

To what extent do Cultural Differences diversify the Tourism and Travel Behavior and Motivation?

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 stronger 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.