

A NEW ADAPTATION OF ATTACHMENT THEORY: INTERPRETING THE LOGIC OF TRAVEL

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The behaviour which characterized and symbolized the relation among the ego and the environment was built according to an early age; to be exact at the moment the child develops the affective capacity. If this is right, by the attachment theory we might explain why some consumers choose one tourist destination instead of others. In the course of this essay, we will discuss the limitations and approaches around the attachment theory and a potential application on tourism scope.

Keywords: *Psychology – Attachment - Secure Base- Tourist Destination – Travel.*

INTRODUCTION

Actually, the researchers agreed by indicating the technological advances in the locomotion in XIX and XX centuries have impacted in the tourist system. An alternative hypothesis may suggest the development of the tourist infrastructure has sensitive correlation to technological developments. (Munné, 1980) (Knebel, 1984) (Jiménez Guzmán, 1986) (Acerenza, 1991) (Callizo Soneiro, 1991) (Cooper et al, 1992) (Katchikian, 2000) (Jafari, 2005) (Bañuls, Rodríguez and Jiménez, 2007)

From this point of view, an increasing number of Travellers decide to move long distances interested by leisure and leaving behind the daily working pressure. The industry of tourism has been created as an entertainment and relaxing option. Even though this may turn correct, there are many situations which coexist inside an ego at time of deciding the next holiday destinations. (Korstanje, 2007)

Under this context, Psychology and social Psychology look to have certain interest to study how the ego is conformed in the process of



imaging the tourist destination. The issue appears to be that not always the travel implies a pleasant experience. Under some circumstance, the ego may react and refuse the idea to travel or move outside from home. Some ambivalent feelings as fear, anxiety or anger may very well be observed in patient just upon to leave the home.

The psychology and the social psychology were interested in this issue a couple of decades back. But from all available theories: the Attachment and of Secure Base results more attractive. (Bowlby, 1986) (Bowlby, 1989)

In this sense, Pla Vemengo understands for attachment to *“all behavior for which an individual maintains or it looks for vicinity with another person considered as stronger. It is also characterized by the tendency to use the main caretaker as a security base, from the one which to explore the unknown environments, and toward the one which to return like refuge in warning moments.”*

There are two elements which the author makes reference in associate form but should be analyzed separately: for one hand, the Secure Base; for another the Attachment. Like the authors who study this matter have specified, the figure of the parents in the child would seem to be a fundamental element to define the attachment type in the mature life.

THEORETICAL BACKGROUND

One of the first investigations about attachment theory was conducted by Ainsworth in United States and Africa. According to the author, every time the child take off the mother for a lapse of time surfaces a range of behaviors and feelings which were classified as sure, anxious and anxious resistant. (Ainsworth, 1974; Vemengo, 2005; Bowlby, a1989; Casullo, 2004)

According to Ainsworth, whenever the child is separated from the care-taker some specific reactions may surface. Following this explanation, a typology scheme was build: A) protest Stage, b) desperation stage, c) indifference and resignation stage. For the author, these experiences have a direct incidence on the formation of the early personality and accompany the behaviors during a lifetime mature.

Attachment theory discussion

According to Ainsworth perspective, in 1985 Mary Main observed some correlations between the interviewer experience's and their parents. The author finds three forms of attachments combined a) sure-autonomous, b) insecure-disregarded, c) insecure-concerned. Each one of these typologies has related not only the early age of ego but also with some explorations attitudes once in mature life (Main, 2001) (Main and Golwyn, 1991).

Specifically, the works of Main gave place so that other investigators continued developing the issue. For that reason, in 1987 Hazan and Shaver found that the romantic systems of relationships in adults correlated with certain attachment typologies. (Hazan and Shaver 1987) (Casullo, 2004)

Some another studies estimates that in the world, 65% presented a type of sure attachment, while 20% was anxious and the remaining 14% ambivalent. For 1995, the distribution had varied in 55 sure%, 23% anxious, 8% ambivalent and 15% disorganized (Lyons-Ruth, 1996) (in Tapia-Méndez and González-Bravo, 2002).

Rosenstein and Horovitz (1996, in Jones, 1996) pointed out that the adolescents with an "indifferent" profile were more inclined to manifest dysfunctions and dissociate behaviors related to abuse of drugs, narcissism and paranoid neurosis. (Tapia-Méndez and Bravo-González, 2002).

It is possible the state of humor and certain environmental factors may influence in the mother's interaction with the child, like have demonstrated a couple of years back, Isabella (1993) and Stevenson-Hinde and Shouldice (1995).

Sometimes, the child temperament profile influences on separation process, consequently this modifies the relationship between the child and the care-taker. (Belsky and Rovine, 1987; Thin 2004). However, not always exists a certain correlation between the attachment typology and the parental relationship (Vaughan, 1985) (Thin, 2004:75)

Applications and limitations

Following Hazan and Shaver researches, María Martina Casullo (2004) has focused the topic through the theory of the Secure Base and their application in the pattern that the adults reproduce in the romantic

bonds. The point of discussion, resides in a new element in the study of this theory: the capacity to fall in love.

