

Exploring Theoretical and Empirical Insights on Tourist Behavior

Exploration des Perspectives Théoriques et Empiriques sur le Comportement Touristique

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Abstract

This literature review aims to present a synthesized analysis of salient theoretical frameworks and determinants impacting tourist conduct. Utilizing seminal theories including Plog's model and the theory of planned behavior, our meticulous narrative review illuminates the intricate drivers molding tourists' decision-making processes and encounters. We structured this paper in the following order: First a Narrative Literature Review Methodology and Search Strategy. Then, we included a section on Theoretical Approaches to Consumer Behavior in Tourism: A Review of Six Prominent Frameworks. Next, we provided A Comprehensive Overview of Theories and Models in Explaining Tourist Consumer Behavior. Afterward, we dedicate a section to explore the Drivers of Tourist Consumer Behavior; Yielding Ten Key Factors. Finally, we conclude with a section dedicated to empirical studies on tourist behavior, methodologies, and insights. The analysis includes the examination of the complex interplay between internal factors such as motivation, personality, self-concept, and values, and external factors like destination image, service quality, and atmospherics. We suggest tourists seek out self-congruity, memorable experiences, satisfaction, and value congruence when making travel decisions. While previous studies have explored individual frameworks and dimensions, our review uniquely demonstrates the integrative relationships between models, factors, and tourists' desired values and outcomes. We contend a multidimensional understanding of the drivers of tourist behavior is essential for tourism providers seeking to craft targeted strategies that speak to the cognitive, affective, and behavioral facets of the tourist experience. Further empirical research on this intricate topic is called for to advance knowledge and provide actionable insights. Our synthesized review highlights the need for an integrative, multi-dimensional perspective to allow tourism stakeholders to make informed decisions that enhance the tourist experience.

Keywords: Tourist behavior; Theories of consumer behavior; Analytical models; Theoretical approaches.

Classification JEL: D91

Paper type: Theoretical Research

Résumé

Cet article présente une analyse synthétisée des principaux cadres théoriques et déterminants qui influent sur le comportement du touriste. En mobilisant des théories séminales telles que le modèle de Plog et la théorie de l'action raisonnée, notre examen narratif met en lumière les motivations complexes qui façonnent les processus décisionnels et les expériences vécues des touristes. Nous avons structuré cet article de la manière suivante : dans un premier temps, une présentation de la méthodologie de revue narrative de la littérature et de la stratégie de recherche. Dans un second temps, nous avons inclus une section sur les approches théoriques des comportements de consommation dans le tourisme : un examen de six cadres de référence majeurs. Dans un troisième temps, nous proposons un panorama des théories et modèles explicatifs des comportements des consommateurs touristiques. Dans un quatrième temps, nous consacrons une section à l'exploration des déterminants du comportement du consommateur touristique ; ce qui permet de mettre en lumière dix facteurs clés. Enfin, nous concluons par une section dédiée aux études empiriques sur le comportement des touristes, les méthodologies et les enseignements qui en découlent. L'analyse porte sur l'examen des interactions complexes entre facteurs internes tels que motivation, personnalité, concept de soi et valeurs, et facteurs externes comme l'image de la destination, la qualité de service et l'atmosphère. Nous suggérons que le touriste recherche congruence personnelle, expériences mémorables, satisfaction et concordance des valeurs lors de ses prises de décisions. Si des études antérieures ont exploré des cadres et dimensions individuels, notre revue souligne les relations d'intégration entre modèles, facteurs et valeurs désirées par les touristes ainsi que résultats attendus. Une compréhension multidimensionnelle des déterminants des comportements touristiques est essentielle pour permettre aux acteurs du tourisme d'élaborer des stratégies ciblées qui prennent en compte les aspects cognitifs, affectifs et comportementaux de l'expérience touristique. Des recherches empiriques plus poussées sur ce sujet complexe sont nécessaires pour faire avancer la connaissance et fournir des éléments opérationnels. Notre revue de synthèse met en exergue la nécessité d'une perspective intégrative et multidimensionnelle pour permettre aux parties prenantes du tourisme de prendre des décisions éclairées, permettant ainsi d'améliorer l'expérience touristique.

Mots-clés : Comportement des touristes ; Théories du comportement du consommateur ; Modèles analytiques ; Approches théoriques.

Classification JEL : D91

Type d'article : Recherche théorique

1. Introduction

The study of tourist consumer behavior represents a multidimensional research domain spanning diverse academic disciplines including marketing, psychology, sociology, anthropology, and management science (Cohen et al., 2013; Seifi & Ghobadi, 2017). At its foundation, this field seeks to illuminate the intricate motivations, requirements, decision-making processes, emotions, and consumption conduct molding the tourist encounter across all phases of travel (Erasmus et al., 2010; Solomon, 2001). Gaining comprehensive theoretical and empirical insights into tourist behavior confers valuable benefits for tourism providers, destination marketing organizations, hospitality brands, and other stakeholders seeking to attract visitors, promote loyalty, and deliver satisfying experiences in an increasingly competitive environment.

