

A SYSTEMATIC APPROACH TO PERSONAL TRAVEL MOTIVES (THEORETICAL CONSTRUCT)

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Abstract

The article discusses a systematic approach to personal travel motives. With the aim to perceive the links between main attitudes of the system of human motivation and tourist travel motives, the article presents a theoretical discourse on this topic. The author admits that the change in tourist travel motives has impact on the supply of tourism services; meanwhile the process is reciprocal and can be viewed as a transition from the prevalent form of 'hard' tourism to the new form of 'soft' tourism which is firmly establishing itself nowadays. The article defines the reasons of this shift. Besides, on the basis of the historical context of change in travel motives and up-to-date perspective, the author analyses the scientific position of famous tourism specialists (Faracik, 2008; Plog, 2005; Pearce, 2005; Kwartalnov, 2002; Rudnicki, 2010, and others) on travel motives and discusses models published in scientific papers. Special attention is given to the links between tourist travel motives and types of tourism. The author of the article notes that more research is needed in order to find out tourist travel motives according to the country of origin, religious, cultural and other dimensions. The article presents tourism situation in Lithuania in the context of 'pull' country.

Key words: tourist travel motives, a system of travel motives.

Classification JEL: M 12 – Personnel Management.

1. Introduction

Tourism market embraces more than 300 types and subtypes of tourism; however, this list is constantly updated (Kwartalnov, 2002). For instance, over the last 10 years alongside traditional types of travel such as recreational, cognitive, health tourism and conferences, new types and subtypes of tourism have emerged and gained popularity, namely ecological, archaeological, linguistic, adventure, shopping, beer, skiing and many others.

According to Alejziak (2002), in the course of the development of the latest tourism industry the following 6 environmental factors should be considered:

- The demographic situation (the age profile of the community members, trends in family creation, the predominant family model, etc.);
- Social and cultural environment (the employment period, the duration of vacation, retirement procedure, family crises moments, conflicts between factual identity and new trends in the society, especially in the developing countries, etc.);
- The political situation (changes in the Central and Eastern Europe, integration processes in the EU, attitude to migration, the threat of terrorism, etc.);
- The economic environment (integration into the *global economic processes, the world financial crises, liberalization of the developmental processes, etc.*);
- Technological development (the development of the information systems, transport and infrastructure, etc.);
- The ecological environment (the decrease in environmental resources, conflicts about the regional development, the threat of ecological catastrophes, etc.).

Due to the above-mentioned reasons tourist travel motives have attracted interest of psychologists, sociologists, demographers, political scientists, ecologists, and specialists of other sciences, including representatives of psychology, such as Faracik (2008), Schmitz-Scherzer (1975), Pearce and Lee (2005, pp. 226–237) and sociology, such as Hsu and Huang (2007, pp.14–27), Bashar (2010, pp. 41–50; 2014, pp. 260–273), Cha, McCleary and Uysal (1995, pp. 33–39), Baloglu (1996, pp. 32–38), Jamrozky (2008), and many others. Change

in the tourism sphere arise interest of representatives of management science in special features of this activity in the context of travel motivation (Pearce, 2005; Gražulis & Žuromskaitė, 2013; etc.).

Plog (2005, pp. 271–293), Goeldner and Ritchie (2009) conducted research in order to establish the correlation of the travel motives to the tourist personality and his or her psychological characteristics, on the basis of the Model of Allocentricity and Psychocentricity designed by Plog. It was noted that during the recent centuries tourist mobility has become a norm in the society, thus, presumably, the development of this process is influenced mainly by new travel motives and expectations of a person (Faracik, 2008). Besides, change in the tourism sphere encouraged management specialists to investigate the specifics of this activity (Jewell & Crofts, 2001; Pearce, 2005; Andersson, Lundberg, 2013; Gražulis & Žuromskaitė, 2013; etc.).

