The Relationship of Control and Sensation-Seeking Behaviors to Travel Motivations

Michael Galindo
Dominican University of California

https://doi.org/10.33015/dominican.edu/2014.PSY.ST.02

Recommended Citation
Galindo, Michael, "The Relationship of Control and Sensation-Seeking Behaviors to Travel Motivations" (2014). *Senior Theses*. 20.
https://doi.org/10.33015/dominican.edu/2014.PSY.ST.02

The Relationship of Control and Sensation-Seeking Behaviors to Travel Motivations

Michael Galindo

Dominican University of California

Abstract

Travel is an aspect of life that most people will eventually experience in one form or another. Recent studies have demonstrated that one's motivations for travel can affect their final choice of a travel destination and that there are many factors that influence one's travel motives, such as age, gender and certain personality traits. The present study was designed to focus on the topic of whether traits such as the need to be in control or one's tendency towards sensation-seeking behaviors are related to travel motivations, and also to explore age and gender differences in travel motivations. Approximately 180 participants were recruited from undergraduate and graduate courses at a small, private university in California. Volunteers received a link to an online survey which will include various demographic questions and questions regarding the participants' travel history. In order to determine whether certain personality traits are related to participants' travel motives, participants completed the Arnett Inventory of Sensation Seeking Scale and the Desirability of Control Scale, as well as a survey about their reasons for travel. It is predicted that the motives of people who exhibit a higher need for control will be motivated to travel for individuality and personal-growth, while people who exhibit sensation-seeking behaviors will be motivated to travel for exploration and adventure. It is also predicted that women will be motivated to pursue travel for social reasons (i.e. seeing loved ones, meeting new people, shopping), while men will be motivated to pursue travel for self-growth (i.e. challenges, developing self-confidence, or pursuing new interests).

The Relationship of Control and Sensation Seeking Behaviors to Travel Motivations

Organized travel in the west dates all the way back to the great empires of the Persians, Assyrians, Greeks, Egyptians and Romans. Using donkeys, camels, and horses with wagons or chariots, travel emerged for military, trade and government purposes. However, it was not until the rise of sea voyages in the late 15th century when travel began to resemble what it is today. Passenger ships stopped at multiple ports picking up people that had both the time and the money to experience another country. These passengers soon became known as "tourists", and it was these tourists who would go to different countries to shop, to explore and to experience. Countries, cities and even governments started relying on tourists to contribute to their economy (Coltman, 1989).

Being that North America was not officially explored until the 16th century, travel was not introduced to the Native Americans until the Spanish settled in Florida. With the aid of horses, the settlers curiously travelled the newfound land. During the rise of steamboats and river cruises in the 1800s, tourists from all over came the world to gamble and to enjoy other forms of entertainment. In the early 1800s railroads and roadways were constructed all along the east coast of the United States; this allowed for first-class resort hotels to be built in the large cities like New York and Philadelphia. Populations in these cities thrived and tourists soon travelled year round to escape the realities of their daily lives. After World War I, changes in the government and the economy encouraged Americans to travel to attractive destinations throughout Europe, and with the introduction of the automobile, tourism soon became more easily accessible for many Americans. But it was not until after World War II that travel in North America became what it is today. World War II exposed thousands of military personnel to

other cultures, environments, and people throughout Europe and Asia. Word soon spread and

many other Americans became intrigued by the European culture, and with the improvements

in the air travel industry, travel to European countries was made possible (Coltman, 1989).

Looking at travel today, it is amazing to see how far society has come. Travel is now one

of the world's most efficient exports and imports. In the United States alone, travel is

responsible for 2.8% of the GDP and has created more than 7.8 million jobs (United Nations

World Tourism Organization, 2013). People from all over the world travel to the United States

every day, which has created an industry worth $165.6 billion. In 2012 alone, over 16.6 million

tourists from overseas travelled to the United States, while another 37.2 million tourists came

from Mexico and Canada. While many people come to the U.S. as a vacation and travel

destination, Americans also enjoyed travelling abroad for the exact same reason. In 2012,

Americans spent over $28 million on travel, and the top five travel destinations for Americans

were Canada, Japan, Mexico, United Kingdom and Brazil (World Tourism Organization, 2013).

Why People Travel

Every day, tourists are getting on a plane and embarking towards a new destination.

While travel has not been heavily studied, there have been a few psychological research studies

that have focused on the phenomenon of why people travel. Gnoth's research (1997) focused

on how tourism behavior is based on a series of "stimulations". These stimulations include

motivation and intention formation, the actual behavior and its experiences, and an evaluation

of its consequences. To further understand this concept, Gnoth used the example of how those

in western society associate their free time with work holidays. These work holidays allow

people free time, which provides them an opportunity to travel. While still accounting for other

factors such as every day life activities and money, this opportunity sets the stage to form

potential travel motivations. However, these travel motivations and goals are also influenced by

different emotions and cognitions. To fully understand the type of emotions and cognitions that

are related to travel, Gnoth put forth an elaborate definition:

> "Cognitions refer to mental representations such as knowledge or beliefs. Emotions, on
> the other hand, encompass drives, feelings, and instincts. Attitudinal affect is a distinct
> influence of the emotional system by being attached to cognitions about objects and
> experiences. Affect thus carries a cognitive structure itself in the form of emotion-
> awareness" (Gnoth, 1997, p. 287).

Each style contributes certain aspects that influence the individual's motivations and goals

towards travel. For example, emotions can lead someone to travel to a place where they feel a

special connection, while cognitions can lead someone to travel because they have researched

the facts about that specific destination. In conclusion, these two styles vary when it comes to

how much an individual can be influenced.

Many researchers have studied multiple determinants of travel and why exactly they

mean so much to different people. However, two researchers, Assaf and Josiassen (2012),

developed a study to identify and rank potential determinants that may have an effect on

tourism. To determine these determinants, the researchers studied literature regarding the

concept of why people travel. Six specific commonalties arose throughout their literature

review, and after thoroughly interviewing seven experts in the international tourism industry,

they were able to identify a total of eight potential determinants of travel: "tourism and related

infrastructure", "security, safety and health", "government policies", "labor skills and training",

"economic conditions", "tourism price levels", "environmental sustainability", and "natural and

cultural resources".

These determinants were based on multiple factors for each category. For example, the "tourism and related infrastructure" category was based on the availability of hotel and airline services that were provided towards their travel destination. The "security, safety, and health" category was based on how high the crime rate was, the number of available hospital beds, and the influence of HIV/AIDS to the specific destination. The "government policies" category was based on visa requirements and the time it took to start a business at that destination. The "labor skills and training" category was based on the education and the amount of training that the specific country had established on tourism. The "economic conditions" category was based on the unemployment rate and government expenditures on the tourism industry. The "tourism price levels" category was based on the ticket prices for planes, buses, etc., the cost of fuel and hotel rooms for the destination. The "environmental sustainability was based on the country's environmental performance – carbon dioxide emissions. And lastly, the "natural and cultural resources" category is based on natural attractions such as volcanoes and beaches, or international fairs and exhibitions such as the Olympics.