Since the pioneering work of scholars like Luiz Moutinho (1987, 1993), research dedicated to understanding tourist behavior has proliferated rapidly across multiple disciplines. However, perspectives remain fragmented, with no single framework able to fully capture the nuances and complexities of tourist consumer behavior (Cohen et al., 2013). Debate persists regarding the direct transferability of predominant consumer behavior and decision-making theories to tourism contexts; Since, tourism remains distinct given unique characteristics like high personal and emotional involvement, escapism motivations, novelty-seeking, and extravagance compared to daily consumer behaviors (Erasmus et al., 2010; Swarbrooke & Horner, 2007).

Therefore, this review addresses a key research gap by consolidating and integrating theoretical lenses from diverse fields to develop a more holistic framework for understanding tourist behavior. In particular, we synthesize psychological and sociocultural drivers spanning pre-purchase decision-making to experiential consumption phases of leisure travel. Our analysis demonstrates the complex interrelationships between conceptual models, internal and external factors, and desired values driving tourist choices and satisfaction.

This paper provides an integrative narrative review that consolidates six decades of scholarly research on tourist behavior. First, we analyze six influential conceptual approaches stemming from psychology, economics, marketing, and other disciplines to assess their explanatory powers and limitations in illuminating tourist consumer behavior. Prominent theories examined include but are not limited to, Cohen's tourist typologies (1972), Plog's psychographic model (1974), Moutinho's consumer behavior framework (1993), Ajzen's theory of planned behavior (1991), and Sirgy's self-congruity theory (1985).

Next, we delve into empirical studies on key models and factors driving tourist behavior and experiences. Specifically, we explore constructs like motivation, personal values, expectations, trust, satisfaction, and loyalty intentions, among others. Harmonizing insights across disciplinary boundaries, this review outlines ten factors identified consistently in the literature as significant drivers of tourist decision-making and behavior.

Finally, the paper concludes by presenting an agenda for future research based on gaps identified in existing works on tourist consumer behavior. We highlight promising opportunities to address the limitations of current theoretical perspectives and models using integrative, multi-lens approaches grounded in empirical evidence.

By consolidating established theories and investigative findings into one framework, this review offers a toolkit for researchers to advance knowledge on tourist decision-making processes, motivations, and experiences. In addition, our analysis strives to provide tourism managers and marketing practitioners with actionable, research-backed insights into traveler psychology for designing and promoting satisfying visitor experiences. Overall, adopting an integrative, multi-disciplinary perspective represents a valuable approach to capturing the complexity of tourist consumer behavior.

2. Narrative Literature Review Methodology and Search Strategy

The current study follows a narrative review methodology, and therefore no statistical analysis has been conducted. Instead, the focus is on a rigorous analysis of existing literature about consumer behavior in tourism from a theoretical and conceptual perspective.

The initial step of this review process involves formulating a research question that addresses the most frequently cited theoretical frameworks of consumer behavior in tourism across various research domains. This step entails identifying the key theoretical approaches, models, and factors that converge to shape tourist behavior.

The second step concentrates on identifying relevant journal articles related to the subject matter through conducting an extensive search of leading scholarly databases (i.e., Scopus and Web of Science), Google Scholar has also been used to identify the grey literature, using the following search terms: Tourist behavior; Theories of consumer behavior; Analytical models and Theoretical approaches.

A screening process was then implemented to identify the articles that directly contribute to our understanding of the subject matter. This screening process involved meticulously reviewing the titles and abstracts of the literature, ultimately selecting those that were most pertinent. The fourth stage of the review process consisted of selecting relevant data from the identified literature by thoroughly reading the full text of the articles.

The penultimate stage of this review process involved analyzing the selected literature. This stage aimed to evaluate the selected data in each selected article, in terms of contesting theoretical statements and empirical evidence, by highlighting the main opportunities and limits.

3. Theoretical approaches to Consumer Behavior in Tourism: A Review of Six Prominent Frameworks

A wealth of theoretical frameworks has been formulated attempting to shed light on the behavior of tourists as consumers. We aim to provide a concise overview of these theoretical perspectives, thereby enhancing the overall comprehension of the subject matter. However, this section does not aim to provide an exhaustive account, but rather aims to outline the most influential theoretical frameworks in consumer behavior; That have received considerable attention from academics in the realm of tourism research.

- **The homo-economicus perspective**

Consumers are considered rational decision-makers, who are straightforward and premised on their specific interests, preferences, and motivations. The process of decision-making is thought to be shaped by independent and cognitive examination of the data available regarding key features such as the tourist's perception of destinations, goods, and services.

