

Motivation of organizers and visitors of cultural events / visitor management

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Motivation of organizers and visitors of cultural events / visitor management

- motivation

- all rational behavior of a person with any goal is motivated behavior
- internal driving forces of man / living beings

- provides information on how to reach your goal
- it is reflected in the intensity / quality of the work done
- it is influenced by social norms

- the motive is the initiation of motivation
 - the basic urge to fulfill the need
 - motivation is the result of a motive with the present subjective probability of reaching the goal

Motivation of organizers and visitors of cultural events / visitor management

- types of motives

- A. H. Maslow _ Hierarchy of needs

- hierarchy according to the urgency of satisfaction

- physiological needs

- safety needs

- belongingness / love needs

- esteem needs

- self-actualization needs

- some motives are present all their lives

- others are changing after needs are met / finding alternatives

Motivation of organizers and visitors of cultural events / visitor management

- sources of motivation

- needs

- present lack of something important in the life of an individual
- negative manifestations in case of dissatisfaction
- primary _ biological
- secondary _ social

- habits

- repeated actions of an individual in a particular situation
- difficult to change _ inability to find more advantageous variants / procedures

- interests

- focusing on specific areas / activities / objects / etc.

Motivation of organizers and visitors of cultural events / visitor management

- ideals / values
 - images of optimal behavior
 - values an individual gains from the environment / culture / congenital / etc.
 - they influence both motives and motivation processes
- work motivation
 - motivation associated with the performance of work / project activities
 - willingness / reason to work
 - fulfillment of the task
 - award for performance
 - cost of the task
 - variable _ therefore important from a management perspective

Motivation of organizers and visitors of cultural events / visitor management

- types of work motivation
 - direct _ inner / intrinsic
 - need for contact / power / power
 - work satisfies on its own
 - indirect _ outer / extrinsic
 - need for salary / confirmation of own utility / security / etc.
 - the work satisfies other needs
 - usually combined motives
- active motives _ encourage work performance
 - supporting motives _ space for effective action of the motives
 - suppressing motives _ lead to other activities
- issue _ one motive can affect different people differently
 - working attitudes
 - morality

Motivation of organizers and visitors of cultural events / visitor management

- applied hierarchy of needs _ work motivation
 - A. H. Maslow
 - physiological needs _ salary / working conditions
 - safety needs _ job security
 - belongingness / love needs _ friendship with colleagues
 - esteem needs _ status / title / award
 - self-actualization needs _ stimulating employment
 - assuming similar needs / arrangements for all workers
 - hypothetically, after satisfying a lower need, the importance of higher needs increases
 - not verified / criticized / rigid

Motivation of organizers and visitors of cultural events / visitor management

- Two-factor theory

- F. Herzberg
- ~ Motivation hygiene theory

- assuming two conflicting needs
 - avoiding pain
 - mental growth

- work motivation is influenced by factors
 - outer_hygienic
 - inducing work dissatisfaction
 - working conditions / relationships / salary / security

Motivation of organizers and visitors of cultural events / visitor management

- inner _ motivators
 - they may increase motivation
 - success / recognition / growth / responsibility
- uncertainty in assigning factors to one of the categories _ subjectivity
- the contribution of theory
 - work motivation is related to job satisfaction
 - at least the absence of long-term job dissatisfaction is a precondition for work motivation
 - job satisfaction does not necessarily mean worker motivation

Motivation of organizers and visitors of cultural events / visitor management

- Competence motivation theory

- R. W. White

- competence motive _ need to control the surrounding space

- recognizable in childhood

- exploring / disassembling things / folding things

- in adulthood, it projects itself mainly in the work area

- need to demonstrate competence

- recognition

- the contribution of theory

- managers should assign reasonably demanding tasks to coworkers

- slightly beyond proven assumptions

- induces work motivation

Motivation of organizers and visitors of cultural events / visitor management

- Expectancy motivation theory

- V. H. Vroom

- psychology of working behavior _ based on cognitive, motivational theories

 - interpretation of behavior / motives

- premise _ individuals evaluate future status / path to future status

- formulation _ $M = f(V * E)$

 - M _ motivation

 - V _ valence _ subjective value of output

 - E _ expectancy of the success of a job in achieving output

Motivation of organizers and visitors of cultural events / visitor management

- Equity theory

- J. S. Adams
- based on cognitive motivational theories
- premise _ individual tends to compare the work deposit with that of their co-worker's, as well as compare the output
- the deposit and output approximately correspond to the co-workers _ motivation of a fair state
- the deposit corresponds to the co-workers, and the output is less than the feeling of underestimation
- the deposit corresponds to co-workers, and the output is higher _ satisfaction _ tendency to negative development