In order to accurately rank each determinant, the researchers used the Data Envelopment Analysis (DEA) methodology. The DEA allowed these researchers to analyze 120 countries and rank them based on the popularity of each country (performance level) as a tourist destination. To determine what defines the individual country's performance level, the researchers looked at the following variables for each country: the total number of international tourists, the total number of domestic tourists, the average length of overnight stay for both domestic and international tourists, the number of employees working in the tourism industry, government investments in the tourism industry, and the number of

accommodation establishments available. Using several government databases, the

researchers concluded that the two most popular countries were Switzerland and France, while

the bottom two countries were Taiwan and Bolivia.

Assaf and Josiassen further stated that the most negative determinants affecting

tourism performance/popularity levels were crime rate, fuel prices, hotel prices, visa

requirements, unemployment rate, HIV/AIDS increase, and ticket prices, while the most

positive determinants were quality of airlines, number of airlines, number of 4 and 5 star

hotels, customer service and government expenditures. The researchers suggested that the

results might have been even more useful more if they extended their data set and included

more countries.

Effects of Age on Travel Motivations

Just as each individual has different motives and motivations, people of different ages

also have different attitudes toward travel. Clark, Dave and Dotson's (2008) research has shown

that the younger generation of tourists (18-23) have different motives in regards to travel when

compared with tourists from an older generation of people aged 24-30. In order to fully

understand differences in travel motivations, a study was conducted of 744 participants. The

researchers believed that their study would also be useful for the hospitality industry to

understand generational changes in order to shape their policies and services to better suit

each age group of tourists.

The study was conducted in two separate parts: questionnaire development and then

administering the questionnaire. The questionnaire was developed with two, age-specific focus

groups, one including participants aged 18-23 and one aged between 24-30. The researchers

led discussions based off of their notes from their literature review, which ultimately concluded with a list of "motivations to travel" and "destination activities" from the focus groups.

The questionnaire consisted of various Likert scale questions (1=strongly disagree and 5=strongly agree) regarding travel motivations and destination activities. The "mall intercept" technique was used throughout a number of malls in the southeastern United States to collect the data. Results were collected in 761 usable surveys, and it was found that while the 24-30 age group seemed focused on family visits and on "safe" travel excursions to beaches, places with warmer weather, shopping, cultural activities, or romantic excursions, among the 18-23 age group, the participants did not let safety issues (fear of terrorism) or monetary factors (gas prices) stop them from traveling. They remained focused on "spur of the moment" type of travel such as travel for concerts, nightlife, gambling, and experiencing someplace new. In conclusion, the results were able to give the researchers a clear understanding that there is a distinct generational shift regarding travel between the two age groups. The researchers suggested that further research should be conducted to look at the attitudes and behaviors that differentiate the generational groups from one in regards to the travel industry.

Unlike the previous study, Jang, Bai, Hu, and Wu (2009) studied 282 Taiwanese senior citizens in order to fully understand the psychological link between the state of emotional/life satisfaction, and the motivations and intentions towards the travel industry. To establish a foundation and a clear definition of these variables, the researchers compiled a questionnaire regarding the participants' emotional/life satisfaction level using a 5-point scale ("During the past six months, how often do you feel…"), travel intentions using yes/no questions ("Are you planning any overnight trips?"), and travel motivations using a 5-point Likert scale items ("How

likely are you up to experiencing different cultures and different ways of life"). After laying the

foundation for their study, Jang, Bai, Hu and Wu presented three hypotheses: (1) that the level

of emotional/life satisfaction perceived by seniors influences their travel motivations, (2) that

the travel motivation of seniors would significantly influence their travel intention, and (3) the

level of emotional/life satisfaction perceived by seniors influences their travel intentions.

Data were then collected from a total of 13 randomly selected Senior Service Centers

throughout Taipei for a total of 550 questionnaires. However, the researchers only used the

questionnaires from the 65 and older age group. The results showed that the Taiwanese seniors

had a very positive emotional state, signifying that they were very content with their

experiences throughout life. In regards to travel motivation, the results indicated that there

were five main motives for travel: novelty seeking, self-esteem, ego-enhancement,

socialization, and rest and relaxation. However, novelty seeking was seen as the most

important factor that motivated the seniors to want to travel. When looking at how life

satisfaction influenced the likelihood of one travelling, the results varied. For example, if the

seniors were experiencing a positive outlook on life (no regret experiences), there was a

positive and significant impact on the likelihood of travel – meaning that these senior citizens

intended to travel more. However, if the seniors were experiencing a negative outlook on their

life (regretful experiences), there was not a significant relationship between their affective state

and travel intentions.

In conclusion, the research provided sufficient evidence that one's emotional state

about life is an important variable in influencing travel motivations of senior citizens. The

researchers suggested that there could be many other situational factors and demographics

that could be addressed in further research. Adding more variables to future studies could

allow the researchers a more meaningful insight in the senior tourism market.

Effects of Gender Differences on Travel Motivations

Age is just one variable when looking at travel motivations, and research has also

focused on gender as another variable. Collins and Tisdell (2002) developed a study that directly

focused on gender and its differences throughout life cycles (patterns through life), and related

them to travel. The researchers were highly influenced by the Family Life Cycles theory (1966),

which is a theory focused on the marital status, family size, employment status and disposable

income, from the time of being young and single, to the death of one's life partner. Applying

this theory to travel and gender, they hypothesized that one gender is more inclined to travel

for a specific reason at specific times (age) throughout their life. For example, women are more

likely to travel for business before bearing a child, while men are more likely to travel for

business while they are raising a family. Using data from the Australian outbound travel market,

Collins and Tisdell tested their version of the theory by splitting the sample into seven age

groups, under 15, 15-24, 25-34, 35-44, 45 to 54, 55 – 64, and 65 and older. Each age group was

then subcategorized according to the seven reasons for travel: visiting friends and relatives,

holiday celebrations, convention/conference, business trip, finding employment, educational

excursion and other. Finally the data was split accordingly to gender.

The results demonstrated that women were likely to travel during the holidays

(Christmas, Easter, etc.), to visit friends and family, and for an educational excursion, while men

traveled more for business trips, to seek employment and to attend conventions or

conferences. Men are more likely to travel for business equally throughout their life, while

women are more likely to start travelling for business between the ages of 25-34, after their

careers have officially begun and they have started a family. For holiday pleasure travel, and

friends and family related travel, the ratios between male and females were very similar;

however, females travelled more when they are 65 and older specifically for holidays and to

visit family. In regards to educational travel, men and women in the 15-24 age group have

multiple opportunities to travel the world during the college years, which explains why this age

group represents the highest number of trips taken. All in all, the researchers suggested that

their findings were influenced by economic and social factors and theories. When thinking

about future additional studies, Collins and Tisdell predict that the results will differ as each

generation changes their motivations to adhere with the ever-changing status quo.

