "oh but I grew up in a 10 million city place where everyone lives in a little ghetto", while I didn't know different cultures, different races, so then you just had to open yourself up more […] [I10].*

> *My wife was brought up going to hotels and Club Meds […] quite comfortable and luxurious, with all-inclusive, a bit detached from the rest of the country. Me, I was camping with my parents. We had a low budget. […] So this now comes together. It's not like she only likes to go to comfortable and hygienic and civilized places... the method of travel and accommodation say a lot [I9].*

Both above quotes as well as the preceding statement of an Austrian interviewee [I2] contain the third and last aspect that accounted for diverse travel motivations of European participants: *close social environment*. While the majority of the sample already had families, it was predominantly the Europeans and bicultural participants, who accounted discrepancies in tourism and travel motivation to the close social environment.

> *I'm Austrian, so my cultural identity from that side is quite limited. I think it depends also a bit how you define the cultural identity. […] like I was saying before, my interest to a large extent is, for example, travelling to Asia and whether I want it or not, part of my cultural identity is probably that I'm married to an Asian person […] [I2;1].*

4.3.1.2 Asia

Compared to the group of six individuals from Europe, Asia was only represented by two participants. Yet, these respondents named other factors than the European sample that influence travel motivation, namely: *culture, personal interest and status/prestige.*

> *My wife was now saying that, you know, maybe you prefer to go skiing [as an Austrian] or something, right. But she rather goes to cities, for example,*

and she thinks it doesn't have so much to do with the cultural background. But on the other hand, it does have to do with the fact, potentially that in china one of the stereotypical things to do is to go visit different cities in Europe, right, and as such she also wants to go and see these cities. […] Its more for the fact of having been there, being able to say, you know, I've seen it […] I've had the chance to travel to these places […] [I2;2].

For this Asian interviewee, culture acted rather as an indirect controlling element of tourism and travel motivation, whereas personal preferences were more direct forces. Nonetheless, she mentioned that she still favored the common type of travel (sightseeing in European cities), which is widely spread in her Chinese culture. On a broad and personal level, she also suggested that a motive for travelling, specifically for the Chinese, is to earn a status and recognition, as well as to be able to report to others.

4.3.1.3 Africa

Within the African section of the sample, *culture* was believed a direct influencing factor of tourism and travel motivation. *Economic background* and *individuality* were also named. The African group data revealed that it was not common to engage in recurring or habitual tourism activities, which also created a different travel motivation for the respondent(s),

I think from my culture and the economic background I come from, I turn to be a little more conservative when it comes to personal travels. […] For me I check it [the trip], I check the cost, I check everything and then I go "okay I´ll do it!" and I limit it and say, "okay maybe I do some personal trips here and do here and that´s it." But for some people who have a different cultural background than I do and also have a different economic background, their orientation towards travel is a bit different. […] It´s a bit of a big thing for me, so before I do it, I actually take a lot of time to do it. [I3;1].

The motivation for tourism and travel was partially determined by financial means and quality of life, as it is quite common in African countries to leave or relocate permanently for political and/or economic reasons. Individual motives, such as preferred travelling methods, accommodation, or travel type, however, were also used to suggest as to why differences in tourism and travel motivation exist,

[…] but I think it goes even beyond the economics. It's also cultural because when you grow up in a culture where travelling to different countries that are

mainly for economic reasons and less for leisure, then that probably also has an influence on you. […] I know a lot of people from a different cultural background who basically could travel because it's time to travel. […] I know here a lot of people from different backgrounds who love types of travel-ways where there are some dangers involved, which I would never do, because for me travelling is all but dangerous [I3;2].

4.3.1.4   Analyzing Theme 1

The three culture groups identified different reasons for differences in tourism and travel motivation.

Culture was identified as either a direct or indirect force of motives, which corresponds with the anthropologian view on culture: culture may act as a guide and forms personality but may not be followed by everyone (Hofstede & McCrae, 2004). Similarly, the psychological approach refers to culture as a non-material construct that consists of intrinsic elements and is therefore individual (Poortinga, 2015). This allows to attribute the different viewpoints of the African and Asian group on culture and related individual backgrounds and norms being either a direct or indirect influencer on the travel motivation.