The developing tourism environment facilitates researches which focus on the description, classification and systemization of travel motives. Pearce and Lee (2005), Hsu and Huang (2007, pp. 15–16), as well as many other tourism specialists base their research of personal travel motives on the well-known Maslow's Hierarchy of Needs theory (1943, pp. 370–396), Adams 'Equity' (1963), and Vroom's Expectancy Theory (1965, pp. 36–49). Although it is admitted that these theories are considered to be a solid methodological basis for doing research on the system of human needs, practice reveals that they are not sufficient for the adequate perception of personal tourist motives. For these reasons, recently there has been an agreement on the idea that perception of these motives should also rely on other methodological models. In order to solve these issues Pearce and Lee (2005) suggested a three-level motivation model called Travel Career. Personal travel motives were systematized by Mannell and Iso-Ahola (1987, pp. 314–331),¹ Cha, McCleary and Uysal (1995, pp. 33–39), Baloglu (1996, pp. 32–38.), Jamrozy (2008) and other scholars.

This article presents a theoretical construct of personal tourist motives, which is based on the systematic analysis. *The aims of the research are:* to discuss the links between personal travel motives and the main assumptions of motivation theories; to provide an overview of reasons of change in personal travel motives; to systematize the links between personal tourist motives and tourism products (services); to discuss 'pull' factors of Lithuania in the context of travel motives. *The research methods* used are the analysis and synthesis of scientific literature and statistics, and a critical discussion.

2. The context of the theoretical discourse of personal tourist motives

People who intend to implement their expectations have to decide when and how they can do that. Unfortunately, people are not always able to realize all their wishes perfectly well in their daily life. There are numerous reasons for that, for instance, personal motives and means used to satisfy the needs are not always perceived adequately.

Personal expectations in a general sense are understood as a person's internal state which reflects certain needs that are expressed through a desire to deliberately satisfy them and at the same time encourage the person to act with a sense of direction. Acting with a sense of direction is a means that an individual uses to satisfy one or more needs. When we discuss an individual's needs for travel, we should talk about a desire to become familiar with the

¹ One of the major reasons of this lies in the difference of the environment where the process of an individual's motivation takes place. The classical motivation theories are oriented towards motives which arise in the work environment of a person (in the enterprise, office and the like); meanwhile, the reason for tourist motives lies in the broader environment, thus, as Marek Więckowsky (2014, pp. 17–24) notes, it is possible to distinguish multi-motivation systems.

country's cultural heritage, its history and nature, an intention to participate in festivals, conferences, a desire to get high quality health and other services.

It is the person's interest to periodically or constantly pursue the 'target position' in particular that best explains the reasons of activity, or motives. Thus, motives for travel emerge only when the trip becomes one of the main (or the only) conditions for attaining personal goals, so they can be defined as an internal force that makes people put deliberate effort in order to satisfy personal needs². At the same time, formation of motives is to a large extent determined by the ability of the environment to offer an individual a particular 'set' of motives. Motives that recently have become relevant for many people and have had a direct impact on their decision to go on travel are presented below (the source used V. Gražulis et al., 2012, p. 124)³:

- A desire to expand tourist interests for the sake of personal development;
- A tourist trip viewed as an opportunity to realise personal goals and develop one's personal competency;
- A tourist trip viewed as a means to focus one's behaviour in the direction of cooperation with other people;
- A desire to explore other places in order to get the necessary information about the history of a particular region and perspectives of its development, and achievements in the sphere of tourism;
- Willingness to take risks in order to achieve the desired results, e.g., in case of extreme tourism;
- Orientation of oneself in the direction of cognition of the environment and other locations.

Research intended to identify the motives to go on some form of a trip reveals that when people make the decision to travel, most of them clearly understand why they decided to travel and as such are guided by similar motives. Alejziak (2000, pp. 3–38), Kvartalnov (2002), Rudnicki (2010) believe that formation of motives to travel is determined by various internal and external factors. As these authors note, internal factors, which determine tourist motives, are a person's demographic characteristics (age, sex, marital status⁴, education, and income), ability to take risks and desire to develop, their interests and the like. External factors include the social environment where the person functions, the state's attitude to tourism development, the level of tourism infrastructure, social and economic situation in the country, seasonality and travel security, tourist product price, points of sale and advertising, etc. For instance, advertising can cardinaly change the decision of a tourist on the time, aim and destination of the travel.