The homo-economicus perspective has been a useful framework to develop models able to predict how tourists make consumption decisions; For instance, in deciding about where to travel. The common idea underlying the homo-economics-based models lies in assuming that consumers evaluate destinations including the goods, services, and experiences based on cognitive drivers such as price, weather, and cultural attractions, and choose the destination that offers the highest perceived value.

In the realm of tourism, the Homo-economicus perspective makes important contributions to our understanding of consumer decision-making. However, it has faced criticism for oversimplifying tourist behavior by assuming that individuals are exclusively driven by rational self-interest. In contrast to this prevailing notion, however, consumers may make decisions based on emotions, social influences, and other factors beyond their individual preferences, specific interests, and motivations. Moreover, the perspective overlooks the significant role of

culture, values, and ethics in decision-making, which are important considerations for many consumers.

- **The psychodynamic or psychoanalytic approach**

This approach has its roots in the psychoanalytic theories developed by Sigmund Freud. Accordingly, consumer behavior is structured mainly by internal variables, such as the subconscious and personality traits of individuals. Although conscious processes are present in the decision-making process, they are often overshadowed by unconscious drives and desires. The psychodynamic framework has been extensively utilized in tourism research due to its ability to offer valuable insights into various consumer behaviors, including Travel preferences, destination choice, and consumption patterns within destinations. Naylor & Kleiser (2002) rooted their study on the psychodynamic framework to examine consumer lifestyle segments during vacation decision-making. Naylor & Kleiser's, (2002) reported that even when Overall satisfaction levels may be similar across different consumer groups, the specific benefits that lead to satisfaction can differ significantly depending on their perception of value. The above-mentioned findings can inform marketing strategies that resonate with different consumer groups, leading to greater customer loyalty and a more effective use of resources.

Prior research provides evidence that the unconscious motivations of tourists can be linked to their personality traits and their past experiences. For instance, tourists with a high need for novelty may seek out new and exciting destinations, while those with a high need for familiarity may prefer to visit the same destinations repeatedly. Moreover, the psychodynamic approach can also be utilized to investigate the emotional encounters of tourists and how these encounters influence their conduct.

However, the above-mentioned approach has been subject to criticism in examining tourist behavior for its heavy reliance on introspection, yet, it neglects the social and cultural contexts in which consumer behavior occurs.

- **The behaviorist approach to studying consumer behavior**

As suggested by Marcevova (2011), the behaviorist perspective asserts that consumer behavior is largely shaped by experience and external stimuli, rather than internal factors. In this approach, two categories of external variables, namely personal and impersonal factors, are thought to influence the decision-making process. Research has demonstrated that learning through experiences can significantly impact tourist behavior. Tourists may choose to revisit destinations where they have had positive experiences or try new destinations based on recommendations from others.

The behaviorist approach has gained traction in tourism research, offering valuable insights into how consumers make decisions as it has informed the development of marketing strategies, providing marketers with the tools to influence consumer behavior by shaping positive experiences.

Despite its benefits, the behaviorist approach has also been criticized for its narrow focus on observable behaviors and external stimuli. Considering that internal factors, such as attitudes, values, beliefs, and motivation, exert a significant influence on consumer behavior (Kollmuss & Agyeman, 2002), the aforementioned approach presents an oversimplified perspective. It fails to encompass the intricate nature of consumer decision-making processes, thereby neglecting to capture the nuanced aspects involved.

- **The cognitive approach**

The cognitive approach places greater emphasis on internal factors rather than external influences in the process of knowledge acquisition within the human brain (Rocheleau, 2009). In this regard, the cognitive approach posits that consumer behavior is molded by an intricate

interplay of subconscious and conscious processes, which serve as the information-processing mechanisms of the human brain and facilitate the acquisition of knowledge. This involves understanding the process by which individuals acquire knowledge from evaluating their experiences and formulating preferences for specific types of tourism products or destinations. However, a cohort of scholars, exemplified by Hsu & Huang (2010), has expressed criticism towards the cognitive approach, contending that it may unduly prioritize internal factors while neglecting the influence of external elements, including culture, society, and other contextual factors that can significantly impact decision-making processes.

Similarly, by adopting the cognitive approach as a theoretical framework, researchers run the risk of disregarding the emotional and affective dimensions of tourist behavior, despite their significance as drivers of decision-making (Hsu & Huang, 2010). Nevertheless, the cognitive approach continues to serve as a crucial instrument for comprehending the intricate processes underlying tourist decision-making and behavior.