In general, Europeans, an individualistic culture, follow their internal needs, wants, likes, interests and preferences. The interviewed Europeans also voiced these factors influencing their travel motivation. Needs and wants, nevertheless, are closely related to one's own values, which again are an inherent part of culture (Gmelch & Kaul, 2018). Different from the European respondents, those from Asia or Africa followed mainly their culturally familiar patterns. While the African group somewhat stated that the(ir) culture did not regard tourism-related travel as a common necessity, mainly due to financial liquidity and economic reasons, the Asian party explained that her culture indirectly led her to, stereotypically, prefer and engage in frequent city tourism and travel activities.

According to Li et al., (2013) tourism and travel motivation can be determined by external forces, such as the society or close social environment. Although Africa and Asia are examples for collectivistic cultures, which are interested in the collective well-being and solidarity (Geert Hofstede, n.d.; Kastanakis & Voyer, 2014), exclusively the European interviewees attributed differences in tourism and travel

motivation to their close social environment. In particular the different motives of a spouse can greatly affect those of the partner. As a result, spouses need to compromise between their respective tourism and travel motivations (refer to 4.2.9 Push & Pull factors).

Reviewing the above, diverse statements and explanations on the prevalence of cultural differences in tourism and travel motivation were brought forward. Each of the three cultural groups mentioned factors other than culture that could influence the different motives of individuals, but two groups, Asia and Africa, identified culture as a key factor. The European group did not indicate culture but identified factors clearly and evidently for the European culture (Geert Hofstede, n.d.). Therefore, this theme confirmed the positive correlation between the cultural background and travel motivation.

4.3.2 Cultural versus Individual Identity as Diversifying Factor of Behavior in Tourism and Travel

This second theme was (also) formed by the researcher based on the entire data set assessment, as another interesting aspect of relevance to this study's topic. As in Theme 1, the researcher identified those factors named most by the interviewees as influencers of their tourism and travel behavior. Different from the theme on motivation, however, the respective data extracts did not reveal major differences between the three cultural groups. Rather, respondent's opinions varied with no visible relation to their cultural background. Three factors were perceived to influence tourism behavior: *experiences and preferences; culture and preferences;* and *personal interests in synergy with culture.* Figure 8 illustrates these as subthemes for the qualitative analysis of this theme.
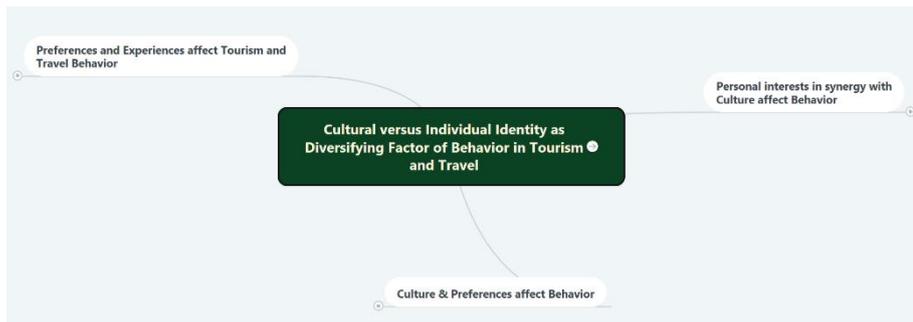
Figure 8. Thematic Map: Theme 2

4.3.2.1 Preferences and Experiences affect Tourism and Travel Behavior

For six respondents it was clear that culture had very little or no impact on their tourism and travel related behavior and most of these believed strongly that their behavior was rather driven by their individuality and resulting interests, preferences and instincts.

> *[…] it is more true that identity doesn't play a major role in choosing where we're going, it's more a matter where our interests lie […] [I2;1].*

Although the majority of this group was convinced that the individual identity affected behavior, one bicultural participant attributed *experience* as an influencing factor, which she believed impacted her general behavior and that in tourism and travel:

> *The thing is I cannot be a different person, so I can't say I am somebody else and then I behave differently. I've only known what I have known and even though you have other perspectives and you can get other perspectives, I have never been another person, so I don't know. […] I don't think that anybody can say that. I don't think that anybody who is Algerian, I am looking at the map here, can say anything like that. I mean they can say of course "I am Algerian, and this influences my behavior because of abcd" but I don't know. I don't think there is a global standard where you can say "ok this is the behavior" […] so everybody behaves according to his or her experiences [I8].*

According to this respondent, her experiences both positive and negative lead to preferences. Further, she believed that preferences determine how someone behaves from a respective moment onward. The interviewee was also convinced that preferences are formed through experience, which either change or remain the

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same as further perspectives and experiences are encountered, and not as result of culture or individuality.