Psychological Research on Travel

Though travel is a phenomenon that occurs every day, psychological travel research has

been difficult to produce due the various viewpoints that are also incorporated with this

experience. However, using an emphasis on social psychology, Iso-Ahola (1983) was able to

provide research that focused on the question, "why do people choose travel for recreation?"

The study also focused on the idea of recreational travel, which Iso-Ahola defined as an activity

that takes place during one's free time. He also stated that recreational travel is the

psychological experience that creates enjoyment for someone while they are travelling.

This experience is further explained in the work of Levin and Louviere (1980), who

viewed travel as a perceptual relationship, which is the understanding of individual beliefs and

attitudes towards travel. In other words, once an individual understands his or her own reasons

to travel, they will be better able to choose an appropriate travel destination. And depending

on how far the individual will want to go, the perceptual relationship may be used to its full

potential. For example, if someone in the United States realized that they wanted to experience

a culture entirely different from their own; they may feel comfortable choosing a destination

like Bali, Indonesia. However, it also depends on how much of a culture shock they are to

experience, because that will ultimately influence the final destination choice.

The link between social psychology and travel is very focused around the idea of

recreational travel; it is the social psychologist's mission to understand how others can

influence one's behavior and feelings about travel (Iso-Ahola, 2011). Because this perspective is

based on social psychology, people interact according to their own social influence and the

social influence of others. However, when relating social influence to travel, it is also implying

change, which means that the social factors of the time have to be analyzed as well. For

example, if someone's decision to travel to a specific location is based on the experience of

someone else's experience at that location, this does not mean that they are going to have the

same experience. If his or her experience is more unsatisfying than the other person's

experience, the individual will be less likely to be influenced by someone else next time.

Overall, the psychological research on travel has stated that people make decisions based on

the influence of others. However, one of the main factors of travel that psychological research

has greatly explored is personality traits and behaviors.

Personality Traits & Travel

The ability to exert control over one's environment and to experience the desired

outcome is critical for one's well being in life. While there have been studies that have explored

the ideology that the need to control is based on adapting to one's environment, Leotti, Iyengar

and Ochsner (2010) developed a study that explored how the need to control is biologically

motivated by making any decision in life. From making everyday or basic perceptual decisions

(e.g. deciding where to focus your attention on) to making complex or life-altering decisions

(e.g. choosing which university to attend), individuals are applying their need to control the

environment around them.

Each choice/decision that one makes in life reinforces his or her individual perception of

control, while the opportunity for choice establishes the illusion of control. For example, when

it comes to a situation involving choice the average person usually overestimates his or her

personal control to achieve their desired outcome, whereas a depressed or helpless person is

able to precisely judge their degree of personal control. When the average person's desired

outcome is not what he or she expected, they tend to rationalize the situation rather than

admitting that they had any sense of control. Furthermore, the researchers concluded that the

individuals who do not recognize control over their environment might engage in extreme or

risk-taking behaviors in order to establish a sense of control in their lives.

While the need to regain control of one's life may result in risky behaviors and situations

to occur, these characteristics are very common in the population of sensation seekers.

According to Rosenbloom (2003), risky behaviors and sensation seeking are very much

correlated with activities such as extreme driving and sports. However, when sensation seekers

engage in risky behaviors (e.g. gambling), they do not always want to risk it all. To explore more

about the reasons of why sensations seekers are attracted to risky behaviors, Rosenbloom

developed a study using a random sample of 75 students (55 females and 20 males) from Bar-

Ilan University in Israel. She conducted her study using the Sensation Seeking Scale

(Zuckerman, 1994), the Inventory of Risk Evaluation (RE), and the Inventory of Risk Taking (RT) questionnaires. However, the RE and RT were exactly the same questionnaire, but they were designed using completely different formats (e.g. font, size, color, etc.) to diminish any previous attitudes or feelings that arose during each questionnaire. The study was conducted in two separate parts. The participants were first assigned to take the Sensation Seeking Scale and the Inventory of Risk evaluation. Two weeks later, the same participants were then asked to take the Inventory of Risk Taking measure to avoid any connection with the Risk Evaluation questionnaire they took previously.

The results confirmed the researcher's hypotheses that there would be (1) a negative relationship between the scores from the SSS and the risk evaluation inventory, and (2) a significant positive relationship between the scores in the SSS and the risk-taking inventory. The first hypothesis was confirmed with the results stating the lower an individual's score (optimum levels of arousal and stimulation during an activity) on the SSS, the more likely they were to stay away from risky situations (e.g. gambling, drug use, unprotected sex, surgery, etc.). The second hypothesis was also verified, as the higher the score on the SSS, the more the participant reported experience with risk-taking behaviors. In conclusion, the researcher stated that "the inclination of sensation seekers to underestimate risk on the one hand and to overestimate their skills and abilities on the other hand seems to support an explanation of this congruence" (Rosenbloom, 2003, p. 384), meaning that there is a connection between being in control and risky behaviors. This can be easily perceived when one realizes his or her feelings for being in control about sensation seeking behaviors; he or she will evaluate risks before engaging in a risk-taking activity. These results also bring up the valid point regarding different

activities that sensation seekers look for. Besides extreme sports, gambling, and drug use, there

have been very few research studies that have made the connection between personality traits

(sensation seeking and the need to control) and travel.

Goals of the Present Study

Based on results from the studies discussed above, the present study was designed to

focus on different personality traits and behaviors that are related to travel motivations. While

those are the main variables in the study, another focus is the relationship that gender has to

travel motivations.

It was hypothesized that there will be relationship between the need to control,

sensation seeking behaviors, and travel motivations. Specifically, it was predicted that the

travel motives of people who exhibit a higher need for control would be motivated to travel for

individuality and personal-growth, while people who exhibit sensation-seeking behaviors would

be motivated by the desire for exploration and adventure. It was also predicted that women

would be motivated to pursue travel for social reasons (i.e. seeing loved ones, meeting new

people, shopping), while men would be motivated to pursue travel for self-growth (i.e.

challenges, developing self-confidence, or pursuing new interests).

Method

Participants

Adults were recruited from a small, private university in Northern California, from both

undergraduate and the Osher Lifelong Learning Institute (OLLI) courses. The researcher

requested permission from university faculty members to give a brief presentation to recruit

students from their classes for the current study (see Appendix B_1 for letter of permission) (see

Appendix C$_1$ for recruitment script). The researcher also used personal email and Facebook

contacts to recruit a larger and more demographically varied sample. A total of 183 participants

were recruited, but only 142 participants provided usable data. Out of the sample that was

recruited, 21.73% were men and 78.57% were women. Their ages ranged from 18 to 80 with a

mean of 35.7 and a standard deviation of 19.1.