- **The experiential approach**

With the publication of Holbrook and Hirschman's seminal work in 1982, the concept of Consumer Experience started to gain predominance in the realm of Marketing. For both Marketing researchers and Stakeholders, the "Consumer Experience" which is presented as an essentially cognitive process (Mencarelli, 2005), has been a trendy tool for differentiation, that contributes to enriching the traditional conception of positioning.

The experiential approach proves valuable in exploring the multifaceted scopes (dimensions) of the tourist experience; Including the sensory, affective, cognitive, and behavioral dimensions, and their interplay in shaping tourist behavior, as it aims to restore an individual's connection to what is significant to them and to analyze the subjective, symbolic, and emotional components of the experience throughout the purchase or consumption process (Bargain & Camus, 2017)

The experiential approach has been adopted by scholars like Agapito et al., (2020); Oh et al., (2007), in their quest to predict the mechanisms that shape tourist behavior. However, although its popularity in academia, the above-mentioned approach received constructive criticism, for the lack of conceptual clarity and empirical validation (Brakus et al., 2009).

- **The humanistic approach**

This approach posits that consumer behavior is molded by the unique personal characteristics and values, experiences, and opinions of individuals; presuming that when consumers are in conditions optimal conditions of trust and respect, they tend to develop positive attitudes reflected by positive behavioral outcomes (Approche Humaniste Existentielle Par Psychologue Et Psychothérapeute, n.d.).

Moalla & Mollard (2011) carried out a study, taking the humanistic viewpoint as the theoretical framework of reference. The primary objective entails examining the potential of environmental cognitions as a potent mechanism for appraising the overall quality of the interplay between products and services provided by tourism companies. Moalla & Mollard (2011) reported that the perceived quality and the willingness to pay are significantly higher when environmental services provide tourist consumers with trust and respect.

Notably, the humanistic approach, along with the previously mentioned approaches, has not been immune to criticism due to its limited consideration of the broader societal and environmental implications of tourism. Critics argue that the approach tends to lack a robust theoretical basis, thereby impeding substantial contributions to the development of comprehensive theories in tourism research. This critique is seen as an obstacle to the progression of knowledge in the field and restricts the potential for cumulative research advancements.

4. A Comprehensive Overview of Theories and Models in Explaining Tourist Consumer Behavior

In this section, we will examine several prominent theories and models of consumer behavior that have been extensively studied in the domain of tourist behavior research. Specifically, we will delve into Plog's model 1974; The theory of planned behavior (Ajzen, 1991); Moutinho's analytical model (Mouthino, L. 1993); The self-congruity theory by Sirgy (1985); Cognitive Dissonance Theory (Festinger, 1957); Attitubition theory Heider (1958); The Stimulus-Organism-Response (SOR) theory, Arora (1982) and Slama & Tashchian (1987); Cognitive appraisal theory of emotion Kemper and Lazarus (1992); From Attachment theory by John Bowlby and Mary Ainsworth (1992) to Destination attachment by Prayag & Lee (2018) and Liu et al. (2020). Our goal is to provide an overview of the strengths and weaknesses of each theory, as well as their contributions to the field of tourist behavior research.

- **Plog's Model 1974**

Plog's model 1974 is a well-known psychographic typology of tourists that classifies into three types based on their personality traits. Psychocentrics, allocentrics, and midcentrics are the categories. Psychocentrics are conservative, risk-averse, and prefer familiar destinations close to home. Allocentrics are adventurous, risk-taking, and seek out new and exotic destinations. Midcentrics, on the other hand, seek moderate stimulation and adventure while still desiring some familiarity and comforts of home while traveling. This particular group constitutes a substantial segment of the tourist market and is widely regarded as preferable compared to the other two categories.

Nevertheless, critics contend that this model oversimplifies the intricate motivations and behaviors of tourists, asserting that the three categories fail to encompass and intersect all aspects of tourist behaviors.

- **The theory of planned behavior by Ajzen (1991)**

The Theory of Planned Behavior (TPB) clarifies the psychological aspects of human behavioral intention (Ajzen, 1991). Taking into account both deliberate (volitional) and unintentional (non-volitional) actions to understand individual behavior as advocated by Ajzen (1991). It has emerged as a promising framework to elucidate the behavioral intentions of tourists, particularly about visiting and revisiting destinations.

Numerous studies in the realm of tourism (refer to Bianchi et al., 2017; Hazif et al., 2020) have established attitude as a major predictor, descriptor, explainer, and influencer of tourists' intentions and behavior. Han & Kim (2010) present compelling evidence demonstrating a significant correlation between revisit intention and the fundamental constructs of the Theory of Planned Behavior (TPB) model. The findings of this study highlight a noteworthy conclusion: by incorporating additional dimensions and novel linkages into the original TPB model, the intention of customers to purchase green hotel services can be substantially enhanced.