Mannell and Iso-Ahola (1987, pp. 314–331) introduced a model of tourism motivation which consists of two factors, the essence of which is as follows: psychological satisfaction of a person with leisure time activities and the existing tourism experience comes from the interaction between two motivational forces, namely, a desire to escape from stress experienced in the everyday environment and a desire to seek recreation. Although the authors believe that tourism specialists had analysed the 'anatomy' of the leisure experience, fundamental research for the evaluation of conscious tourist experiences was scarce. Thus

² We can agree with the witty evaluation of motive by a psychologist-consultant K. E. Keenan (1999) who said that lack of motive is equivalent to toothache – it is not dangerous to life, but is extremely tiring.

³ One of first attempts to comprehend the nature of motives and describe them was made by a psychologist William McDougall (1960), who in 1940-ies claimed that human behaviour is passed from generation to generation in the form of instinctive tendencies (referred to by the author as motives), such as looking for food, sex, fear, curiosity, motherhood, care, communication, help, self-esteem, belonging, acquisition, etc.

⁴ It was noted that marital status has impact on the decision to travel: a desire to feel free, spending time with friends, possibility to pay more time to entertainment and adventures (Plog, 2005, p. 282).

Mannell and Iso-Ahola claimed that it is necessary to establish when and under what circumstances travel motives and tourist experience become motivated leisure experience. Motivated leisure experience is the focus of Bronwyn Jewell and Crotts (2001, pp. 13–28), who established that a person attains a satisfying leisure experience when pleasure and learning complement each other.

Pearce and Lee (2005, pp. 226–237) formulated the so-called ‘Travel Career’ conceptual motivation model. The authors on the basis of the analysis of ties between the level of tourist motivation according to some travel model and the accumulated personal travel experience, draw a conclusion that cultural differences of the destination and their nature are an important factor for travellers who have climbed the travel career ladder⁵, whereas travel motives, as for instance for personal development, establishing contact, self-esteem, nostalgia, romance, and fulfilment, are more characteristic of less experienced tourists. Besides, Pearce and Lee found that travel motives, such as escape from routine life, relaxation, and enhancement of mutual relation, form the core of motivation of all travellers.

Plog (2005, pp. 271–293) conducted research in order to find out how travel motives depend on the individual’s personality type and his psychological features related to expressing his life position. The author on the basis of the analysis of these processes, in 1972 presented a ‘Model of Allocentricity and Psychocentricity’, which represent two opposing characteristics⁶. Goeldner and Ritchie (2006, p. 254; 2012) and other specialists interested in tourist motives show support for Plog’s model.

So what encourages people to go on a tourist trip? It was noted that mobility first of all depends on the tourist product offered to potential tourists by a particular country or its region and the enhanced motivation to visit that location and attain the envisaged goal. Tourist products on offer constantly change, e.g. in the Middle Ages pilgrimages based on religious motives were popular, meanwhile people of modern times tend to go on educational, adventure and wellness trips, during which they acquire new knowledge and experience, have a rest in another geographic or climate zone, use wellness services and the like. Most tourism specialists agree that the above-mentioned and many other reasons have had impact on the essential change in tourism and created conditions for expanding the nomenclature of tourism products. For instance, at the end of the 20th century new tourism products, such as culinary, historic, folklore and literature, emerged and gained popularity in Western Europe. The new tourism products focus on authenticity and educational aspect (*von Rohrscheidt, 2008*). It is noteworthy that these products were to a large extent developed by local craftsmen, farmers and businessmen. They contributed to the originality and regional uniqueness of new tourism products, which created conditions to arise interest in “new” tourism markets. Besides, new opportunities facilitated the development of more convenient ways of travelling, which inspired essential changes in tourist motives for choosing the means of travel, itinerary and destination.

Scientific researches of the past decade (*MacCannell, 2005; Holloway & Taylor, 2006*) show that nowadays more and more tourists refuse package tours because travelling in groups does not satisfy all of the traveller’s needs. Besides, it was noted that there are more tourists who intend to use several, and sometimes very different, tourism products during one trip, e.g. cognitive and medical or extreme. Lickorish and Jenkins (2001) believe that this process was influenced by the changing motives of the tourist, which are frequently related to a person’s attitude towards life, personal interests (very often such tourists are characterised by a higher

⁵ In 1988 P. L. Pearce started to use the concept of ‘travel career ladder’ in order to explain that tourists develop their motives as ‘steps’ on the ladder: leisure, safety, establishing contact, self-esteem, and personal development.