The participants came from a variety of ethnic backgrounds of White/Caucasian

(69.40%), Hispanic/Latino (24.04%), Asian/Pacific Islander (11.48%), Native American (1.64%),

and Black/African American (0.55%). Participants also came from various education levels, with

11.48% having completed high school or a GED, 48.09% with some college experience, 23.50%

have a 4-year college degree and 16.94% had obtained an advanced degree. And lastly,

participants also varied when it came to the average household income: less than $25,000

(20.4%), $25,000 - $49,999 (14.8%), $50,000 - $74,999 (14.1%), $75,000 - $99,999 (15.5%),

$100,000 - $124,999 (19.7%), $125,000 - $149,999 (7%) and $150,00 or more (8.5%).

The demographics above showed that 81.71% of the participants have traveled outside

of the US, while 18.29% had not.

Materials

The entire survey measure used in this study consisted of 71 questions that were

followed by a letter of introduction (see Appendix D for letter of introduction) (see Appendix F

for the entire survey measure). The letter of introduction clearly stated that the responses from

the participants were strictly voluntary and anonymous. Participants were also informed on

how they could obtain results of the study once it was complete.

First a series of demographic questions was included regarding their gender, age, education level and household income. The next set of questions was related to the participants' personal travel experiences. A total of 10 questions were to be answered based on their own experiences. Five of these questions were open-ended and included an example such as "thinking about the last year, how many separate times did you take a trip or a vacation in which you are away from home for at least one night?" The other five were a series of five-point Likert scale questions that asked participants "compared to the average person I would rate my travel experience as…" and "travelling with a group is more enjoyable than travelling alone."

Two standardized measures and one specifically created measure were used in the present study. First, the Arnett Inventory of Sensation Seeking Arnett (1994) was used and this measure consists of 20, 4-point Likert scale questions that form two subscales: one on novelty (i.e. experiencing new food and cultures) and the other on intensity (i.e. parachuting or skydiving)(see Appendix E_1 for permission to use the AISS). A typical item from the novelty subscale is "I can see how it would be interesting to marry someone from a foreign country." An example of an item from the intensity subscale is "when I listen to music, I like it loud." Results from previous studies have proven that the higher scores on this measure indicate that the participant is inclined to seek out sensational activities.

The second standardized measure used was the Desirability of Control Scale (Burger& Cooper, 1979)(see Appendix E_2 for permission to use the Desirability of Control Scale). This measure consists of 20, 7-point Likert scale questions that focus on the participants' need to control their environments. Participants that express this feeling of control like to control every

part of their lives, including politics, career choices, personal choices, etc. Examples of

questions include "When it comes to orders, I would rather give them than receive them" and

"I enjoy being able to influence the actions of others." Previous studies have proven that

college students typically score around 100, with a standard deviation of 10. On this measure,

higher scores indicate that participants feel more need to control the events in their life.

A third measure was specifically created by the researcher for the present study in order

to assess different travel motivations. The scale was designed to measure seven categories of

travel motivations: social, escape, play, nature, growth/challenge, novelty/education, and

recognition. The measure consisted of 14 Likert scale statements, with two statements related

to each source of motivation. However, the novelty/education motivation had three

statements while the growth motivation only had one. The participants were to respond by

rating each statement, in terms of how important that motivation is to them. Examples of the

statements are "experiencing new and different cultures" (novelty), "being able to tell others

about my experiences" (recognition) and "experiencing peace, quiet and relaxation" (escape).

Procedure

People that were interested in participating in the study could follow the online link to

the letter of introduction and the survey via email or Facebook. After reading the letter of

introduction, participants completed the entire survey, which required about 10 minutes. After

completing the survey the participants were once again informed they could email the

researcher requesting a summary of the results once the study was complete.

Results

The first hypothesis stated that participants who exhibited a higher need for *control* would demonstrate travel motivations that were more related to individuality and personal-growth. To establish the participants' need of control, the scores were made on a 1 to 7 Likert Scale, with higher scores indicating the higher the score the higher the participants' need of control. The mean for controlling behaviors for this measure is 100 with a standard deviation of 10. To test this hypothesis, the total score from the Desirability of Control Scale (Burger & Cooper, 2003) was correlated with each of the seven different travel motivation scales: social, escape, play, nature, growth, novelty/education and recognition. A series of Pearson correlation coefficients were then calculated between control and social motivations, control and escape motivations, control and play motivations, control and nature motivations, control and growth motivations, control and novelty/education motivations, and finally control and recognition motivations. The results showed that there was only one a significant, negative correlation, which was between control and social motivations, *r(139) + -.205, p < .05*. In other words, the more someone showed the need of control, the less likely they were to travel for social reasons (ex. visit family, friends, or loved ones). The results did not show any other significant correlations.

The second hypothesis was that the participants who exhibited a *sensation-seeking* personality would have travel motives focused on exploration and adventure. These scores were calculated using a 1 to 4 Likert scale, with higher scores indicating the likelihood of participants' engaging in sensation-seeking behaviors. To test this hypothesis, the total score from the Arnett Inventory of Sensation Seeking (Arnett, 1994) was correlated to the seven

different travel motivations. A series of Pearson correlation coefficient was calculated between

sensation-seeking and social motivations, sensation-seeking and escape motivations, sensation-

seeking and play motivations, sensation-seeking and nature motivations, sensation-seeking and

growth motivations, sensation-seeking and novelty/education motivations, and finally

sensation-seeking and recognition motivations. The results showed that there were significant

positive correlations between the variables of sensation-seeking and social motivations,

sensation-seeking and play motivations, sensation-seeking and nature motivations, sensation-

seeking and novelty/education motivations, and lastly sensation-seeking and recognition

motivations (see Appendix G_1 for statistical correlations). In other words, the higher the

participants showed sensation-seeking behaviors, the more likely they were to travel for social,

play (entertainment destinations), natural experiences, novelty/education, and to increase their

social status.

The final hypothesis was that women would be more motivated to pursue travel for

social reasons (i.e. seeing loved ones, meeting new people, shopping), while men would be

more motivated to pursue travel for self-growth (i.e. challenges, developing self-confidence or

pursuing new interests). To test this hypothesis, participants were divided into two groups

based on gender and were then compared to the seven travel motivations (see Appendix G_2 for

complete list of means and standard deviations). These means were then compared using a t

test for independent groups, and this analysis revealed that there were no significant

differences between the two genders on travel motivations.

Discussion

The results showed that Hypothesis 1 was not confirmed; there were no significant correlations between need for control and travel motives involving personal growth and challenge, however participants who exhibited a higher need for control were less likely to travel for social reasons.

Looking at these results, it makes sense that participants who have a higher need of a control might not like to travel to visit family, friends or loved ones. Typically on these social travel excursions there is not a lot a person can be in control of, mainly because families or friends may be hosting the traveler and want to make you feel welcome by showing you around or planning activities. People with controlling behaviors may tend to avoid these situations as much as possible, even if it is with their family.

