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## INTENTIONAL TOURISM AS A FORM OF SELF-CREATION

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### Keywords:

- Tourism,
- Intentionality,
- Intentional tourism,
- Self-development,
- Psychology of tourism,
- Sociology of tourism,
- Nomads.

### Abstract:

This article addresses issues related to intentional tourism and attempts to select the most beneficial form of travel from the self-development perspective. The first part of the article *Intentionality and its Diversity* analyzes intentionality that can be examined from the psychological and philosophical point of view. Intentionality is aimed at achieving goals. The concept of intentional tourism means a tourist setting out on a journey for a specific purpose, including self-realization. The second part *Intentional Tourism as a Psychological Issue* deals with subjects such as motivation, needs and goals from the tourist perspective. Tourism allows tourists to satisfy the needs of the lower and higher order. It also presents the benefits of an intentional journey, in the form of: new skills, expanding knowledge, new contacts, overcoming difficulties, widening horizons. *Summary and conclusions:* intentional tourist can count on achieving more psychological benefits from a trip motivated by personal factors.

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## INTRODUCTION

People travel in many ways, choose different means of transport, decide who they want to travel with, for how long and where. Decisions of tourists can be aimed at achieving specific goals, e.g. leisure. People whose main motivation for travel are social benefits can be met more often. Those benefits include, e.g. acceptance and recognition from travelling peers. Tourists boast of sharing travel photos, and people who want to match them decide for themselves to go on such a journey or go a step further by choosing even more exotic places. What matters is the power of the message and what is currently considered popular or trendy in a society.

Travels motivated by external factors (e.g. peers) are often deprived of important non-material elements, such as: the desire to expand knowledge and learn about foreign culture. Tourism balances on two edges – one is the new trend of travelling for self-development, and the other – travelling for the sake of travelling in order to gain social benefits. Intentional tourism is characterized by travelling for a specific purpose, this goal is of personal importance.

However, the motives of tourists when choosing a destination are of great importance for tourism service providers. Analysis of making these decisions should be considered when creating offers for tourists and promoting products in order to increase the demand for a product. New pro-health trends lead to people searching for alternatives, also in the aspect of

travelling. The increase of self-awareness and the pursuit of constant improvement has led to an increase of aware clients that are interested in intentional tourism.

The main goal of this article was to find the most beneficial form of travelling from the self-development point of view and to answer the question: what are the benefits of intentional tourism? The article also contains terminology regarding intentionality as a psychological concept, intentional tourism and its significance on the global tourist market as well as relations with self-development and self-creation of a tourist. The research methods used in this work were mainly based on the analysis of collected materials, literature on the subject and Internet resources, i.e. Desk Research method.

### **Intentionality and its diversity**

According to A. Pacholik-Żuromska [2016: 147], intentionality is a characteristic of the mind (philosophy) and attitude (psychology), in which interaction plays a key role along with considering the cause of sub-personal<sup>1</sup> attention, that is, cognitive processes. Discussed interaction in the cognitive process occurs between the world and the subject that is influenced by it. Speaking of intentionality as the attributes of the mind, one understands the internal states or the prosperities of the mind, such as: self-knowledge, consciousness, self-awareness. Intentionality as an attitude includes the perception and actions of the subject as directed at something, e.g. a goal. In summary, the conscious actions of people are characterized by intentionality. It is a phenomenon that is constantly being studied, because there is a problem with determining what exactly it is based on. Intentionality refers to everyone individually, but also touches the problem of subject's relations with other subjects [Pacholik-Żuromska 2016: 150, 183].

Intentionality is a goal-directed approach that can be understood in two ways [Pacholik-Żuromska 2016: 185]:

- external goal – state of the world desired by the subject,
- internal goal – representation by the subject of the desired state of the world.

Decision making is a complex process, which includes: analysis of possessed data, estimation of risk as well as benefits and threats resulting from made choices. Making decisions is a conscious planning of the future action, which is supposed to bring the subject closer to the designated goal, that is the desired state. The decision maker, that is the person making the decision, determines the purpose, analyzes the situation, chooses between different options and after making sure (if the person has time), the person deciding acts [Kozmiński, Piotrowski 2006: 91].

It is clear from the above definition of the decision-making process that it is closely related to intentionality. When potential tourists decide for a specific trip, the decision making is a conscious process. Clients know what they want, they have a specific goal that they intend on achieving when looking for the perfect trip.

Intentional tourism is a relatively new concept, though not innovative. People have always been travelling intentionally, matching their goals to their travels, which is something that people consciously try to achieve. Each trip is a decision that was made to voluntarily change the place of stay to meet specific needs or achieve a set of goals. There are three main divisions of trips based on their purpose [Przeclawski 2004: 36-37]:

- 1) practiced tourism as a form of earning money – means those who travel for work and financial purposes. Intentionality of these trips is to earn money.

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<sup>1</sup> Subpersonality - a separate, autonomous part of the personality, able to function as a person.