4.3.2.2 Culture and Preferences affect Tourism and Travel Behavior

Five respondents from across all three cultural groups, perceived that both culture and individual elements do affect behavior within the tourism and travel context. The following statement of an Italian, which nevertheless corresponds with statements of the other four, summarizes this viewpoint quite well:

> *I think it's both. Cultural preference and personal behavior are very correlated, I think... although they are distinguished […] Non is prevailing, I was very much going into new cultures including things of that culture, which would be my personal interest and liking [I9].*

Another six respondents of the sample added to this viewpoint that culture forms their behavior due to previous experiences or experiences during their youth, whereas preferences only took over a dominant part with increasing age. In particular, the upbringing and the individual's cultural norms impacted the travel behaviors of these six respondents, as can be retrieved from the following data extracts.

> *I think culture has a lot to do with it. It does because if you come from a very modest culture, you're not going to spend a lot of money on a vacation […] how you grow up, how your parents travel. It's all part of the culture, right [I10].*
>
> *I say in the beginning [10 or younger] when I haven't really made my own decisions that much it was more the culture and then it's me, myself changing my mind and body and deciding what I think is more suitable for me [I6;1].*
>
> *[…] When I was growing up, I went to Tuscany every summer. […] And this kind of cultural affinity […] I grew up in that and to this day love Tuscany and love that life. […] But then you know […] increasing as I get older, I'm turning my back on that and my travel destinations are far more defined by my individualism I would say and my wants to get as far away as possible from commercialism, from British people, from the nanny state from the grid […] [I7].*

The Asian respondent presented a similar position, as per the below quote. Her tourism and travel behavior choices in her youth were restrained by culture

elements then, as in the 1980s political and environmental limitations directly influenced the travel behavior of Chinese. Due to political developments since, however, the respondent was able to act on her individual interests, which she also stated as the dominant force impacting her current tourism and travel behavior:

My wife is saying in the example she was giving before it was more like looking back at her past experience in a sense. But from her today perspective she would say it has nothing to do with actually the fact how she sees herself as a Chinese person or so. She just wants to see different parts of the world and its more determined by her own interests […] [I2;2].

4.3.2.3 Personal Interest in synergy with Culture affect Tourism and Travel Behavior

The final subtheme on whether the cultural or the individual identity affects the tourism and travel behavior, was very similar to the preceding two, with one exception: All but two interviewees clearly attributed *experience and preferences* or *culture and related preferences* being the main forces of their tourism and travel behavior. Those two stated initially that it is their individuality that leads to behavior:

For me its personal interests and preferences […] Lets take for instance, if I'm timid and I'm curious about a place like Vegas would I say that because I am a timid person that I would not go to Vegas? No. So, I think for me is the interest: what is it that I am interested in, what attracts me, what is the thing per time that I fancy... cause then I go "Okay let's do this" [I3;1 Jules Africa]

[…] maybe your personal interest is the main driving force when making a decision to travel somewhere [I3;2]

Following further reflection and as quoted below, both then considered the correlation between culture and behavior (refer to 4.2.5):

[I3;2: […] at the same time, I was just thinking doesn't behavior influence our interests? I don't know. […] There might be some influence.

[I3;1]: Yes, of course there is, because behavior to a certain degree... the behavior is what crafts you and then it turns to push you towards certain things of interests […].

These extracts seem to provide evidence that both see a relation between culture, behavior and interests. This allowed to state a relationship specifically between culture and interests. Therefore, both interviewees eventually amended their initial viewpoint of personal preferences being the main driving force by adding culture as a further effect on tourism and travel related behavior.

