

TOURISTS' MOTIVATIONS / REASONS FOR STAYING AT A SHEEP AND/OR GOAT FARM

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Abstract: *In this paper, the authors investigate tourists' motivations / reasons for staying at a sheep and/or goat farm. They present a theoretical approach of the motivations / reasons why people choose to travel, and what staying at a sheep and/or goat farm typically involves. The authors analyse tourists' motivations / reasons for travelling based on 26 articles published in the last 30 decades (15 on tourist motivations in general, 9 on tourists motivations for practicing agritourism, in particular) and draw conclusions regarding the differences between these two categories of motivations.*

Keywords: *tourists, motivation, sheep and/or goat farm, farm tourism*

INTRODUCTION

From a theoretical point of view, the **motivations / reasons why people choose to travel** are the needs for one or more of the following:

- **Adventure and exploration**, i.e., seeking new experiences and discovering uncharted territories;
- **Culinary experiences**, i.e., tasting culinary delights and local cuisines from around the world;
- **Cultural exposure**, i.e., immersing in different cultures, lifestyles, and traditions; (Văduva L. et al 2017, 2018)
- **Educational and historical interests**, i.e., exploring historical sites, museums, and places of educational significance;
- **Escape and relaxation**, i.e., taking a break from the daily routine and unwinding in serene environments;
- **Fashion and shopping**, i.e., visiting popular shopping destinations and indulging in retail therapy;
- **Health and wellness**, i.e., travelling for medical treatments, spa retreats, or wellness programmes;
- **Nature and wildlife**, i.e., enjoying the beauty of the landscapes and observing wildlife; (Petroman I. et al 2013)
- **Personal growth**, i.e., broadening one's perspective, gaining confidence, and learning new skills;

- **Social connections**, i.e., visiting family / friends or meeting new people from diverse backgrounds.

Staying at a sheep and/or goat farm typically involves, theoretically, one or more of the following:

- **Accommodation**, i.e., enjoying bed & breakfast in a camping or in rustic cabins;
- **Animal care**, i.e., feeding the animals, milking goats, herding sheep;
- **Benefiting from learning opportunities**, i.e., gaining insights into cheese making, sustainable farming practices, wool production (for instance, guided tours, workshops, etc.);
- **Carrying out recreational activities**, i.e., hiking and horseback riding on trails, or picnicking in outdoor spaces; (Petroman I. et al 2012)
- **Connecting with nature**, i.e., enjoying the beautiful landscapes, fresh air, serene rural setting, etc.); (Petroman I.M. & Văduva L. 2021)
- **Experiencing local cuisine**, i.e., savouring farm-fresh produce and home-made dairy produce, and taking cooking classes;
- **Interacting with the rural / village community**, i.e., meeting the locals or other fellow travellers;
- **Living a farm life**, i.e., experiencing the routines of farm life (for instance, early mornings, physical work, etc.). (Petroman I. et al 2010)

All this made possible the transition from tourism on farms to farm tourism (Busby & Rendle, 2000).

MATERIAL AND METHOD

The material used in this study consists of articles about the tourists' motivations / reasons for staying at a sheep and/or goat farm, and the research method consists of comparing theoretical and practical aspects regarding these motivations / reasons as presented in these researches.

RESULTS AND DISCUSSION

The possible **factors / motives / motivations for travelling** are, according to literature:

- Figler et al. (1992): anomie / authenticity-seeking, culture / education, escape / regression, exploring the unknown / wanderlust, jet-setting / prestige-seeking;
- Fodness (1994): business / profession, ego-defence, knowledge, punishment avoidance, reward maximization, social adjustment, value-expression;
- Gnoth (1997): push factors (internal, dispositional motives, needs) and pull factors (external, situational motives);