The Casullo's method works empirically with both concepts consists on an application of the scale Bartholomew (1990). This scale was applied in 800 adults, 50% of masculine sex and the remaining 50% feminine between 30 and 60 years of age. Although, the obtained results validated the theoretical construction on the attachment systems in Ainsworth (1974), Main (2001), Bowlby (1989) and Hazan-Shaver (1990), the point which Casullo may not solve is the relationship of a theory based on empirically observations in children and the relationship with in mature people. Even Casullo referred the problem in her state of art, the Attachment development is not considering what Schutz named "the biography determined by contextual situation" or the historical experience of an ego. In this point, not only Ana Freud but also Melanie Klein stressed, a couple of decades back, attachment theory has several problems to be applied on clinic scope. (Vemengo, 2005)

As a result of this, some evidences sustain the kind of attachment appears to be modified at time the ego interacts with the environment. (Baker, 2002; Feeney and Cassidy, 2003). On the one hand, in most cases the used methodology entails an interview or some directed questionnaires. These types of approaches only display what the ego reminds and leave behind a plenty of details which are considered important for the research. Somehow, these kinds of techniques are seriously criticized and questioned by supposing one person is an inactive entity. Besides, the cases gathered by Bowlby on adults with problems presupposed that a distortion exists in the patient's subjective perception but this has nothing to do with what indeed happened in the early life (imagination). For that reason, the scales which spread to measure this type of behaviors should not be necessarily linked to the childhood. (Stern, 2000:41-43)

The cultural factor seems to refute the generic character given to the theory of the attachment in the classic Anglo-Saxon bibliography. For this reason it is necessary conduct a critical analysis of this theory from John Bowlby view. Specifically, many investigators throughout the world have applied the attachment scale in their societies but the obtained results were contradictory compared with Ainsworth results. (Thin, 2004:77).

In 1994 Plog elaborated a theoretical model which allowed classifying consumer and tourist psychographic profile. From Plog point of view, each type of destination has something to do with each profile. This model was useful for drawing and studying the impact of tourist destination on consumer mind. By combining style of life and individual

attributes, the author sustained three different kinds of personalities. All those who interested into the proper ego, were called psycho-centric. On contrary, all those who were concerned to alter, were named as allo-centric. In this case, the consumer is strongly motivated to travel long distance from home. Finally, the middle centric typology meets and mixes some attributes from another two above mentioned profile types (Plog, 1994) (Stringer and Pearce, 1991).

Even this thought current might provide with interesting discoveries on tourism research. Mysteriously, this was not taken seriously for international social science academic. Particularly, Argentina was not the exemption thereof. In other words as Regina Schluter suggested "in Argentina have not been carried studies at academic level of the tourism from the optics of the Social Sciences yet" (Schluter, 2000:39)

CONCLUSION

The bondage between the child and parents has been one of the central elements in the Attachment and the Secure Base theories. Like Freud, Bowlby presupposes erroneously that infant's demands which were not satisfied increase the propensity to hate. (Bowlby, 1986:25) (Bowlby, 1986:35)

According to the experiences of several psychoanalysts compiled by Root (1957) in patient with personality "blocked of affection", is there a clear tendency to have experienced a bereavement which was not correctly processed. In this sense, the clinic therapy points in returning to the first phase of the trauma, helping the patient to recover the repressed feelings of love and hate.

In the work called the Secure Base published (by first time) in 1988, Bowlby considers that his discovery can be compared with those who have been found from psychoanalytical circles as: the if-same reinforcement (Winnicott, 1960); the border personality (Kohut, 1971) or the esquizoid syndrome. (Fairbairn, 1962).

According to Klaus and Kennell experiment's (1975) the behavior of the mothers after the childbirth is immediately guided to the physical contact with the child. Before this act, the infant is shown pleased establishing the first knot with mother or the caretaker. Then, the ego will be carried out between the first interactions with reason of securing the relationship. Those children who have responded sensibly to the maternal stimuli have fewer possibilities to resist the desires of their parents, as well observed Mary Ainsworth (Bowlby, 1989:21).

According to the discoveries of Frommer and O Shea (1973), the women who have presented separation antecedents with their own parents before the eleven years of age during their pregnancy, are more predisposed to interact less with their son than those who have had a stable childhood. This looks to coincide with the Freudian concept of neurosis. But the fact is that, Rutter (1979) found that people born in hostile homes or "smashed" have more probability to form marriages and homes with similar characteristics.

In 1972, Anderson demonstrated that during the second or third year of life a child rarely moves away from the mother more than sixty meters before returning. Based on this observation Bowlby senses that "then we can give had sat down that the behavior that takes it away from its mother toward the vast world - that is denominated exploratory behavior correctly - it is incompatible with the attachment behavior and has smaller priority. Likewise, only whenever the attachment behavior is relatively inactive and human need satisfied, the exploration tendency appears... all we, from the cradle until the tomb, are very happy when the life is organized on a series of trips, long or short, from the secure base provided by our attachment figure." (Bowlby, 1989:78)

In few words, for the pattern of the Secure Base the fellow has three types of possible behaviors at once of exploring the environment. An ego entitled under a sure attachment dares to explore the world around and are recognized the environment consequently.

A couple of studies, conducted by Schaffer and Crook in 1979, validated the Anderson hypothesis. As these researchers found, there was certain correlations between the attachment typology and the time a child decides to do the first steps. (Schaffer and Crook, 1979). The environment perceptions look to be related to the mother relationships. If so, the capacity to explore and to image the world has emotional causes.

Finally, the present essay is entitled to extract two important hypotheses: the first one lies in the exploration capacity is linked to the maternal attachment; second one, is referred to the individual's decision of traveling to certain geographic point along with the proper socialization process influence. If this thought is correct, we believe the theory of the attachment and the Secure Base should be kept in mind by the specialists, planning and academic researchers at time of planning a tourist destination.

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