⁶ Allocentric people are those who are characterised by curiosity, self-confidence and ‘ego’. Meanwhile, psychocentric people are timid and reserved, avoid taking risk, etc.

degree of individualism, a desire to spend their free time differently and stay in an authentic environment without being disturbed). Such tourists are not satisfied with the three S's (Sun, Sand and Sea) tourist product; they look for new challenges, sensations and undiscovered regions, which according to Mika and Faracik (2008, pp. 86–87) can be described as the three E's (Entertainment, Excitement, and Education). A tourism specialist Krippendorf (1996) formulated the change in possibility of travel choices as a transition from 'hard' tourism, which was characteristic of the second half of the 20th century, to 'soft' tourism, which is characteristic of the past decades. Table 1 presents reasons of the change in tourist travel models from 'hard' to 'soft' on the basis of Krippendorf's vision of 'hard' and 'soft' tourism development, adapted by Alejziak.

Table 1. Reasons of the change in tourist travel models from 'hard' to 'soft'⁷ [designed by the author on the basis of the following sources: Alejziak (2000), Gražulis & Žuromskaitė (2013)]

Factors that determine the choice of a tourist trip	Reasons of the change in tourist trips	
	'Hard' tourism	'Soft' tourism
Expectations of a person	The focus is on the pre-planned excursions and attractions	Expectations are not limited to the pre-planned excursions and attractions; new forms and types of high quality impressions and experience are sought
	Basic knowledge about the culture, history and traditions of the country, which is visited, is sufficient	Becoming deeply familiar with the culture, history and traditions of the country in advance; intention to visit and participate in exhibitions, fairs, festivals, etc.
	Intention to go shopping for everyday goods, souvenirs for mass consumption, counterfeit goods, etc.	Intention to purchase inexpensive local authentic and region-specific works of art, publications, etc.
	The choice of adventure trips focuses on jeep safaris, travel by hot air balloons, yachting, etc.	Along the adventure part, the focus is on exploration of regional tourism products (culinary, cultural, etc.)
	Comfort of travel is required: accommodation in hotels, cottages equipped with greater convenience and situated closer to sites of attraction, etc.	Comfort is required only to help tourists reach the destination: accommodation can be provided not only in hotels, but motels or campsites, irrespective of the possibility to visit less accessible sites
	Trends in tourism determine the content of the trip: popular tourism destinations prevail, etc.	Expansion of tourists' personal interests
	Travel model	Priority is given to short-term educational trips in groups (e.g. at weekends) according to a pre-planned programme (the itinerary, sites, timing, etc.)
Priority is given to one trip during the annual holiday		More than one journey per year is chosen according to an individual plan
Comfortable, though passive, travel prevails		Effort is put in advance to organize the activity during the trip

⁷ Reasons of the change in tourist trips from 'hard' to 'soft' presented in Table 1 clearly indicate that not only psychologists, sociologists and management professionals, but also demographers, culturologists, political scientists and ecologists should be actively engaged in the analysis of tourism issues.

Tourism culture	Poor knowledge of the language, cultural traditions and customs of the country to be visited	Prior acquaintance with the basics of the language, cultural traditions and customs of the country to be visited
	Demonstration of superiority when dealing with the service staff of the accommodation and attractions, and other people	Demonstration of respect when dealing with the service staff of the accommodation and attractions, and other people
	An increased curiosity and nosiness in communication with the local people	Communication based on the local culture and customs prevails

The change in the attitude to tourism and constant offer of new tourism products in the market facilitate new motives for people to travel and increase their needs to be a part of this process. Nowadays numerous specialists search for best travel models, which would be useful for analysis of motives, which determine the choice of travel, and development of competitive tourism products.

Perception of tourist travel motives helps to group and classify them into systematized schemes of behaviour according to certain features (*Kvartalnov, 2002*). Goeldner and Ritchie (2009), McIntosh (2000) believe that there are several major groups of motives which stimulate people to travel:

- Physical (related with rest or/and active physical activity: treatment, sports);
- Psychological and spiritual (escape from isolation and civilization, entertainment, relaxation, adventure);
- Cultural (related with a desire to become familiar with local or regional cultural and historical heritage);
- Interpersonal (a desire to become familiar with new people, visit friends and relatives);
- Social status and prestige (includes internal needs and personal development).