- Kozak (2002): accommodation, availability, beaches / sea, cleanliness, cost / price, culture, destination / resort, entertainment / nightlife, facilities, family-oriented, fantasy / pleasure-seeking, flight time, food, landscape / scenery, local people, physical activities, plenty to do and see, quiet, relaxation, sport facilities, weather;
- Kay (2003): needs-based motivation, values-based motivation, benefits sought / realized, expectations;
- Becken (2010): experiencing a certain climate;
- Mahika (2011): cultural (experiencing other cultures, sightseeing), emotional (adventure, escape, fantasy, nostalgia, romance, spiritual needs), personal (making new friends, visiting relatives and friends), personal development (learning a new skill, raising the level of knowledge), psychological (exercise and health, relaxation, sex, sun tan), status (exclusivity, fashion, getting a good offer);
- Gnanapala (2012): push factors (cultural exploration, education and knowledge, esteem and achievement, family togetherness, psychological relief, social and fun), pull factors (convenient / easy access, culture and history, diversity of attractions and natural beauty, food and beverages, health, prices and shopping, safety and security);
- Correia, Kozak & Ferradeira (2013): push factors (do what others have not done, escape from work pressure, experience unexpected, have an adventure, have fun, having stories to share with one's friends, learn about art, learn about cultural difference, learn about culture, learn about music, learn about urban design, learn urban design, relax), pull factors (destination ones);
- Ramchurjee (2013): environmental knowledge, local culture, nature appreciation, nature knowledge, recreation and relaxation;
- Šimková & Holzner (2014): escaping interpersonal environments, escaping personal environments, seeking interpersonal rewards, seeking personal rewards;
- Dayour & Adongo (2015): push (adventure, cultural experience, escape, novelty seeking, relaxation, social contact), pull (attractions);
- Csikszentmihalyi & Coffey (2016): highly hedonic to highly eudaemonic, intrinsically motivated to extrinsically motivated;
- Yousaf, Amin & Santos (2018): autonomy, belonging, escape / relax, isolation, kinship, nature, nostalgia, novelty, recognition and/or social status, romance, self-actualisation, self-development, self-enhancement, stimulation;

- Lew (2018): geographic attributes (sun, sand and sea), history (fame), knowledge of place phenomena, other values (economy, ancestry, hobbies);
- Demirović et al. (2019): enjoying a change of pace from everyday life; enjoying a feeling of freedom while being in the countryside; experiencing and gaining knowledge of different cultures, history, and ways of life; experiencing something new and different; observing natural beauty, pastoral settings, and scenic vistas; reconnecting with the past (own or general); relaxing; visiting family and/or friends.
- Zhou & Li (2019): accommodation, catering service, entertainment, experience, overall impression, purchase experience, transportation, travel experience;
- Moraru (2019): attending an agricultural event / festival, being in an agricultural environment, being together with family, building strong relationships, discovering new places and things, enjoying life, enjoying the scenery, escaping from daily stress, experiencing agricultural life and activities, getting away from city life, having an adventure, improving agricultural skills, improving health and wellbeing, making friends or meet people with similar interest, purchasing agricultural goods, relaxing mentally, relaxing physically;
- Leo et al. (2020): attraction loyalty, destination loyalty, experience quality, pull factor, push factor, satisfaction;
- Belliggiano, Bindi & Ievoli (2021): adventure, culture, education, health, nature, sports;
- Delos Reyes et al. (2021): push (celebrating occasions with family / friends, developing skills and abilities, enhancing environmental ethics, escaping from stress, escaping routine, having fun, interacting socially, leisure, maintaining the pride of one's culture, novelty, relaxing, supporting sub-culture groups), pull (enjoying the scenery, experiencing space and freedom, experiencing the stillness and calmness of rural settings, experiencing traditional food, outdoor activities, socializing with the locals);
- Ramyar et al. (2021): push (autonomy, escape / relax, isolation, nature, nostalgia, novelty, recognition, relationship security, relationship strengthening, romance, self-actualisation, self-development), pull (buildings and surroundings, climate, cultural activities, entertainment, health, landscapes, nature, outdoor life, outdoor recreation, politics, religion, science);

- Hai et al. (2022): curiosity, information, visitor's assessment of the destination;
- Osiako, Kummitha & Szente (2022): push, pull;
- Valencia, Cerio & Biares (2022): push (breaking from routine, escaping city life, family, health, safety and security), pull (culture, exploring local food, organic farming education, nature, quality time, rediscovering self, relaxing);
- Baby & Kim (2024): intrinsic.