4.3.2.4 Analyzing Theme 2

Three different opinions on what influenced the interviewees' behavior in tourism and travel were brought forward. Different from Theme 1, the answers and viewpoints provided could not be attributed to the respective cultural groups of Europeans, Africans, or Asians as all three groups shared the same views. Instead, data were classified to examine whether the cultural or rather the individual identity formed travel behavior.

Previous findings acknowledged that culture alone does not affect behavior but that psychological as well as external elements take on a significant role during development phases of individuals (Beugelsdijk et al., 2016; Hofstede & McCrae, 2004). Several research respondents confirmed this viewpoint, as they linked their tourism and travel behavior to personal experiences and preferences rather than culture. Kang and Moscardo (2006) as well as Kostina et al. (2015) also verified that it is particularly psychological elements such as personal traits including values, norms and experiences that are related to external environment, drive behavior.

The remaining portion of the sample (eight) shared that their tourism and travel related behavior is a result of both their cultural and individual identity. Given the scientific evidence of the strong positive correlation between culture and behavior on the one hand, and individual personality on the other (Poortinga, 2015), it is not surprising that interviewees also confirmed culturally related norms and personal desires as the two drivers of their tourism and travel behavior. Respondents also stated that they started to act more on their individual preferences and less on norms with increasing age. Roccas and Sagiv (2018) attributed this behavior to an inherent part of an individual's personality and values, which have the power to direct people towards certain things that correspond with their individualism

comprising wants, interests, desires, familiarities and expectations (Gmelch & Kaul, 2018).

In conclusion, this theme's analysis found less relevance in the cultural dimensions for tourism and travel behavior than in the case of tourism and travel motivation. No clear differences in perception and opinions of the European, African and Asian groups respectively could be identified. While it was possible to attribute some behavioral differences to the respondents' cultural or individual identities, the overall analysis of Theme 2 concluded that the main forces impacting behavior in tourism and travel do not necessarily differ across diverse cultures. The common factors forming behavior that unite these three cultural groups were identified as: individual identity, related preferences and experiences made and, to a lesser extent cultural identity.

5   Conclusion

This thesis was conducted to examine potential cultural differences in tourism and travel behavior and motivation. Both the extensive literature review and findings of the questionnaire and interviews revealed that a few differences in tourism and travel behavior and motivation can also be accounted to the three diverse cultural backgrounds represented in this study, although in varying degrees. Individuality, however, also has a significant impact. Strong influencing aspects were brought forward by the sample, which also answered the three overall research questions of this thesis:

5.1.1   Is there a perceived correlation between culture and behavior?

The interview data of this study confirmed a strong positive correlation between culture and behavior. It was assumed by the respondents that personality also serves as an individual behavioral guide. LeVine (1982), Matusov and Marjanovic-Shane (2013) and Poortinga (2015) verify the prevalence of a positive correlation between culture and behavior as well as between culture and individual personality. Participants of this study suggested that different cultures very likely embody differences within (social) norms, values, perceptions and especially behavior, which is similar to cross-cultural research findings (Reisinger & Turner, 2003). Therefore, it can be concluded here that tourism and travel choices also show the correlation between culture, behavior and personality.

5.1.2   Is there a prevalence of differences in travel motivation within the three culture groups (Europe, Africa, Asia)?

Throughout literature, culture is accepted as a core motive for tourism and travel. Particularly cultural and psychocentric elements motivate an individual to satisfy his/her needs (Jang & Cai, 2002; Reisinger & Turner, 2003). This corresponds with the responses to both of the questionnaire and interviews of this study. Participants were convinced that their travel motivation was relative to their cultural experiences gained particularly during upbringing stages and interaction with their sociocultural environment. Personal interests, acting on their values as well as the demographics age, family status, profession and income were key factors that impacted their previous and future tourism activities. The main tourism and travel motivations

identified within this study were almost identical to those found by previous studies (Doran et al., 2015; Gmelch & Kaul, 2018; Vérein, 2015). Cohen (1972) categorized individuals into either being non-institutionalized or institutionalized tourists. By this concept, most of this study's participants would be non-institutionalized tourists seeking for self-driven and novel tourism experiences. Doran et al., (2015) found that notably individualist cultures follow non-institutionalized and collectivistic cultures rather institutionalized tourism patterns. The answers of the interviewees of this study, however, did not confirm this theory. Therefore, the respondents could not be grouped according to Hofstede's theory of individualism and collectivism, either. Instead, older and/or family-oriented respondents were found more likely to follow intentions that provided a mixture of institutionalized and non-institutionalized tourism. This provided more structure, did not entail any surprises but predictability, which ensured that tourism-related activities matched their expectations.