The latest discoveries of archaeological, historical and cultural heritage and trends in the preservation thereof during the past decades have increased the rates of how the way of living changes, which in turn encourage the emergence of new motives for people go on tourist trips. Boniface and Cooper (*cited according to Faracik, 2008, p. 85*), Mayo and Javis (*cited according to Rudnicki, 2010, p. 48*), analysed the recent changes in tourist travel motives and came to the conclusion that when developing tourism it is extremely important to take into account motives related with wishes:

- To visit places of origin, to return to 'the source';
- To visit new destinations not yet discovered by mass tourists;
- To experience pleasure due to a change in place, being in nature, enjoying serenity;
- To become familiar with people of other cultures, to see how they live, rest and work, their customs and traditions, etc.;
- To experience new adventure and escape from the monotony of everyday life;
- To visit popular places of entertainment with the prevailing culture of clubs, discos, concerts and other types of entertainment, to experience sexual and romantic adventure;
- To take part in hiking in the mountains, enjoy water and cycling tourism and spend time in other active forms.

As it was already mentioned, one of the factors that determine a person's travel motives is age. Kvartalnov's researches on the links of the age of people and their travel motives and travel content revealed that children under 18 years old are more interested in active sports and other physical activities; however, they are financially dependent on their parents, thus they travel in groups and choose the cheapest tourist services (campsites, hitch-hiking,

hiking). The scholar thinks that the youth under 25 years old, including students, have higher demands for cognition of the environment, choose active tourism which is very often related with adventure, and very often travel on their own. The group of 25–35 year-old tourists includes young families with small children, who often choose quiet rest with the possibility to satisfy cognitive needs of their children. Meanwhile the main travel motive of 35–50 year-old tourists is to get high quality rest for the money they have paid, which demonstrates that they seek to expose their social status. People of this age group choose active leisure (e.g. sightseeing trips), and often travel individually and without children. The group of tourists who are older than 50 years old is sometimes referred to by researchers as ‘grey waves’. Munster and de Klumbis (2005) claim that many of them are retired, however they are still in good health, have savings, and therefore can afford to spend more time on leisure, including travel. The main motive of their travel is a quiet rest, but quite a large part of tourists of this age group choose group trips for security reasons. In general, travel security, as one of most important factors to go on a trip or abstain from it, has become particularly relevant recently, as the threat of terrorism (e.g. in the Middle East), political and social unrest (recent events in the North African region) and military conflict has increased. Results of numerous researches show that the security of the destination is of a particular relevance for women and children (Cooper, Hall, 2007, pp. 13–14). The choice of the trip can be determined by other risk factors as well, e.g. economic crisis, bankruptcy of tourism enterprises, etc. An equally important factor is health risk (epidemics, contagious disease, contaminated water, etc.). Other risk factors which determine the choice of the trip include religious, social, cultural or sexual aspects and the like. For instance, sexual minorities choose more expensive tourism products for security reasons, because their choice to go on a trip is strongly influenced by the policy of the country that they visit on such tourist groups (Jędrysiak, 2008).

Due to efforts of Yuan and McDonald (1990, pp. 42–44), Uysal and Hagan (1993, pp. 798–810), and Fodness (1994, pp. 555–581), the analysis of tourism motives in 1990-ies relied greatly on the so-called ‘push-pull’ model⁸. According to this model, a person is encouraged to go on a trip by ‘push’ factors (e.g., curiosity, revival of memories, a desire to excel, and the like), meanwhile ‘pull’ factors help to select the appropriate country or region to go to (unique historical, architectural and cultural heritage, an exclusive landscape, etc.). In the context of the above-mentioned model, ‘push’ factors function as a catalyst and have to be strong enough to encourage a person to travel. These factors should allow a person to expect great potential benefit and at the same time to offset travel expenses. Thus this model helped to evaluate the expected value of travel and potential losses. Because this model provided for an opportunity to analyse cause and effect ties of tourist travel, it soon gained great support of most tourism specialists, including Bashar and Ahmat (2010, p. 41), Kozak and Decrop (2009). At the same time, the practical application of the ‘push-pull’ does not provide for the appropriate assessment of the correlation of tourist products (services) with travel motives, i.e. it is not clear whether a person goes on a trip because of educational, business, recreational or other motives. Table 2 presents an overview of links of types and subtypes of tourist products (services) with travel motives in the context of the ‘push-pull’ model.