Nine – Šimková & Holzner (2014), Demirović et al. (2019), Moraru (2019), Leo et al. (2020), Belliggiano, Bindi & Ievoli (2021), Delos Reyes et al. (2021), Hai et al. (2022), Valencia, Cerio & Biares (2022), and Baby & Kim (2024) – of the 26 authors (i.e., 35%) investigated tourists' motivations to stay at a sheep and/or goat farm for various reasons. The focus of tourists' motivations to stay at a sheep and/or goat farm is: **life** – 6 occurrences (enjoying life, enjoying a change of pace from everyday life, experiencing agricultural life, escaping city life, getting away from city life, ways of life), **routine** – 6 occurrences (breaking / escaping routine, enjoying a change of pace from everyday life, escaping city life, experiencing agricultural life, getting away from city life), **agriculture** – 5 occurrences (attending an agricultural event / festival, being in an agricultural environment, experiencing agricultural life and activities, improving agricultural skills, purchasing agricultural goods), **culture** – 5 occurrences (culture, experiencing and gaining knowledge of different cultures, maintaining the pride of one's culture), **relaxation** – 5 occurrences (relaxing, relaxing mentally, relaxing physically), **socialization** – 5 occurrences (building strong relationships, interacting socially, making friends or meet people with similar interest, supporting sub-culture groups, socializing with the locals), **family** – 4 occurrences (being together with family, celebrating occasions with family, family, visiting family), **nature** – 4 occurrences (enjoying the scenery, nature, observing natural beauty, pastoral settings, and scenic vistas), **friends** – 3 occurrences (celebrating occasions with friends, making friends or meet people with similar interest, visiting friends), **health** – 3 occurrences (health, improving health and wellbeing), **novelty** – 3 occurrences (discovering new places and things, experiencing something new and different, novelty), **adventure** – 2 occurrences (adventure, having an adventure), **destination** – 2 occurrences (destination loyalty, visitor's assessment of the destination), **education** – 2 occurrences (education, organic farming education), **environment** – 2 occurrences (being in an agricultural environment, enhancing environmental ethics), **food** – 2 occurrences (experiencing traditional food, exploring local food), **freedom** – 2 occurrences (enjoying a feeling of freedom while being in the countryside, experiencing space and freedom), **history** – 2 occurrences (history, reconnecting with the past – own or general), **outdoor activities** – 2 occurrences (outdoor activities, sports), **personal environment** – 2 occurrences (escaping interpersonal environments, escaping personal environments), **quality** – 2 occurrences (experience quality, quality time), **reward** – 2 occurrences (seeking

interpersonal rewards, seeking personal rewards), **skills** – 2 occurrences (developing skills and abilities, improving agricultural skills), **stress** – 2 occurrences (escaping from daily stress, escaping from stress), and, with one occurrence each, attraction loyalty, curiosity, experiencing the stillness and calmness of rural settings, having fun, information, leisure, rediscovering self, safety and security, and satisfaction.

CONCLUSIONS

It is interesting to note the **hierarchy of motivations to stay at a sheep and/or goat farm**:

- **Life** and **routine** have 6 occurrences each; **agriculture**, **culture**, **relaxation**, and **socialization** have 5 occurrences each; **family** and **nature** have 4 occurrences each; **friends**, **health**, and **novelty** have 3 occurrences each; **adventure**, **destination**, **education**, **environment**, **food**, **freedom**, **history**, **outdoor activities**, **personal environment**, **quality**, **reward**, **skills**, and **stress** have 2 occurrences each; **attraction loyalty**, **curiosity**, **experiencing the stillness and calmness of rural settings**, **having fun**, **information**, **leisure**, **rediscovering self**, **safety and security**, and **satisfaction** have one occurrence each.
- This means that staying at a sheep and/or goat farm is about **life** (including **routine**), **agriculture**, **culture**, **socialization**, **family**, and **nature**, **friends**, **health**, and **novelty**, and very little about **attractions**, **fun**, **leisure**, or **satisfaction**, as is the case of the tourists investigated by the other 15 authors mentioned above – which clearly differentiates **farm tourism** from other types of tourism.

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