- 2) tourism practiced for others, that is not related to financial purposes – for example, health or religious tourism.
- 3) “loisir” tourism – meaning free time. This group is closely related to individual needs and desires of tourists – for example, cognitive or social tourism (involves getting to know the local community).

In each of the above examples, intentionality is ubiquitous and is the main cause of the journey. People aware of their needs and themselves will always travel intentionally to achieve specific effects.

In online sources, you can also find other definitions of intentional travel that give it a spiritual dimension. Such trips were aimed at a journey "deep inside". In this sense, the journey is understood as art, and its masters were Sufi<sup>2</sup>, or dervishes<sup>3</sup>, who wandered the world treating it as a holy place. In this definition, the word "tourism" is particularly not used because it is often associated with consumerism. The intentional journey will have a spiritual dimension, it will be a "path" to be travelled by travellers in order to gain knowledge, get to know each other, free themselves from everyday life and habits and experience various adventures. An intentional journey will be a kind of meditation. This kind of trip can be determined by certain rules regarding the way of travelling or conditions of travel, which are different in individual brotherhoods, e.g. waiting for a "sign", the prohibition to sleep in the same place twice or the "rule" of spontaneity - zero rules [www.magivanga.com, date of access: 28.02.2018].

In conclusion - the intentional journey is aimed at self-development. It is searching for meaning, context and answering questions about yourself in order to broad your horizons. An intentional journey is closely related to the idea of cognition.

Currently, among people living in countries with high Human Development Index (HDI), there has been an increase in interest in pro-health trends. According to statistics, gym and fitness club revenues in the United States increased from 11.6 billion USD in 2000 to 27.6 billion USD in 2016 [www.statista.com, date of access: 01.03.2018]. This data indicates of the increase in the importance of a healthy lifestyle. People earn more, and this is associated with increased expenses to improve the quality of life. The importance of tourism is growing, which is confirmed by statistical data, according to which the total impact of the tourism economy on the global economy increased from 6.03 trillion USD in 2006 to 7.61 trillion USD in 2016 [www.statista.com, date of access: 01.03.2018]. The meaning of health and alternative tourism is growing, mostly the interest in individual travelling, that is somehow related or completely not related to the tourism market.

### **Intentional tourism as a psychological issue**

In tourism, the industry dealing with the sales of dream travels, the main role is played by a person. People sell tourist services and products, people operate the tourism movement, and mostly, people take part in tourism as clients, that is, tourists. The tourist buys a tourist service according to their preferences, financial possibilities and other important factors, such as family. A wide range of products and services are associated with a huge variety of customers. The human factor is the key in tourism, which is why one should explore knowledge about human needs, desires and dreams. Psychology comes into the first place when it comes to deeply understanding a potential tourist. It is the science of man, his mind

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<sup>2</sup> Sufi – a confessor of Sufism (a mystical-ascetic direction in Islam).

<sup>3</sup> Dervishes - a member of the Muslim religious brotherhood of mystic character; also, a begging, ascetic, wandering Muslim monk (fakir).

and the processes occurring in him, as well as his social and environmental interactions [Zimbardo et al. 2017: 5]. It is in the tourist's mind that an idea for a trip develops and the most important decisions regarding the future journey are made. Everything that people do is motivated by psychological factors, such as anxiety or lust [Wojtasik, Tauber 2007: 11]. The difference between psychology and tourism psychology is that the latter limits its research to specific people, i.e. tourists. Tourism, in which the main participant is a human, is a psychological phenomenon, because people who travel have certain motives, needs and goals regarding travel [Przeclawski 2004:31].

The need, or lack of something, is revealed by the disruptive state of the organism and usually leads to a desire to change this state, i.e. to satisfy the need. One of the known divisions of needs is the division into primary and secondary needs. Primary needs are those that are common to all people and their satisfaction is crucial for the proper functioning of the body, such as sleep. Secondary needs are those that have been learned, acquired and are an individual matter, depending on the lifestyle and social factors. Not meeting secondary needs makes that a human is put into a state of being troublesome, but it does not threaten his life [Wojtasik, Tauber 2007: 13].

A. Maslow's Pyramid shows human needs and it is widely known and used in psychological sciences [Majewski, Tomaszewski 2009: 18]. The pyramid is divided into five groups of needs, which can be divided into higher and lower order needs. According to Maslow's theory, in order to be able to meet the needs of a higher order, the needs of the lower order must be met first. Travels meet the needs of a higher order: respect, recognition and self-fulfillment. During the trip a man absorbs and gains knowledge and experiences adventures. When a tourist takes an individual trip, he is on his own. With the success in dealing with oneself, self-esteem grows [Majewski, Tomaszewski 2009: 18-20]. An intentional tourist puts a lot of emphasis on satisfying the needs of a higher order. He feels a strong need for self-realization, self-knowledge and to challenge self in an unknown environment. Nowadays, travel also meets the needs of the lower order. This is because travel, for some people, can be just a break from everyday life and can become a lifestyle and a way to earn money. As tourism is becoming an increasingly available form of rest and activity, more and more people are working in this economic sector. For example, Maldives is a country in which 39% of GDP falls on the tourism services sector [www.tripbybiznesekipy.pl, date of access: 15.05.2018].