Hassan et al., (2021) reported that students' attitude, perceived behavioral control, and environmental concern positively influence their intention towards ecotourism, while environmental knowledge does not significantly impact their intention. Kang et al., (2012) extended the theory of planned behavior to explore customers' willingness to pay for eco-friendly hotel services Kang et al., (2012). Collectively, these findings attest to the value of TPB as a persuasive framework for examining and predicting tourists' behaviors.

- **Moutinho's analytical model (Mouthino, 1993)**

Moutinho's analytical model resides firmly within the realm of tourist behavior research. It

serves as an essential theoretical framework for comprehending and predicting tourist behavior by considering a wide range of psychological, sociological, anthropological, and cultural dimensions that interact to shape such behavior.

Drawing primarily from Fishbein & Ajzen's (1975) Theory of Reasoned Action (TRA) & Ajzen's (1991) Theory of Planned Behavior (TPB), Moutinho modifies these established theories, which are known for their applicability across various consumption contexts, to accommodate the unique complexities and specificities of tourism consumption. This adaptation recognizes the distinct aspects of tourism consumption, such as the influence of emotions, experiences, and motivations, which are not comprehensively addressed in the original theories.

The model is based on four key components: (1) predisposition, (2) decision-making processes, (3) situational factors, and (4) outcomes. Predisposition refers to the individual characteristics that predispose (push) an individual to engage in travel behavior, such as personality traits and motivations. The decision-making processes refer to the cognitive and emotional processes that individuals go through in making travel-related decisions, such as destination choice and mode of transportation. Situational factors include the contextual factors that influence travel behavior, such as social and cultural norms and information availability surrounding travel. Outcomes refer to the consequences of actual travel behavior, both for the individual and for society as a whole.

The model's adaptability to different research contexts is demonstrated through studies conducted by Jin & Wang (2015), Lee et al. (2018) encompassing diverse facets of tourism. Jin & Wang (2015) utilized the model to examine factors influencing the travel behavior of Chinese tourists, while Lee et al. (2018) analyzed the impact of destination image on travel behavior. Additionally, Cavagnaro (2017) applied the model to investigate the effects of environmental factors, including climate change, on tourist behavior.

- **The self-congruity theory (Sirgy, 1985)**

The self-congruity theory considers that consumers are inclined to select products, services, and destinations that align with their self-concept, reflecting their need for personal coherence.

Boksberger et al. (2010) explored the versatility of the self-congruity theory in the field of tourism; The authors examined whether individuals tend to choose destinations that correspond with their self-concept. However, they could not identify the variables that explain the conditions under which the self-congruity theory applies or fails to apply, and they also noted the lack of identified measurement instruments. Successively, Juvan et al. (2017) emphasized the significance of researchers sharing their study results and methodologies to facilitate access and contribute to the advancement of the self-congruity theory in examining tourist behavior. Moreover, Yang et al. (2021) demonstrated the theory's role in enhancing our understanding of the complex interplay between destination image and tourist behavior; and more particularly the underlying factors influencing tourists' inclination to visit dark tourism sites.

- **Cognitive Dissonance Theory (Festinger, 1957)**

The Cognitive Dissonance Theory, originally formulated by Festinger in 1957, holds a prominent position in tourism research. Asserting that, tourists tend to favor brands that align with their self-image, and any incongruity with their self-concept can generate psychological dissonance by challenging their self-perception. In simpler terms, tourists tend to evaluate products based on their expectations; Yet when there is a mismatch between these expectations and the actual products or services performances', a state of mental tension arises (Sirgy, 1985; Moutinho, 1987).

Moutinho (1993) rooted one of his secondary hypotheses in the Cognitive Dissonance Theory. Kozak & Rimmington (2000) employed the same theory to investigate the factors influencing

tourist satisfaction levels across various experience levels. Cognitive Dissonance Theory offers researchers a valuable framework to examine the factors influencing expectation formation and their impact on tourist behavior.

- **Attribution theory of Heider (1958)**

The Attribution Theory of Heider (1958) suggests that consumers possess an inherent need to attribute rational causes to their consumption behaviors. Whether this attribution process occurs consciously or unconsciously, its purpose is to provide a rational justification for their purchasing behavior. In other words, it posits that consumers attribute causes to their consumption behaviors based on product or service attributes' rather than considering the actual effects of other influencing factors such as advertising or promotional offers.

Kang et al. (2012) conducted an application of the Attribution Theory to examine the impact of communication strategies on eco-conscious consumers' willingness to pay for green services. However, the study's unique emphasis on communication strategies does not fully capture all the key factors that influence consumer behavior in the context of sustainable tourism.

The application of the above-mentioned theory in the realm of tourism may enhance our understanding of the subject matter.