It was extremely interesting to find that the results were not significant regarding the relationship between controlling behaviors and growth and challenge motivations, or any other motivation for that matter. Looking over the Desirability of Control (Burger & Cooper, 1979) measure, this scale seems very straightforward and it should provide an accurate assessment of controlling behaviors. However, participants are not always truthful when it comes to their survey responses. This could potentially be one of the possible explanations for why there were not any significant findings between controlling behaviors and the seven different travel motivations.

Further results proved that the second hypothesis was confirmed: participants who exhibited a more sensation-seeking personality were more likely to engage in travel motivated by exploration (novelty) and adventure (nature). The Arnett Inventory of Sensation Seeking

(Arnett, 1994) proved to be an extremely useful measure because the results showed that five

out of the seven travel motivations were significantly correlated with sensation seeking.

Stronger motivations related to play, seeking out nature experiences, recognition of one's

travel accomplishments, novelty/education and social travel motivations were more common

motivations among sensation-seekers. Based on the definition of each motivation, it makes

sense that sensation-seekers gravitate towards these motives. Sensation-seekers like to

experience the most out of their travel excursions and engage in activities that make them

happy, and these results ultimately illustrated this.

And lastly the final hypothesis was not confirmed – there were not any gender

differences at all in terms of the seven motivations for travel. These results could suggest that

the sample may have been biased. With over 71% of the sample being women and only 29%

men, the sample is definitely gender biased and because of the great underrepresentation of

men in the sample, clear gender difference may not have manifested themselves. Past research

studies have shown that gender is an important variable when questioning travel patterns. For

example, Collins and Tisdell (2002) found that women are motivated to travel to visit family

during the holiday seasons, while men are motivated to travel for business opportunities and to

challenge themselves. Contrary to the present study, their sample had an equally diverse

population.

These results have shown that there have been some limitations to the present study;

the main limitation emphases the lack of research for psychology of travel. This lack of research

influenced the researcher to create a measure of his own, a measure now known as the

Motivations for Travel Scale. The foundation for the scale was based on the research from an

unknown source, which established that the most common travel motivations are social, play, nature, escape, novelty/education, recognition, and growth. The scale was then created with situations that one would experience while travelling in each situation. Every motivation had two situations, except novelty/education had three, while growth only had 1. The reason for this special circumstance was due to confusion based the literal definition from previous research. If it were not for this confusion, the results may have been different in regards to the growth and novelty/education motivation.

After interpreting the results of the current study, there are many questions and theories that suggest possibilities for further research. The opportunities for research to expand on the Motivations For Travel Scale are definitely available. With the lack the study in this area of psychology, it allows the researcher or future researchers to expand on other travel motivations or even the seven from the current study.

The current study specifically focused on only two personality characteristics (control and sensation-seeking). However, there are many others to focus on in future research. In particular, the methodology of the current study could be extremely useful if one were to focus on the introverts vs. extroverts in regards to travel. The results of that study could be able to further explain that personality influences the motivation of travel. With many different personalities traits and endless possibilities, the motivations are all unique, and differ from person to person. But, understanding that one's personality unconsciously influences one to make a decision would be the true results.

Another possible research study could focus on why people do not take advantage of travelling or why they do not travel. Scenarios to think about could include: financial situations,

family obligations, sanitary concerns (bed bugs, smoking, etc.) or fear of change or the

unknown. Study of these topics would be vastly different than those of the current study,

however the same methodology could be used to go about conducting this research. The

results of this study would be able to help the tourism industry attract those tourists that do

not travel.

References

Assaf, A., & Josiassen, A. (2012). Identifying and ranking the determinants of tourism

performance: A global investigation. *Journal Of Travel Research*, *51*(4), 388-399.

Cheng-Yu, L. I., & Bi-Kun Tsai. (2013). Impact of extraversion and sensation seeking on

international tourism choices. *Social Behavior & Personality: An International*

Journal, 41(2), 327-333. doi:10.2224/sbp.2013.41.2.327

Collins, D., & Tisdell, C. (2002). Gender and differences in travel life cycles. *Journal of Travel*

Research, 41(2), 133.

Coltman, M. M. (1989). *Introduction to travel and tourism: An international approach*. New

York: Van Nostrand Reinhold.

Dotson, M. J., Clark, J. D., & Dave, D. S. (2008). Travel motivations and destination activities

of young travelers of different ages: An empirical study in the united

states. *International Journal of Management, 25*(4), 665-672.

Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism*

Research, 24(2), 283-304. doi:http://dx.doi.org.ezproxy.dominican.edu/10.1016/S0160-

7383(97)80002-3

International visitation in the united states. (2013, January 1). *International Visitation in the*

United States. Retrieved October 14, 2013 from

http://travel.trade.gove/outreachpages/inboud.general_information.inbound_overview

.html

Iso-Ahola, S. (1983). Towards a social psychology of recreational travel. *Leisure Studies*, 2(1),

45-56.

Iso-Ahola, S. (2011). Tourism as a social leisure behavior. *The Study of Tourism: Foundations

from Psychology*, *15*, 93-98.

Jang, S., Bai, B., Hu, C., & Wu, C. E. (2009). Affect, travel motivation and travel intention: A

senior market. *Journal of Hospitality & Tourism Research, 33*(1), 51-73.

doi:10.1177/1096348008329666

Keahey, D. (2013, August 26). How men and women travel differently. *Beyond The Diploma*.

Retrieved November 15, 2013, from

http://beyondthediploma.wordpress.com/2013/08/26/how-men-and-women-travel-

differently/

Leotti, L. A., Iyengar, S. S., & Ochsner, K. N. (2010). Born to choose: The origins and value of the

need for control. *Trends in Cognitive Sciences, 14*(10), 457-463.

doi:http://dx.doi.org/10.1016/j.tics.2010.08.001

Levin, I.P. and Louviere, J.J. (1980), *Psychological Contributions to Travel Demand Modeling*,

working paper 29, Institute of Urban and Regional Research, University of Iowa.

Rosenbloom, T. (2003). Risk evaluation and risky behavior or high and low sensation

seekers. *Social Behavior & Personality: An International Journal, 31*(4), 375.

Sakakeeny, K. (2010, September 10). The differences between how men and women travel.

Technorati Travel. Retrieved November 15, 2013, from

http://technorati.com/lifestyle/travel/article/the-differences-between-how-men-and/

TI Outreach: Outbound Overview Outbound. (2013, January 1). *TI Outreach: Outbound*

Overview Outbound. Retrieved October 14, 2012, from

http://travel.trade.gov/outreachpages/outbound.general_informatio.outbound_overvie

w.html

Appendix B$_1$
Letter of Permission to Dominican Faculty

[Name of Professor]
Dominican University of California
50 Acacia Ave, San Rafael, CA 94901

Dear_____,

My name is Michael Galindo and I am an undergraduate psychology student at Dominican University. I would like to ask for your help with a research project that I am conducting about the relationship between personality traits and behaviors related to travel motivations. This study is an important part of my undergraduate research requirements as a Psychology major at Dominican. Dr. Matt Davis, Professor of Psychology, is supervising my research.