In this study differences in people's travel motivation could indeed be attributed to the three culture groups represented. Each group presented different reasons and explanations for people having different tourism and travel motivations. Research revealed that motives are also an inherent part of culture and may direct individuals towards actions that are personally but also culturally acceptable and/or conform (Gmelch & Kaul, 2018; Li et al., 2013; Poortinga, 2015). The interviewees shared this belief and were therefore convinced that a person with a diverse culture than their own would have other motives to engage in tourism and travel. Individuality was stated throughout all culture groups as one aspect explaining why diverse cultures might have diverse tourism and travel motives. Upbringing and the close social environment were mentioned as further factors by the Europeans; culture and status by the Asian group; and finally, the economic background and travel methods by the African interviewees.

5.1.3 Do differences in the cultural background account for discrepancies in tourism and travel behavior?

Due to the positive correlation between culture and behavior and culture and personality, it seemed appropriate to expect diversities in tourism and travel behavior across the contrasting cultures engaged in this study. The transcribed data

provided support that differences in the cultural identity drive tourism and travel behavior and that the individual identity is a further driver. Behavioral and psychological research claimed that elements such as, personal traits, motives and thought processes tend to be different across contrasting cultures and are also commonly compared between Eastern and Western culture groups (Beugelsdijk et al., 2016; Kastanakis & Voyer, 2014). Such comparisons portrayed significant differences in tourism and travel behavior across Asian and European cultures. Asians, as collectivists, for example, stick to the culturally conform and Europeans, as individualists, engage in novel and self-fulfilling activities (Geert Hofstede, n.d.; Han, 2015). The findings of this study, however, revealed that the tourism and travel behavior of Eastern (Asian), Western (Europe) and African participants could not be entirely differentiated along these lines. All members rather acted on their internal drivers including desires, interests and values to see something new and different from the (culturally) known and did not see their cultural backgrounds as an important factor. The findings on this research question aligned with those of other relevant studies, namely that values and emotions can highly influence tourism and travel related behavior (Reisinger & Turner, 2003).

5.2   Overall Findings

To conclude, the findings of this research provided evidence that differences in the cultural background indeed diversify the tourism and travel behavior and motivation, but to different extents. Differences in individuality came out as a key complementary force. This, together with culture, is very likely to affect tourism and travel behavior and motivation to a great extent. A specific finding of the analysis and interpretation of Themes 1 & 2 of this thesis is that tourism motivation is much more associated with culture than tourism behavior.

5.3   Limitations to this Study and Implications

Limitations experienced throughout this study largely corresponded with those expected prior to this study. Due to time constraints the sample employed was not as diversified as intended or required for the scope of this comparative research topic. While Europe was represented by eight individuals, including two biculturals, Africa had four with one bicultural, and Asia only had two representatives, which was also caused by one respondent and her family having to drop out unexpectedly after Phase 1. A further limitation of this research as identified during the interviews and analysis was the evident lack of understanding of some respondents of their culture being an actual influencer of their behavior. Some considered this during their interview process, but others only thereafter. Finally, several respondents had an evident cross-cultural background and great experience in dealing with diversity, which might cause a lack of awareness on the importance of cultural individualities. These facts might have led some participants to overrating their individual and not cultural identity as their main driver in tourism and travel, therefore possibly affecting some of quantitative and qualitative data.

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Appendices

Appendix 1 – Online Questionnaire (Phase I)

Questionnaire

The following questions shall function to get an insight on the socio-demographics, background and overall knowledge and interest of topic of the participant. The questionnaire will take about 8 to 10 minutes.