- **The Stimulus-Organism-Response (SOR) model theory was developed in 1974, by Albert Mehrabian & James**

SOR Theory is commonly used in the field of environmental psychology to explain how various external factors, acting as stimuli (S), can influence an individual's internal state (O), and ultimately lead to a behavioral response (R) (Zhai et al., 2019; Zhang et al., 2021; Fu et al., 2020; Paz & Vargas, 2023).

Zhang et al. (2020) examined the influence of tourists' autobiographical memories on their likelihood to revisit a destination using S.O.R; Chen et al., (2022a) established a sequential mediation model to examine the link between the experiencescape of wellness tourism and tourists' revisit intention. Peng et al. (2023) examined the effect of tourists' happiness on their intention to revisit traditional Chinese medicine cultural tourism sites, drawing on attachment theory and the interpretation of destination experiences.

- **Cognitive appraisal theory of emotion (Kemper & Lazarus, 1992)**

The Cognitive Appraisal Theory of Emotion is a framework that explains how emotions develop and why individuals can experience different emotions during the same event (Kemper & Lazarus, 1992; Choi & Choi, 2018; Lee & Lee., 2021). This theory suggests that emotions arise from an individual's evaluation of an event or situation based on their own needs, desires, and goals. The interplay between motives, cognitive assessment (evaluation of the experience or event), and emotions together contribute to organizing an individual's emotional response (Kemper & Lazarus, 1992). Tourists tend to feel more positive emotions when activities, events, and experiences align with their goals and needs (Lee & Lee, 2021; Kemper & Lazarus, 1992). In recent years, cognitive appraisal theory has gained traction in the field of tourism, as academics seek to explain and predict the causes of tourists' emotional responses to experiences (Lee and Lee, 2021).

Rooting their studies on the abovementioned theory, MA et al. (2013) examined customer delight arising in the context of theme park experiences; Manthiou et al. (2017) explored and identified the antecedents of consumer emotional responses and their impact on behavior in the tourism industry, highlighting the influence of experiential value, specifically fun on the behavior. Collectively, these findings among others indicate that tourists experience a sense of delight when they perceive an experience to be significant to their well-being.

In summary, the theory's growing popularity in tourism studies reflects its ability to consist of a sound theoretical framework in understanding tourist behavior and continues to offer insights for tourism destination marketers on how to evoke positive emotions in tourists to achieve positive behavioral outcomes.

- **From Attachment theory in 1992 by John Bowlby and Mary Ainsworth to Destination attachment (e.g., Prayag & Lee (2018) and Liu et al. (2019)**

Destination attachment is a widely studied concept in tourism research that stems from Ainsworth & Bowlby's attachment theory, which suggests that tourists form emotional and cognitive bonds with tourism destinations, indicating their value and identification with specific environments (Japutra & Keni, 2020; Dong and &, 2022).

Place attachment is a bi-dimensional construct (Place identity and place dependence) (Dong & Qu, 2022). For instance, a tourist who had a positive and memorable experience seeing the northern lights in Iceland may develop a strong attachment to the country because they associate it with a positive and enjoyable experience. In addition, the tourist may develop a sense of identity with Iceland as a travel destination and may depend on it for future travel experiences

Building on attachment theory, Vada et al. (2019) examined the influence of Memorable Tourism Experiences (MTE) and well-being on destination attachment (DA). The authors reported that memorable tourism experience (MTE) positively affects destination attachment and that this effect is mediated by both hedonic well-being and Eudaimonic well-being. These results underscore the practical significance of destination attachment and highlight the need for further empirical research to expand our understanding of this important construct.

5. Exploring the Drivers of Tourist Consumer Behavior: An Examination of Ten Key Factors

In this section, we have carefully chosen ten key drivers of tourist behavior, namely Decision-making: Personal Value, Motivation, Self-Concept and Personality, Expectation, Attitude, Perceptions, Satisfaction, Trust and Loyalty, and Memorability and Tourism Experience. An analysis of each of these drivers is undertaken to gain a comprehensive understanding of how they interplay to shape the behavior of tourists.

Table 1: Key drivers of tourist behavior:

<p>Decision making</p>	<p>Tourists' decision-making processes are multifaceted, spanning planned purchases like booking accommodations, to unplanned purchases like souvenirs. Tourism research often assumes tourists make rational, pre-planned decisions (Erasmus et al., 2010; Soliman, 2019). However, factors like emotions and contextual influences reveal complexities tourist decision-making models overlook. For instance, impulse purchases of local handicrafts may be driven by emotional responses and situational cues. Future research should integrate analytical frameworks like the Theory of Reasoned Action (Ajzen & Fishbein, 1980) with contextual factors to better reflect the nuances of tourist decision-making.</p>
<p>Personal Value</p>	<p>Personal values fundamentally shape tourists' choices, emotions, and judgments as consumers (Cohen et al., 2013). Values drive tourists' decision-making regarding destinations, brands, and activities. For example, ecotourists who highly value sustainability and education may experience greater satisfaction from tours teaching about ecological preservation (Oviedo-García et al., 2016). Understanding values provides tourism marketers insights to align offerings with desired experiences.</p>