I am asking for your permission to be able to make a brief presentation to the students in your class, asking them to take part in an online survey. This would take 5 minutes or less of class time and could be done at the very start or very end of one of your class meetings and on a day and time convenient for you. After this presentation I will then send a group e-mail to all of your students in class which will contain a link to the online survey, and those students who wish to participate will be able to complete the survey on their own time. After my project is completed in April 2014, I will gladly send you a summary of my findings and conclusion.

If my request to visit your classroom and to contact your students via email meets your approval would you please respond to this e-mail. I will then contact you to schedule the best time to visit your class. Please feel free to contact me by email if you have any more questions about this project and thanks in advance for your time.

Sincerely,

Michael Galindo
Psychology Student
Dominican University of CA
Michael.galindo@students.dominican.edu

Appendix C$_1$
Recruitment Script for DUC Classes

Hello,

My name is Michael Galindo and I am an undergraduate psychology student at Dominican University of California. I'm currently working on a senior thesis project that is being supervised by Dr. Matt Davis, Professor of Psychology at Dominican University. This research is focused on aspects of personalities and behavior that may be related to travel. I have recently developed a strong interest in travel and would like to know what others think about it as well. I am looking for volunteers who might be interested in participating in an anonymous online survey. The questions will consist of questions related to your demographics, travel history, and aspects of your personality and behavior. The entire survey will last no longer than 10 minutes of your time. I will be sending you a link to the study via email, and if you are interested in participating, please follow the link to the survey.

Please note that participation in this research is completely voluntary and anonymous.

Do you have any questions?

Thank you in advance,

Michael Galindo
Psychology Student
Dominican University of CA
Michael.galindo@students.dominican.edu

Appendix C$_2$
Recruitment Email to Participants

Hello,

My name is Michael Galindo and I am an undergraduate psychology student at Dominican University of California. I'm currently working on a senior thesis project that is being supervised by Dr. Matt Davis, Professor of Psychology at Dominican University. This research is focused on aspects of personalities and behavior that may be related to travel motivations. I have recently developed a strong interest in travel and would like to know what others think about it as well.

I am looking for volunteers who might be interested in participating in an anonymous online survey. The questions will consist of questions related to your demographics, travel history, and aspects of your personality and behavior. The entire survey will last no longer than 20 minutes of your time. If you are interested in participating in this study, please follow the link to the survey. [INSERT SURVEY LINK HERE].

Please feel free to forward this email to anyone you know who might be interested in assisting with this research.

Thank you for your time!

All the best,
Michael Galindo

Appendix D
Letter of Introduction to Participants in Survey Research

Dear Participant,

My name is Michael Galindo. I am an undergraduate Psychology major at Dominican University of California. I am currently conducting a research project as a part of my senior thesis requirements, and Dr. Matt Davis, Professor of Psychology, is supervising this work. I am requesting your voluntary participation in my study, which is investigating the relationship between certain personality traits and behaviors related to travel motivations.

Participation in this study will involve filling out an online questionnaire regarding your demographics, travel history, and various personality traits and behaviors. You survey response will be **completely anonymous**. Completing the online survey is likely to take approximately 20 minutes of your time. If you choose to participate in this study, please complete the survey as honestly and completely as possible. Remember, this survey is completely anonymous. Participation in this research is voluntary. You are free to decline to be in this study, or withdraw from it at any point.

If you have any questions about the research you may contact me at michael.galindo@students.dominican.edu. If you have further questions, you many also contact my research supervisor, Dr. Matt Davis, at matt.davis@dominican.edu or (415) 257-0198. You may also contact the Dominican University of California Institutional Review Board for the Protection of Human Subjects (IRBPHS), which is concerned with protection of volunteers in research projects. You may reach the IRBHS Office by calling (415) 257-0168 and leaving a voicemail message or by writing to the IRBPHS, Office of Associate Vice President for Academic Affairs, Dominican University of California, 50 Acacia Avenue, San Rafael, CA 94901.

If you would like to know the results of this study once it has been complete, feel free to email me at michael.galindo@students.dominican.edu and I will be happy to email you a brief summary of my findings.

Thank you in advance for you participation.

Sincerely,
Michael Galindo
Dominican University of California
50 Acacia Avenue, San Rafael, CA 94901

Appendix E₁
Permission to use the Arnett Inventory of Sensation Seeking

Arnett Inventory of Sensation Seeking (AISS)

Arnett, J. (1994). Sensation seeking: A new conceptualization and a new scale. *Personality and Individual Differences*, 16(2), 289-296. doi: 10.1016/0191-8869(94)90165-1
Measure and scoring instructions are available for public use: Arnett Inventory of Sensation Seeking (AISS).docx

Table of Contents
Description
History of Use
References

Description:

Purpose	The AISS was designed to assess the personality trait of sensation seeking, which is presumed to contribute to risk preferences. Sensation seeking is defined as a need for novel and intense stimulation.
Questions	20 items using 4-point scales (1 = describes me very well to 4 = does not describe me at all)
Sub-scales	2 sub-scales:

- Novelty
- Intensity

Domain
Psychometrics
Sample items

- I can see how it would be interesting to marry someone from a foreign country. (Novelty)
- When I listen to music, I like it to be loud. (Intensity)

Retrieved from: http://www.sjdm.org/dmidi/Arnett_Inventory_of_Sensation_Seeking.html

Appendix E₂
Permission to use the Desirability of Control Scale

selfdeterminationtheory.org - New User Details 📁 Inbox x   🖨 ↗

User Registration <drew@immersyve.com>   Oct 3 ☆ ↩ ▾
to me ▾

Welcome Michael Galindo,
Your application has been approved by our administration team.
Your account with the following details:
Email : mikaelkris26@gmail.com
Username : mikaelkristofer

has been activated.
We welcome you to our online community and trust that together
we will grow.
Enjoy the experience!
Kind Regards,
Self Determination Theory team

NOTE: This email was automatically generated from selfdeterminationtheory.org (http://selfdeterminationtheory.org).