Motivation of organizers and visitors of cultural events / visitor management

- motivation of organizers

- material / non-material

- profit
- social recognition / prestige
- networking
- etc.

- there is no study of organizer motivation as such _ the need for analogy

- there are studies, e.g. for the use of specific solutions _ e.g. crowdfunding

- relatively rational decision-making _ benefits see crowdfunding

Motivation of organizers and visitors of cultural events / visitor management

- management of human resources / volunteers

- recruitment / selection
- training
- retention

- basic rules

- volunteers are a core working group
- trying to understand the motivation of potential volunteer groups
- combine volunteer knowledge / skills with their job requirements
- show personal interest
- satisfy volunteer motivation needs
- stand up to your commitments

Motivation of organizers and visitors of cultural events / visitor management

- volunteership

- act no. 198/2002 Sb., o dobrovolnické službě

- volunteer

 - a person older than 15 years _ performance in the czech republic

 - a person over 18 _ performance abroad

 - freely determined to provide volunteering

- volunteer service

 - assistance to unemployed / socially disadvantaged / disabled / elderly / members of national minorities / drug addicts / persons affected by domestic violence / child care/ family care

Motivation of organizers and visitors of cultural events / visitor management

- assistance in natural / environmental / humanitarian disasters / environmental protection / ecology / cultural heritage management / organizing cultural events / charities
- assistance in implementing development programs / projects and programs and in the framework of projects / programs of international organizations / institutions / international NGOs
- short-term / long-term _ 3 months or more
- **volunteering is not**
 - satisfaction of personal interests / entrepreneurial activity / gainful activity / labor-law relationship / membership relationship

Motivation of organizers and visitors of cultural events / visitor management

- work motivation _ volunteer
 - conventional
 - volunteering is initiated by the society / neighborhood
 - reciprocal
 - gaining new experiences / knowledge
 - undeveloped
 - trust in organization / meaningfulness of activity / participation in good things
- approaches to motivation of volunteers
 - psychological _ prosocial person with different values leading the individual to volunteering
 - sociological _ volunteering is motivated socially from the neighborhood / not from the individual self

Motivation of organizers and visitors of cultural events / visitor management

- a psychological approach to motivation
 - explains motives as incentives / regulatives
 - motives inherent to everyone _ in different ratio
- the premise of altruism of an individual
 - love for neighbor / solidarity / compassion / aid to help / etc.
 - altruistic work motivation
 - pure altruism
 - not quite pure altruism
 - the inner feeling of joy of altruism _ not the activity itself
 - egoistic altruism
 - the intended search for profit

Motivation of organizers and visitors of cultural events / visitor management

- a sociological approach to motivation
 - premise _ there is no final number of volunteering motives
 - the motive is always derived from the social situation
 - symbolical approach
 - values / beliefs encouraging selfless volunteering
 - rational choice approach
 - volunteering cost / reward comparing activity
 - human capital / knowledge / etc.
- norms of motivation
 - generalized reciprocity
 - expectations for assistance if needed
 - justice
 - fight for justice

Motivation of organizers and visitors of cultural events / visitor management

- social responsibility
 - help / Volunteering is a Christian duty
- Signal theory
 - trying to get a reputation within your neighborhood
 - the motivator is the community
 - volunteering as a community entry condition
- problematics of a long-time volunteership
 - risk of losing enthusiasm
 - need for a sense of usefulness
 - development
 - payment of necessary costs
 - free use of related services
 - gift / souvenir items

Motivation of organizers and visitors of cultural events / visitor management

- the motivation of visitors of cultural events
 - economics _ prefers consumers
 - transitivity axiom
 - the process of conscious choice
 - highly mental activity
- inner motivation
 - comes from
 - the basic needs of the individual
 - cognitive bias
 - visceral factors
 - a sense of belonging to a specific society
 - real / imaginary