Motivation	Internal motivations and external pulls interact to shape tourist behavior. Push motivations stem from intrinsic desires like relaxation or socializing, while pull factors represent appealing destination attributes (Klenosky, 2002; Yoon & Uysal, 2005). A tourist may be pushed by a need for escape and pulled by a destination's beaches and resort amenities. Capturing this duality aids tourism providers in catering to tourist motivations through aligned offerings, such as wellness retreats for relaxation-seeking tourists.
Attitude	Tourists' attitudes encompass cognitive and affective factors like beliefs, emotions, and past experiences. Attitudes form complex multidimensional constructs that require nuanced measurement (Cohen et al., 2013). Marketers must understand variations across demographics and shifting contextual influences. For instance, attitudes towards adventure tourism may differ across cultures and generations. Gaining attitudinal insights, despite difficulties, empowers providers to tailor positive tourist experiences.
Perception	Tourists perceptually process sensory details like sights and sounds into meaningful impressions through personal and social lenses (Moutinho, 1993). Research often overlooks affective perceptions, focusing disproportionately on cognition (Pike & Ryan, 2004). Balancing both enables a robust understanding of how tourists see destinations and experiences. Insights into tourist visual, auditory, tactile, olfactory, and gustatory perceptions can enhance engagement through multi-sensory marketing
Self-concept and personality	Self-concept and personality are key drivers of tourist behavior. The perceived match between a product and the tourist's personality or self-image is an important aspect of their decision-making process (Boksberger et al., 2010). The personality of the tourist is also known to influence their purchasing decisions, attitudes, and risk perception (Cohen et al., 2013). Tourists favor purchases aligning with their self-image and personality (Boksberger et al., 2010). An adventurous tourist may seek thrilling activities like skydiving reinforcing their daring personality. Capturing complex links between tourist personalities, self-concepts, and consumer behavior poses challenges but offers tourism providers actionable insights into tourist motivations and risk tolerance.
Expectation	Expectation is a crucial concept in tourism research, referring to the anticipation and beliefs that tourists hold about their travel experiences. These expectations are shaped by a variety of factors, including previous experiences, personal characteristics such as gender and ethnicity, and impersonal sources such as advertising and word-of-mouth recommendations (Bailey et al., 2016; Cohen et al., 2013). Tourists' anticipation of travel experiences shapes important expectations (Cohen et al., 2013). Past experiences, demographics, and external sources like reviews converge to form expectations that if unmet, risk dissatisfaction (Juvan et al., 2017). Managing expectation antecedents' grants tourism providers opportunities to positively shape tourist experiences through transparent marketing.
Satisfaction	Satisfaction is a prominent concept in tourism marketing since the collection and analysis of data on consumer satisfaction can provide both researchers and practitioners with important insights into how to stimulate consumers' satisfaction. Overall satisfaction is a key factor in shaping the success of a

	<p>destination or tourism product, with its ability to directly influence repeat visitation and word-of-mouth communication.</p> <p>Understanding satisfaction drivers enables tourism providers to deliver engaging experiences fostering loyalty and positive word-of-mouth (Chi & Qu, 2008; Wang & Hsu, 2010). Key factors like service quality, value, and novelty require examination to construct offerings tailored to enhance tourist satisfaction through personalization and delight.</p>
<p>Trust and Loyalty</p>	<p>Trust is the bedrock of loyalty. When tourists place confidence in a brand, loyalty solidifies. Recent research spotlights “tourist trust” as pivotal for cultivating revisitation and recommendations. In one study of halal-friendly hotels, trust strongly influenced Muslim guests’ loyalty, especially amid high involvement with salient religious values (Jeaheng et al., 2020). Another exploring Chinese hotels during COVID-19 found trust integral to nurturing loyalty by elevating satisfaction (Chen et al., 2022b). Investigating online travel agencies likewise revealed tourist trust in destinations mediated satisfaction’s impact on loyalty. The bond between tourists and destinations hinges on trust. While complex, these relationships underscore trust’s power to secure tourist loyalty. Marketers who gain traveler trust and conviction can amplify retention and advocacy.</p>
<p>Memorability and Tourism Experience</p>	<p>Tourism experience is the psychological perception and subjective assessment that tourists have during their visitation (Otto & Ritchie, 1996). However, not all tourism experiences hold value; Only those that evoke unique emotions and result in positive memories are considered valuable (Marschall, 2012).</p> <p>Consequently, a tourism experience is deemed memorable only when the tourist actively remembers and recalls the events or activities experienced (Kim, 2014). Memorability is a key outcome of the tourism experience, as it pertains to the tourist's ability to recall an event or experience (Oh et al., 2007).</p> <p>Lu et al. (2022) reported that there is a significant and positive correlation between memory and intentions; Asserting that the positive memories of previous tourism experiences stored in the minds of tourists can induce a favorable change in their attitudes towards the destination. Memorable tourism experiences positively reshape tourist attitudes and behavioral intentions like revisiting (Kim, 2014; Lu et al., 2022). Maximizing memorability should be a priority for experienced designers in the tourism industry.</p>

