3 Tourists' Needs and Motivations: Past, Present and Future

Introduction

Tourist behaviours are influenced by deep-rooted needs and motivations (Kock *et al.*, 2018). Understanding these needs and motivations is necessary to help predict how tourists are likely to behave in the future. For instance, understanding that tourists are driven by a motivation to avoid disease can help predict that they are likely to avoid crowded tourism destinations (where disease risk might be high) during epidemics (Kock *et al.*, 2020). Similarly, understanding that tourists are driven by a deep-rooted motive to explore their surroundings (Nørfelt *et al.*, 2020) can help predict that tourism (as a way to explore one's surroundings) is unlikely to cease to exist in the future. This chapter therefore discusses different frameworks that can be used to analyse tourists' needs and motivations including Maslow's (1943) hierarchy of needs, Pearce and Lee's (2005) travel career approach to tourist motivation, the push-pull framework (Dann, 1977), and the fundamental motives framework from evolutionary psychology (Kenrick *et al.*, 2010). The chapter emphasises the latter framework because it helps connect the behaviours of modern-day tourists to the types of challenges their hunter-gatherer ancestors had to solve. As such, this framework connects humans' ancestral past to present-day tourist behaviours and allows predictions to be made about the future.

Needs and motivations

When thinking about human motivations, the first thing that may be thought of might be Maslow's (1943) very famous hierarchy of needs. This model is taught widely across schools and universities all over the world and has had a lasting legacy. Maslow's hierarchy of needs builds on the idea that humans have multiple