Motivation of organizers and visitors of cultural events / visitor management

- reasons to study visitor motivation
 - key to supply creation
 - tourists / visitors are buying expectations to meet their needs
 - need to reflect these needs
 - projected into a presentation
 - conservativity vs. innovation
 - understanding motives as a correlation of satisfaction
 - need for repeated visits to the event / destination
 - understanding visitors' decision-making process
 - better targeting
 - not all motives are relevant to a specific event
 - if the event does not present itself as capable of meeting the needs of the visitor

Motivation of organizers and visitors of cultural events / visitor management

- measuring motivation

- evaluation of overall motivation
- evaluation of individual motivation elements
 - even on a level of dimensions
 - meaning of elements in dimensions
- evaluation of dimensions that determine motivation
 - identifying dimensions
 - possibility to evaluate the impact of dimensions
- usually identified attributes / visitor segmentation / categorization of actions / destinations // exploring push / pull factors

Motivation of organizers and visitors of cultural events / visitor management

- Flow concept

- the premise of benefit from visiting a cultural event / concert
- cultural capital

- perception of music / event

- intact concentration _ flow
 - if an individual experiences _ inner motivation
- psychology of happiness
 - a feeling of happiness _ stimulus for repetition
 - willingness to overcome costs

Motivation of organizers and visitors of cultural events / visitor management

- outer motivation

- motivation by neighbourship
 - positive / negative
 - long-term / short-term
 - long-term cultural capital
 - social status / image
 - relatively unstable relative to internal motivation
 - impaired ability to experience flow
- internal / external motivations are complementary _ often fight against each other

Motivation of organizers and visitors of cultural events / visitor management

- perception of the event

- ability / way of perception
- unconditional / conditional

- the role of cultural capital

- essential in the case of higher culture / more complicated output
 - capital _ economic / social / symbolic / cultural
- objectiveized _ culture available to the individual
- institutionalized _ demonstrably acquired cultural education / knowledge / etc.
- incorporated _ cumulative abilities / knowledge / experience gained during an individual's life

- in many cases required to achieve flow

Motivation of organizers and visitors of cultural events / visitor management

- motivation in tourism / culture

- need for fun / relaxation
 - relaxing / releasing tension / rushing / etc.
- needs of change / alignment
 - trying to break free from a steady environment / discover / etc.
- need to release bonds
 - liberation from stable social ties / exist regardless of others
- the need to experience / fulfill personal interests
 - potential of new situations / contacts / places / experiences / etc.
- despite the relative homogeneity, the motives are different
 - discovering foreign cultures / nature
 - vacancy

Motivation of organizers and visitors of cultural events / visitor management

- religion
- study
- gastronomy
- family
- etc.

- Travel career ladder / travel career pattern

- P. L. Pearce
- based on Maslow's model _ it adds needs that reflect behavior throughout life
 - motivation to travel / culture

Motivation of organizers and visitors of cultural events / visitor management

- physiological needs
 - personal _ sex / diet / drinking / relaxation / relaxation / excitement control
 - outer _ arousal / leak / excitement / curiosity / external stimulation
- safety needs
 - personal _ safe
 - outer _ need to reduce anxiety / anticipate
- belongingness / love needs
 - personal _ need to give love / affection
 - outer _ need to reduce fear for others / associate
- esteem needs
 - personal _ personal development / growth / curiosity / stimulation / discipline / control / competence / performance / repeat satisfactory behavior
 - outer _ need for social status / respect / recognition / success

Motivation of organizers and visitors of cultural events / visitor management

- self-fulfillment need
 - the need for self-realization / transfer of experience
- Pearce comes up with the idea that the behavior of individuals is affected by many needs that cannot be fully realized _ only the selected ones get to the foreground
 - model composes needs into patterns
 - three layers of motivation
 - core _ common motives _ newness / escape / relaxation / improving / maintaining relationships
 - second layer _ appropriately important motivators _ self-realization
 - third layer _ nostalgia / status