Bashar and Ahmad (2010, p. 41), Fodness (1994, pp. 555–581), Kozak and Decrop (2009), Yuan and McDonald (1990, pp.42–44), Uysal and Hagan (1993, pp. 798–810) suggested to use the so-called push/pull model for the analysis of tourist travel motives, which was helpful for the evaluation of prospective travel gains and losses. Since this model provided researchers with the possibility to analyse the cause and effect relationship of tourist travel, it was very soon approved by numerous tourism professionals.

⁸ At the same time, it should be noted that the complex ‘push-pull’ model is widely accepted in other areas of scientific research, e.g. it is used in the analysis of migration processes (Stockwell & Groat, 1984).

Table 2. Classification of links of tourist products/services (pull factors) with travel motives (push factors), [elaborated by author on the basis of Gražulis and Žuromskaitė (2013) 'Systematic Approach to Personal Travel Motives – Possibilities in Lithuania'. Social Research, 2013, 4 (33): 5–17]

Classification of types and subtypes of tourist products/services (pull factors)		Personal travel motives (push factors)
Type	Subtype	
Cultural	Regional, city, rural areas, historical, archaeological, literature, ethnographic, museum, linguistic, religious, military, and other similar types of heritage, events, hobbies, dark, etc.	A desire to become familiar with traditions, customs, lifestyle and other features of cultural heritage of the regional, city, rural area which is visited; to see the architectural heritage with one's own eyes; to become familiar with the local literature, to visit the settings of famous literary works and birthplaces of favourite authors, artists and famous historical personalities; to become familiar with the military heritage, take part in arts and cultural festivals, to see massacre and disaster sites, etc.
Leisure/entertainment	Cruising, seaside, theme, amusement parks, clubbing, erotic, gambling, etc.	A desire to enjoy cruising, rest and have fun at recreational resources, in resort areas, go to clubs, discos, beach parties, enjoy the three S's (Sun, Sand and Sea) and erotic adventures, etc.
Extreme/adventure	Mountain, canoeing, yachting, rafting, equine, automobiles, motorcycles and bicycles, trekking, ski touring, camping, survival tours, playing golf, <i>fan</i> , etc.	A desire to experience adventure and risk, discover areas which are difficult to reach, to enjoy extreme sensations, to test one's physical and mental strength, escape from daily routine, find like-minded friends, to support one's sports team, etc.
Educational/scientific	Congresses, conferences, fairs, scientific research, volunteering, etc.	A desire to raise qualification, develop new competencies, to become familiar with science and technological innovations presented at fairs, to experience the three E tourism (i.e. entertainment, excitement, education), to gain experience through volunteer activities, etc.
Nature 'Green'	Ecotourism, geological tourism, polar tourism, bird watching, safaris, etc.	A desire to become familiar with wild nature, objects inscribed in the UNESCO list and the variety of natural resources, to become familiar with the regional climatic characteristics, etc.
Business	Business fairs, exhibitions and festivals, corporate partnership, joint action, etc.	A desire to take part in fairs, exhibitions and festivals, meet representatives of partner organizations, etc.
Wellness/medical	SPA, yoga, therapeutic, beauty, fitness, healthy nutrition, rehabilitation, nursing, dental, etc.	A desire to make use of the region-specific products of natural care and treatment, get consultations from famous health professionals, regain psychological balance, become familiar with healthy life ideas, yoga schools, etc.
Sentimental/ethnic	Ethno, tribal, aboriginal, rural, genealogical, etc.	A desire to come back to the place of origin, to family roots; to re-establish the relationship with the traditions and values of one's own culture; a desire to become familiar with the history of the family and ancestors, etc.
Culinary	Food, gastronomic, gourmet, beer, wine, and other similar types of heritage	A desire to become familiar with culinary, gastronomic heritage, to satisfy the gourmet needs, etc.
Shopping	Shopping centres, markets, fairs, etc.	A desire to visit shopping malls, markets, fairs and other points of sale, etc.