Appendix F$_1$
The Desirability of Control Scale

Below you will find a series of statements. Please read each statement carefully and respond to it by expressing the extent to which you believe the statement applies to you. For all items, a response from 1 to 7 is required. Use the number that best reflects your belief when the scale is defined as follows:

1 = The statement does not apply to me at all
2 = The statement usually does not apply to me
3 = Most often, the statement does not apply
4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
5 = The statement applies more often than not
6 = The statement usually applies to me
7 = The statement always applies to me

1. I prefer a job where I have a lot of control
    over what I do and when I do it.

                                                            1   2   3   4   5   6   7

2. I enjoy political participation because I
    want to have as much of a say in running
    government as possible.

                                                            1   2   3   4   5   6   7

3. I try to avoid situations where someone else
    tells me what to do.

                                                            1   2   3   4   5   6   7

4. I would prefer to be a leader than a follower.

                                                            1   2   3   4   5   6   7

5. I enjoy being able to influence the actions of others.

                                                            1   2   3   4   5   6   7

6. I am careful to check everything on an
    automobile before I leave for a long trip.

                                                            1   2   3   4   5   6   7

7. Others usually know what is best for me.

                                                            1   2   3   4   5   6   7

8. I enjoy making my own decisions.

                                                            1   2   3   4   5   6   7

9. I enjoy having control over my own destiny.

                                                            1   2   3   4   5   6   7

10. I would rather someone else take over the leadership
     role when I'm involved in a group project.   1   2   3   4   5   6   7

11. I consider myself to be generally more
     capable of handling situations than others are.

                                             1   2   3   4   5   6   7

12. I'd rather run my own business and make my
     own mistakes than listen to someone else's orders.

   1   2   3   4   5   6   7

13. I like to get a good idea of what a job is all about
     before I begin.   1   2   3   4   5   6   7

14. When I see a problem, I prefer to do something
     about it rather than sit by and let it continue.

   1   2   3   4   5   6   7

15. When it comes to orders, I would rather give
     them than receive them.

   1   2   3   4   5   6   7

16. I wish I could push many of life's daily decisions
     off on someone else.

   1   2   3   4   5   6   7

17. When driving, I try to avoid putting myself in a
     situation where I could be hurt by another
     person's mistake.   1   2   3   4   5   6   7

18. I prefer to avoid situations where someone
     else has to tell me what it is I should be doing.   1   2   3   4   5   6   7

19. There are many situations in which I would
     prefer only one choice rather than having to
     make a decision.   1   2   3   4   5   6   7

20. I like to wait and see if someone else is going
     to solve a problem so that I don't have to be
     bothered with it.   1   2   3   4   5   6   7

To score:
      1. Reverse answer values for items 7, 10, 16, 19 & 20.
      (1 = 7, 2 = 6, 3 = 5, 4 = 4, 5 = 3, 2 = 6, 7 = 1)
      2. Add all 20 answer values together.

Norms:
College student means typically are around 100, with a standard deviation of around 10. The
higher the score, the more you need to feel in control of the events in your life.

Appendix F$_2$
The AISS (Arnett Inventory of Sensation Seeking)

For each item, indicate which response best applies to you:
  A) describes me very well
  B) describes me somewhat
  C) does not describe me very well
  D) does not describe me at all

1. I can see how it would be interesting to marry someone from a foreign country.
2. When the water is very cold, I prefer not to swim even if it is a hot day. (-)
3. If I have to wait in a long line, I'm usually patient about it. (-)
4. When I listen to music, I like it to be loud.
5. When taking a trip, I think it is best to make as few plans as possible and just take it as it comes.
6. I stay away from movies that are said to be frightening or highly suspenseful. (-)
7. I think it's fun and exciting to perform or speak before a group.
8. If I were to go to an amusement park, I would prefer to ride the rollercoaster or other fast rides.
9. I would like to travel to places that are strange and far away.
10. I would never like to gamble with money, even if I could afford it.(-)
11. I would have enjoyed being one of the first explorers of an unknown land.
12. I like a movie where there are a lot of explosions and car chases.
13. I don't like extremely hot and spicy foods. (-)
14. In general, I work better when I'm under pressure.
15. I often like to have the radio or TV on while I'm doing something else, such as reading or cleaning up.
16. It would be interesting to see a car accident happen.
17. I think it's best to order something familiar when eating in a restaurant. (-)
18. I like the feeling of standing next to the edge on a high place and looking down.
19. If it were possible to visit another planet or the moon for free, I would be among the first in line to sign up.
20. I can see how it must be exciting to be in a battle during a war.

Scoring: Combine responses to items, with A = 4, B = 3, C = 2, D = 1, so that higher score = higher sensation seeking. For items followed by (-), scoring should be reversed.

Appendix F₃
Motivations For Travel Scale

Please mark the box that best describes how important each of the following reasons is to you when you are travelling:

	Extremely Important	Somewhat Important	Not very Important	Not at all Important
56. Experiencing new and different cultures	☐	☐	☐	☐
57. Meeting new people	☐	☐	☐	☐
58. Pursuing pleasurable and entertainment destinations	☐	☐	☐	☐
59. Escaping from responsibilities of the daily routine	☐	☐	☐	☐
60. Visiting family, friends, or loved ones	☐	☐	☐	☐
61. Rediscovering myself	☐	☐	☐	☐
62. Being daring and adventurous	☐	☐	☐	☐
63. Experiencing the world's natural beauty	☐	☐	☐	☐
64. Going to places my friends haven't been	☐	☐	☐	☐
65. Trying new food	☐	☐	☐	☐
66. Visiting historical monuments and sites	☐	☐	☐	☐
67. Being able to tell about my experience	☐	☐	☐	☐
68. Experiencing peace and quiet	☐	☐	☐	☐
69. Being physically active	☐	☐	☐	☐

Appendix F$_3$
The Relationship of Control and Sensation-Seeking Behaviors to Travel Motivations: Official Survey

Part 1 - Demographics:

1. Are you male or female?
- Male
- Female
2. What is your age? _____

3. What is your ethnicity?
- Native American
- Asian/ Pacific Islander
- Black/African American
- Hispanic/Latino
- White/Caucasian
- Other, Please specify: _____

4. What is the highest level of education you have completed?
- Less than high school
- High School/GED
- Some College
- 4-Year College Degree (BA, BS)
- Professional Degree (M.A., Ph.D., M.D., J.D., etc.)