Motivation of organizers and visitors of cultural events / visitor management

- value-based approaches to motivation
 - importance of values as a determinant of motivation
 - used in consumer behavior research / market segmentation
- Cohen's Model of Typologies of Tourists / Visitors
 - a model based on abandoning the usual environment of individuals
 - 4 types of tourists / visitors by novelty / strangeness
 - organized mass tourists
 - individual mass tourists
 - explorer
 - drifters

Motivation of organizers and visitors of cultural events / visitor management

- Plog's Model of tourist / visitor behavior
 - assigning tourists / visitors to a specific destination / type of culture / event / etc.
 - the premise of a range of individuals from allocentrics to psychocentrics
 - allocentrics _ individuals looking for all new / willing to risk / etc.
 - psychocentrics _ conservatives avoiding change
 - midcentrics _ the largest group / in the middle of allocentrics / psychocentric
- benefit-based approaches to motivation
 - focused on causal factors concerning the benefits / potential benefits of a visit / trip
 - the ratio of destination / event attributes and visitor / tourist benefits

Motivation of organizers and visitors of cultural events / visitor management

- Iso-Ahola's motivation theory of seeking and escaping
 - motivational theory based on benefit as motivation
 - the quadrant of motivational powers
 - personal / interpersonal
 - escaping _ escape from routine / family / tension / stress / etc.
 - seeking _ seeking benefits
- expectation-based approaches to motivation
 - the premise of the attractiveness of the potential contribution to the level of motivation
 - the problematics of transforming individuals' expectations into behavior
 - based on Maslow / Vroom / etc.

Motivation of organizers and visitors of cultural events / visitor management

- Push / pull factor theory
 - G. M. Dann / J. L. Crompton
 - dividing motivation into push and pull factors
 - socio-psychological factors
 - push _ escape from ordinary environment / self-discovery / relaxation / prestige / regression / return / consolidation of relationships / socialization
 - they predetermine to travel / visit cultural events _ determine whether at all
 - strengthen pull factors
 - cultural factors
 - pull _ novelty / education
 - attract tourists / visitors _ determine where

Motivation of organizers and visitors of cultural events / visitor management

- visitor management
 - part of destination management
 - techniques / instruments to guide visitors and their behavior
 - especially in protected areas / historical monuments
 - participative / management by objectives
 - it combines location / strategy / tactics / operational knowledge management
 - the motivation of visitor _ essential
 - based on site potential / other visitors / other actors
 - objective _ developing visitor experiences / preserving genius loci / sustainable development / visitor regulation / visitor distribution

Motivation of organizers and visitors of cultural events / visitor management

- only part of the visitors perceive the negative effects of tourism
 - explicit _ garbage / damaged outdoor furniture / erosion / etc.
 - need to inform visitors
 - to change behavior / reasoning
- instruments
 - access management
 - managing visitor flow in locations with limited capacity
 - monuments / landmarks / national parks / etc.
 - set the terms of the visit
 - utilization of modern technologies
 - recording traffic data
 - statistics

Motivation of organizers and visitors of cultural events / visitor management

- markings
 - correct guidance for visitors
 - example _ hiking trails in national parks
 - visible / unambiguous marking
 - information about distances
 - description of the attractivities _ info panels
- parking / transport infrastructure
 - building / temporary setting of parking areas
 - strategic location _ proximity of services / transport / event
 - attendants should be present
 - alternatively, instruction / map / manual action / area

Motivation of organizers and visitors of cultural events / visitor management

- information centers

- usually for permanent destinations / festivals / big events
- effective / understandable communication
 - multilingual
- event / area / locality instructions
- information about major attractors
- program of the event
- souvenirs
- learn about other activities
 - including nearby surroundings
- possible interpretation

Motivation of organizers and visitors of cultural events / visitor management

- zonation of destination / locality / area / event
 - division into zones according to usage / operation
 - the objective is to optimize use
 - capacity / status must be considered
 - especially in national parks
 - festival _ stage / chillout festivals zone / catering / tent city / etc.
 - the zones need to be monitored
 - long-term optimization
- introduction of educational programs
 - in case of long-term events / attractivities
 - local history / culture
 - objective _ affection of visitor behavior

Motivation of organizers and visitors of cultural events / visitor management

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