At the same time, this model revealed that it is not sufficiently systematized, as it does not address the relationship between tourism products (services) and travel motives, i.e. whether a person goes on a trip due to educational, business, wellness or other motives. Taking this issue into consideration, Table 2 presents an overview of the improved classification of links of tourist products with travel motives.

Regardless of the fact that tourism specialists from different countries extensively discuss tourism business⁹, personal travel motives, it should be noted that in Lithuania due to recent historic events, economic, infrastructural and other reasons, there is still lack of deeper research, which would provide a scientific basis for analysing and systematising travel motives according to racial, cultural, religious or political affiliation; there is no research carried out on travel motives according to a person's residence location (region, city/village, etc.), thus the classification suggested by the author in Table 2 could be further improved on the basis of data purposefully collected in an extensive database.

3. Lithuania as a 'pull' object of tourist travel

Upon the accession of Lithuania to the European Union in 2004, the development of international tourism has become a relevant issue because not only Lithuanians had a desire to get to know other countries, but also there was a significant increase in the influx of foreign tourists who wanted to see a less-known country. It should be acknowledged that the flow of foreign tourists reached Lithuania when it was not yet ready to accept great amount of tourists, thus quite for a long time foreign tourists were often disappointed by the poorly developed public tourism infrastructure.

Significant objects for tourism development in Lithuania are ancient castles, objects of defence heritage, churches and monasteries, estates and estate homesteads, historic parks, ethnographic villages, and other heritage. Sacral heritage and ethnic celebrations, various ancient handicrafts of Lithuania have gained international acclaim. Tourists in Lithuania are offered to experience the mood of pilgrimage trips, including visits to such pilgrimage centres as the Hill of Crosses and the Gates of Dawn, which are recognized throughout Catholic Europe. One of the pearls of the baroque architecture, attributed to the seventeenth century, is the architectural ensemble of Pažaislis monastery, which is also famous for international music festivals. Foreign tourists become interested not only in castles and churches, but also in the objects of tangible and intangible heritage included in the UNESCO list of world heritage sites (Table 3).

At present time 7 of 10 foreign tourists usually come to Lithuania for personal purposes: on vacation, to spend leisure time, to visit friends and relatives, to go shopping or take advantage of health services (<http://alkas.lt/2012/12/11>). At the same time, long-term observations suggest that tourists from Poland and Israel, who travel to Lithuania, are often guided by cultural, cognitive and sentimental motives, while tourists from Russia, alongside shopping, strive to take advantage of the opportunity to receive good quality health services in Lithuania. Western European and Nordic tourists prefer 'soft' tourism in Lithuania and their list of travel priorities includes health wellness, active leisure, exploring nature, cultural heritage (familiarity with the combination of archaic traditions and customs) and tourist products that reveal regional authenticity.

The world's largest travel guide publisher Lonely Planet, upon evaluation of the uniqueness of Lithuania and the progress it has made in the field of tourism, described Lithuania as 'one of Europe's best kept secrets' and therefore included it in the top ten countries recommended for visiting (*Petronytė, 2015*).

⁹ For instance, Andersson and Lundberg (2013, pp. 99–109) analyse tourism as an economic phenomenon, with the focus on the perspectives of economic sustainability of travel.

Table 3. Tourist pull objects in Lithuania, included in the UNESCO list of world heritage sites (UNESCO objects of World Heritage Sites in Europe. Accessed via: [//lt.wikipedia.org/wiki/S%C4%85ra%C5%A1as:UNESCO_pasaulio_paveldo_objektai_Europoje](http://lt.wikipedia.org/wiki/S%C4%85ra%C5%A1as:UNESCO_pasaulio_paveldo_objektai_Europoje))