Every action expressed by the need to achieve a specific goal has a motivating factor. A motive is an internal mechanism that directs action in a situation. This mechanism "tells" human why and what they must do to satisfy their needs [Przeclawski 2004: 40]. We distinguish primary and secondary motives. Primary motives help to meet basic needs, and secondary motives are acquired and are associated with higher-order needs, e.g. friendship. In addition to motivation, emotions also encourage people to act [Butler, McManus 2012: 81, 84]. In their book, Winiarski and Zdebski [2008: 49] presented travel motives according to Mayo and Jarvis [1981], who divided them into the main categories:

- 1) motives of education and culture - all motives related to the desire to acquire knowledge, learn about new culture,
- 2) motives of relaxation and pleasure - leisure,
- 3) motives of ethnic heritage - exploring one's own history and origin,
- 4) other motives – e.g. health, recreation, economy, climate, adventure.

The classification above of the needs of travel motives is one of the many available in literature on the subject. In other divisions, you can find motives such as prestige, escape from the surrounding world, satisfying creative needs. Motivation may also refer to inborn

tendencies to discover and explore new areas [Winiarski, Zdebski 2008: 49-51]. Intentionality in the field of self-creation in the matter of motivation will concern the problem of getting to know oneself, trying oneself in new fields and acquiring skills on the go.

Self-development is a new trend of the present times and therefore it is necessary to pay attention to the intentionality of a journey conditioned by the need for self-realization. The following are characteristics having an impact on self-development of tourists:

- Further development. The shaping properties of tourism are of great value in the mental and personal development of man [Gorgól et al. 2010: 403]. The journey requires knowledge from its participants, self-discipline, skills in establishing contacts and dealing with critical situations, and if participants do not have the characteristics, they obtain them during the journey.
- Increased tolerance. When traveling, people become familiar with the real state of matters, which is often distorted by the media. Being in another country and having a contact with the local population allows for a deeper understanding of the way of thinking, the political situation and approach to certain aspects of the life of this community [Merski, Kościelnik 2009: 205]. Such journeys promote cultural tolerance, fight prejudices and xenophobia [Kazimierczak 2010: 419].
- Education. Such trips provide the opportunity to obtain education, which often could not be obtained at the traveller's place of residence. People who travel abroad as part of their studies and internships leave their comfort zone, but in return gain self-confidence.
- Travels meet the needs of change. They help to escape from everyday life or routine at work. Changes favour the formation of new neural connections in the brain, that is, they develop a way of thinking and creative thinking. With increasing interest, tourists discover the ability to amaze and accept [Kazimierczak 2010: 419].
- Mindfulness<sup>4</sup>. Traveling leads to increased mindfulness, enjoying the present moment and being "here and now", i.e. the so-called mindfulness. Everything that is experienced for the first time by a man requires his increased attention. The more radical changes (e.g. cultural), the easier it will be to focus on the present moment.
- Self-consciousness. The journey helps to get to know yourself, your strengths and weaknesses [Rohrscheidt 2009: 317]. During long, individual trips, the traveller learns about his character traits and his way of behaving in certain situations. This sense of trust to oneself shapes the character of a person, makes them stronger mentally and more confident in their actions. Travel also gives a great sense of independence and freedom, which has a positive effect on the traveller's mental health.

## **SUMMARY AND CONCLUSIONS**

Tourists benefit and will benefit from the experience of other travellers. They will be inspired from the ideas of their friends from Facebook and enviously look at the photos of their peers sailing Norwegian fjords in kayaks. Encouraged to travel, the tourist, regardless of the motivation of his trip, can enjoy the benefits of the journey. For example, if it is tourist's first trip to a given destination, whether they are conscious or not, they will record new surroundings with increased attention, and their brains will create new nerve connections. However, the difference is visible in people traveling intentionally for self-development

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<sup>4</sup> Mindfulness – is a psychological process of focusing attention on internal and external stimuli present at a given moment.

purposes, in the form of psychological benefits. Self-development, creativity, open-mindedness, everything can offer a trip if a tourist wants to experience their travels. Decisions motivated by personal factors bring more psychological benefits than those taken under the influence of external factors. If someone decides to travel, because it is their dream or has a deeper, personal purpose, they will get more life experience from this journey than a mass tourist who wants to impress his friends.

Intentionality lies in the self-awareness and awareness of the decisions made to achieve a given goal, which leads to self-development. Whether the journey will be a satisfying and valuable experience depends primarily on the individual characteristics of the traveller.

In summary, it is worth using the experience of other long-term travellers as to the logistical and preparatory aspects of the future journey. However, it should be remembered that the journey should result from our own convictions and willingness to pursue our own goals so that it can bring the intended results. It is important not to follow the crowd and look for something on your own and dive deeper into local, authentic attractions that are widely available outside the reach of mass tourist attractions.

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