5. What is your total household income?
- < $25,000
- $25,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $124,999
- $125,000 - $149,000
- $150,000 or greater

Part 2 – Travel History:

6. During the last year, please estimate **the number of days/nights you were away from home** for the purposes of travel? _____

7. Thinking about the last year, **how many separate times did** you take a trip or a vacation in which you are away from home for more at least one night? _____

8. Of these trips, what percentage were for:
Business _____

Pleasure _____

Family Visit _____

9. Have you ever traveled outside the U.S.?   yes ____   no ____

     9a. If yes: How many other countries would you estimate you have traveled to? _____

10. If you could travel anywhere in the world where would you go? _____

For questions 11 – 15, please circle the number from 1 – 5 that best represents your reaction to each of the following statements:

11. Travel is a top priority in my life.

                     Strongly   Strongly

                     Disagree   1   2   3   4   5   Agree

12. Compared to the average person I would rate my travel experience as:

               Much less than   1   2   3   4   5   Much greater than

                     Average   Average

13. When I travel I prefer to plan my travel itinerary rather than to go with the flow.

                     Strongly   Strongly

                     Disagree   1   2   3   4   5   Agree

14. Travelling with a group is more enjoyable than travelling alone.

                     Strongly   Strongly

                     Disagree   1   2   3   4   5   Agree

15. Compared to the average person I would say that travel has had made:

            Much less of an impact   Much greater of an impact

                   on my life   1   2   3   4   5   on my life

Part 3 – Arnett Inventory of Sensation Seeking Scale:

For questions 16 - 35, please indicate which response best applies to you:
  A) Describes me very well
  B) Describes me somewhat
  C) Does not describe me very well
  D) Does not describe me at all

16. I can see how it would be interesting to marry someone from a foreign country.

                              A   B   C   D

17. When the water is very cold, I prefer not to swim even if it is a hot day.

                              A   B   C   D

18. If I have to wait in a long line, I'm usually patient about it.

                              A   B   C   D

19. When I listen to music, I like it to be loud.

A   B   C   D

20. When taking a trip, I think it is best to make as few plans as possible and just take it as it comes.

A   B   C   D

21. I stay away from movies that are said to be frightening or highly suspenseful.

A   B   C   D

22. I think it's fun and exciting to perform or speak before a group.

A   B   C   D

23. If I were to go to an amusement park, I would prefer to ride the rollercoaster or other fast rides.

A   B   C   D

24. I would like to travel to places that are strange and far away.

A   B   C   D

25. I would never like to gamble with money, even if I could afford it.

A   B   C   D

26. I would have enjoyed being one of the first explorers of an unknown land.

A   B   C   D

27. I like a movie where there are a lot of explosions and car chases.

A   B   C   D

28. I don't like extremely hot and spicy foods.

A   B   C   D

29. In general, I work better when I'm under pressure.

A   B   C   D

30. I often like to have the radio or TV on while I'm doing something else, such as reading or cleaning up.

A   B   C   D

31. It would be interesting to see a car accident happen.

A   B   C   D

32. I think it's best to order something familiar when eating in a restaurant.

A   B   C   D

33. I like the feeling of standing next to the edge on a high place and looking down.

A   B   C   D

34. If it were possible to visit another planet or the moon for free, I would be among the first in line to sign up.

A   B   C   D

35. I can see how it must be exciting to be in a battle during a war.

A   B   C   D

Part 4 – Desirability of Control Scale:

Below you will find a series of statements. Please read each statement carefully and respond to it by expressing the extent to which you believe the statement applies to you. For questions 36 - 55, a response from 1 to 7 is required. Use the number that best reflects your belief when the scale is defined as follows:

1 = The statement does not apply to me at all
2 = The statement usually does not apply to me
3 = Most often, the statement does not apply
4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
5 = The statement applies more often than not
6 = The statement usually applies to me
7 = The statement always applies to me

36.   I prefer a job where I have a lot of control over what I do and when I do it.

            1   2   3   4   5   6   7

37. I enjoy political participation because I want to have as much of a say in running government as possible.

            1   2   3   4   5   6   7

38. I try to avoid situations where someone else tells me what to do.

            1   2   3   4   5   6   7

39. I would prefer to be a leader than a follower.

            1   2   3   4   5   6   7

40. I enjoy being able to influence the actions of others.

            1   2   3   4   5   6   7

41. I am careful to check everything on an automobile before I leave for a long trip.

            1   2   3   4   5   6   7

42. Others usually know what is best for me.

            1   2   3   4   5   6   7

43. I enjoy making my own decisions.

            1   2   3   4   5   6   7

44. I enjoy having control over my own destiny.

            1   2   3   4   5   6   7

45. I would rather someone else take over the leadership role when I'm involved in a group project.

            1   2   3   4   5   6   7

46. I consider myself to be generally more capable of handling situations than others are.

<div align="center">1   2   3   4   5   6   7</div>

47. I'd rather run my own business and make my own mistakes than listen to someone else's orders.

<div align="center">1   2   3   4   5   6   7</div>

48. I like to get a good idea of what a job is all about before I begin.

<div align="center">1   2   3   4   5   6   7</div>

49. When I see a problem, I prefer to do something about it rather than sit by and let it continue.

<div align="center">1   2   3   4   5   6   7</div>

50. When it comes to orders, I would rather give them than receive them.

<div align="center">1   2   3   4   5   6   7</div>

51. I wish I could push many of life's daily decisions off on someone else.

<div align="center">1   2   3   4   5   6   7</div>

52. When driving, I try to avoid putting myself in a situation where I could be hurt by another person's mistake.

<div align="center">1   2   3   4   5   6   7</div>

53. I prefer to avoid situations where someone else has to tell me what it is I should be doing.

<div align="center">1   2   3   4   5   6   7</div>

54. There are many situations in which I would prefer only one choice rather than having to make a decision.

<div align="center">1   2   3   4   5   6   7</div>

55. I like to wait and see if someone else is going to solve a problem so that I don't have to be bothered with it.

<div align="center">1   2   3   4   5   6   7</div>

Part 5 – Motivations For Travel Scale:

Please mark the box that best describes how important each of the following reasons is to you when you are travelling:

	Extremely Important	Somewhat Important	Not very Important	Not at all Important
56. Experiencing new and different cultures	☐	☐	☐	☐
57. Meeting new people	☐	☐	☐	☐
58. Pursuing pleasurable and entertainment destinations	☐	☐	☐	☐

59. Escaping from responsibilities of the daily routine

60. Visiting family, friends, or loved ones

61. Rediscovering myself

62. Being daring and adventurous

63. Experiencing the world's natural beauty

64. Going to places my friends haven't been

65. Trying new food

66. Visiting historical monuments and sites

67. Being able to tell about my experience

68. Experiencing peace and quiet

69. Being physically active

Appendix G$_1$
Statistical Correlations for the Sensation-Seeking Scores

Figure 1	
Men, Women, & Travel Motivations	
	Total Control
Social	*r (139) + .188, p < .05*
Play	*r (139) + .530, p < .01*
Nature	*r (139) + .236, p < .01*
Novelty/Education	*r (139) + .278, p < .01*
Recognition	*r (139) + .272, p < .01*

Appendix G$_2$
Comparing Means of Men and Women to Travel Motivations

Figure 2				
Men, Women & Travel Motivations				
	Sex	**Participants**	**Mean**	**SD**
Social	Male	32	3.40	.51
	Female	109	3.49	.55
Escape	Male	32	3.16	.60
	Female	109	3.17	.54
Play	Male	32	3.29	.59
	Female	109	3.22	.55
Nature	Male	32	3.40	.77
	Female	109	3.38	.51
Growth	Male	32	2.97	.93
	Female	109	3.12	.85
Novelty/Education	Male	32	3.30	.52
	Female	109	3.28	.53
Recognition	Male	32	2.86	.76
	Female	109	2.89	.77