Type of heritage	Pull object
Tangible heritage: important architectural monuments, examples of impressive architectural ensembles, a unique and exclusive legacy of existing or already extinct cultures, spectacular traditional human settlements, land or water use models typical of particular cultures	The historic Old Town of Vilnius (on the list since 1994) is one of the most remote cities in the east, whose development over the centuries was strongly influenced by the interaction of Western and Eastern cultures. Besides, the Old Town of Vilnius is one of rare well-preserved medieval towns with examples of streets and urbanization characteristic of that period. The Old Town of Vilnius is incomparable neither to Riga, nor to Tallinn, because, according to the Russian journalist Sergej Kononov, Vilnius is the melting pot of styles, epochs and confessions. The Baroque is very peculiar here, which, according to Kononov, is a system of architecture and art referred to by a specific term 'Vilnius Baroque' (http://alkas.lt/2012/11/19).
	The Curonian Spit (on the list since 2000) is a unique human and natural creation stretching throughout the Lithuanian and Russian territory, characterized by its rare distinctiveness and constant fight of its people with the wind and weather events. The Curonian Spit resort area is loved by young people, families with young children or romantically inclined couples. The awareness of the Curonian Spit is a growing among tourists in Germany (about 40 per cent of all tourist arrivals) and Russia. Recently the Curonian Spit has experienced an increasing flow of tourists from Latvia, Estonia, Poland, the USA, France, Switzerland, and Finland. (http://alkas.lt/2013/08/30/kursiu-nerija-nenusileidzia-uzsienio-kurortams/).
	Kernave Archaeological Site (on the list since 2004) is a cultural landscape formed during the ages, which reflects all inhabitation phases characteristic of this historic area, whereas the archaeological legacy attributable to the medieval period reflects one of the major stages in the history of the East European region, i.e. transformation of the pagan society into Christian. The area is a witness to a long term-lived unique civilization with its own exclusive cultural tradition, which illustrates one of the major stages of the formation history of the Lithuanian state.
	The Struve Geodetic Arc (on the list since 2005) is a chain of survey triangulations stretching through the territory of eight modern states (Sweden, Norway, Finland, Estonia, Latvia, Lithuania, Belarus, Russia, Ukraine and Moldova). The Struve Geodetic Arc is included in the measurement of the triangulation parameters.
Intangible cultural heritage	Cross-crafting and cross symbolism was inscribed on the UNESCO List of 19 Masterpieces of the Oral and Intangible Heritage of Humanity in 2001.
	Song Festival tradition and symbolism in Lithuania inscribed on the list of masterpieces of the oral and intangible heritage of humanity (on the list since 2003).
Documentary heritage	Radziwills' Archives and Niasvizh Library Collection (2009) comprise documentary heritage, collected from the XV-th to the XX-th century. The collection stores up to 70 thousand original documents and contracts of national significance, and some of them exist only in one copy.

4. Conclusion

Tourism market embraces more than 300 types and sub-types of tourism, and the list is constantly updated (Kvarmalnov, 2002). During the last ten years, alongside traditional types of tourist trips (recreational, cognitive, health tourism and conferences), new types and subtypes of tourism, such as ecological, archaeological, linguistic, adventure, shopping, beer, skiing, etc., have gained great popularity. Tourist mobility has become a norm, thus it is assumed that the development of this process is to a large extent determined by new travel motives and related personal expectations (Faracik, 2008).

Travel motives have become the research object of psychologists, sociologists and other scientists. The author of the article claims that travel motives emerge only when the trip becomes one of the main (or the only) conditions for attaining personal goals. Numerous researches reveal that when people make the decision to travel, most of them clearly understand why they decided to travel and as such are guided by similar motives, which are determined by various internal and external factors.

Recent changes in social and economic environment have caused the major changes in tourist motives when choosing tourist products and means of travel. New tourist products focus more on authenticity (culinary, folklore, etc.) and educational aspect (von Rohrscheidt, 2008).

Nowadays numerous specialists are trying to find best travel models, which would be helpful for the analysis of motives that determine the choice of travel, and would help to group and classify tourist travel motives into systematized schemes of behaviour according to certain features. In this context, the article presents a classification of links between personal travel motives and tourist products. The author admits that this classification could be further improved on the basis of data purposefully collected in an extensive database.

Upon the accession of Lithuania to the European Union in 2004, the development of international tourism has become a relevant issue; the influx of foreign tourists constantly increases and the main motives of these tourists are to get acquainted with a peculiar historic, architectural, and cultural heritage, to visit friends or relatives, to take advantage of health services. This suggests that Lithuania is gradually becoming a tourist pull country.

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