

TRAVEL MOTIVATIONS: EVALUATING A MEASUREMENT SCALE

Veeraj G. Mahatme

*Assistant Professor, Department of Business Administration,
MES College of Arts and Commerce, Zuarinagar, Goa, India*

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ABSTRACT

Behaviour is the result of motivation. Different types of travel motivations will result in different behaviors which in turn will impact travel decisions. These decisions are of great importance to the travel industry. Therefore it's important to have good measures of travel motivations. We evaluated the scale to measure 'seeking' and 'escape' motivation developed in U.S.A and found that it did not give satisfactory results in the Indian setting. We tested different models and an abridged version was developed which gave satisfactory results. There is a need to develop a better scale to measure 'seeking' and 'escape' motivation, one that can be used, across different cultural settings.

KEYWORDS: *Escape Motivation, Seeking Motivation, Individualistic Cultures, Collectivistic Cultures*