In which city/country were you born? *

Your answer

In how many countries have you lived? *

Your answer

How often did you travel in your youth per year? (Average) *

○ Rarely or almost never

○ Less than once

○ Once or twice

○ More than three times

In the past two years, 2018 and 2017, how often did you pursue trips? *

○ Rarely or almost never

○ Less than once

○ Once or twice

○ More than three times

Where did you go to? *
You can select multiple answers

☐ Africa

☐ Asia

☐ Europe

☐ Americas

Thinking about the year ahead, do you already have your next trip planned or even booked? *

○ Yes

○ No

Please state the first three words that you associate with tourism and travel? *

Your answer

With whom do you usually travel? *
You can select multiple answers

☐ Alone

☐ With partner

☐ Family and Friends

☐ Colleagues

What is your main reason to engage in tourism and travel? *

◯ Leisure

◯ Personal fulfillment

◯ Business

◯ other

What do you define as your cultural identity? *

Your answer

Name *

Your answer

Gender *

◯ Female

◯ Male

Age *

Your answer

Thank you very much!

This completes the questionnaire - Phase I

Appendix 2 – Tentative Interview Guide (Phase II Questions)

PHASE TWO

Dear participant(s),

Thank you very much for participating in this research study . You are supporting my Bachelor Thesis Research Project, to gain a Bachelor of Business Administration in Tourism, Hospitality and Operations Management at MODUL University Vienna.

The aim of this research is to investigate if and to what extent cultural heterogeneity and diversity affect Tourism & Travel behavior and intentions.

Informing the Participants:

> Duration of approx. 20-35 minutes; Mix of open-ended, opinion, value and attitude questions; 12 Questions

Please do not hesitate to ask for clarification on the interview process, our joint sessions, how your answers and responses will be used, and also on any individual questions. I can assure you that there will not be any right or wrong answers, but that I am rather seeking your personal opinion, beliefs, attitudes and experiences/stories, which interest me a lot. The interview will last approximately 25 minutes. The entire interview process and answers will be recorded. All responses can be treated confidentially, if requested.

Thank you very much for your participation!

Phase Two – Dynamic questions subject to the overall categories (3)

Categories (3)

1. **Cross-cultural interaction**

Questions:

1. To what extent do you choose the travel destination based on your cultural background?
    1.1. Do you include your desired level of interaction with the tourism destination in your travel planning? If applicable: Have you chosen a destination over another, due to preferring the local culture – Which one and why?
2. What types of experiences have you had in relating with people whose backgrounds are different than your own? (Observable differences?)
3. How has your travel experience to other cultures influenced your daily interaction with individuals?
4. How do you act when travelling to a destination with a different culture with other norms and codes of conducts than your own? (Probing question: Do you maintain your "normal" behavior, adapt, engage in interaction with members of other culture group, remain distant?)
5. Do you believe that cross-culturalism entails challenges or risks? If so, please state what you think those would be. (Probing questions to identify stereotyping, ethnocentrism)

2. Psychological Behavioral patterns that lead to tourism and travel intention(s)

Questions:

6. Do you believe that culture and behavior are correlated? – If so, do you think you behave differently from others during travel, due to your cultural identity, and in which way ?

7. How does your behavior impact your decision-making process before travel? (include motives, concerns, expectations, influencing factors)

8. Do you prepare before the travel to get an insight into the culture dependent social behavioral rules/norms? (Probing question: In terms of non-verbal communication: Sense of space and touch, physical gesture, appearance)

9. Referring to the previous questions: Would you say that your behavioral choices are due to cultural identity or your personal preferences? (Keep in mind for interviewer: Individualist vs. collectivist interests)

3. What motivates individuals from different cultures to engage in tourism & Travel?

Questions:

10. Reviewing your previous tourism activities, what was your core motif to undertake the trip? (Probing question: To get away, to do something specific? Push factors vs. Pull factors)

11. What internal and external factors determine or influence your motivation to travel (Probing questions to clarify push and pull factors)

12. Have you experienced different tourism motivation in your close social environment and if so, how did you reason those? (Probing question: Did you consider that your diverse cultural identities or experiences account for the discrepancies?)

Phase Three – Concluding thoughts, feedback, debriefing

1. Cultural awareness – Has this interview led you to engage with cultural differences on tourism and travel behavior and motives

2. Follow-up Questions

3. After the input we have gathered here, to whom do you believe that tourism behavior matters and why?

4. Debriefing