Source: Authors

6. Empirical Insights into Tourist Behavior: A Comprehensive Review

Key empirical studies have utilized diverse quantitative and qualitative techniques to uncover drivers of tourist behavior and test theoretical models. Continued multi-method research can enrich and advance knowledge on this multidimensional phenomenon.

Table 2: Evidence from Key Empirical Studies on Tourist Behavior

Title, authors, date of publication, and publishing journal	Methodology	Sample	Key Findings and Contributions
<p>The “Pull” of Tourism Destinations: A Means-End Investigation Klenosky (2002) Journal of Travel Research</p>	<p>Used means-end theory and laddering interviews to examine tourists' motivations and values underlying destination selection</p>	<p>College students on spring break trips</p>	<p>The study revealed core values driving destination choice including relaxation, socializing, learning, and novelty. It has demonstrated that qualitative value of means-end theory and laddering interviews for uncovering complex psychological motivations shaping tourist. The authors highlighted relationships between push factors (underlying motivations) and pull factors (destination attributes) in guiding travel decisions.</p>
<p>An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model. Yoon & Uysal (2005) Journal: Tourism Management</p>	<p>Developed structural equation model using survey data to analyze relationships between motivation, satisfaction, destination loyalty, and revisit intentions</p>	<p>Travelers to Virginia</p>	<p>The study showed that, both, push and pull motivational factors positively influence tourist satisfaction. And that, satisfaction positively impacts destination loyalty and revisit intention. The authors underscored the significant roles of motivation and satisfaction in promoting loyalty and return visits.</p>
<p>Self-Congruity Theory: To What Extent Does It Hold in Tourism? Boksberger et al. (2010) Journal of Travel Research</p>	<p>Online survey testing applicability of self-congruity theory in a tourism context</p>	<p>A large sample of Swiss travelers</p>	<p>The study revealed that functional and symbolic destination image dimensions strongly predict tourist self-congruity with the destination. It has emphasized the importance of image-personality alignment in tourism. The authors underscored Complexities in the predictive validity of self-congruity on actual behavior.</p>
<p>The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. Kim (2014) Journal: Tourism Management</p>	<p>Developed and validated the Memorable Tourism Experiences (MTE) scale through a survey</p>	<p>Travelers to Savannah, Georgia</p>	<p>The authors identified specific destination attributes that engender memorable tourist experiences including local culture, refreshment, and involvement. The study Provided a measurement tool for assessing</p>

			memorable aspects of travel experiences.
The influence of tourism experience and well-being on place attachment. Vada et al. (2019) Journal of Retailing and Consumer Services	Structural equation modeling of survey data	430 recent travelers	The study showed memorable tourism experiences directly increase destination attachment and also, indirectly increase attachment via enhanced subjective well-being. The authors supported the notion that memorable experiences strengthen tourist-destination bonds.
Evaluating Students' Behavioral Intentions Towards Ecotourism: An Extended Theory Of Planned Behavior Perspective. Hassan et al. (2021) Journal: Tourism Review International	Surveyed students to test the extended Theory of Planned Behavior model on ecotourism intentions	393 university students	The study demonstrated attitudes, perceived control, and environmental concern positively predict ecotourism intentions, highlighting the utility of TPB. However, environmental knowledge did not significantly influence ecotourism intentions.

Source: Authors

7. Conclusion

This review has provided an integrative synthesis of prominent theoretical frameworks and empirical insights to elucidate the complex factors shaping tourist decision-making, experiences, and behaviors. As demonstrated across the analysis, tourist consumer behavior represents an intricate, multidimensional phenomenon spanning diverse disciplines from marketing to psychology.

A key conclusion underscored throughout is that tourist behavior is influenced by an intricate interplay of internal and external drivers (Cohen et al., 2013; Klenosky, 2002). Internal factors such as motivation, personality, attitudes, self-concept, and values interact with external factors including destination image, service quality, and atmospherics to drive tourist experiences and choices (Moutinho, 1993; Erasmus et al., 2010).

In this regard, the dynamic model of tourist behavior and the theory of planned behavior represent valuable integrative frameworks that capture cognitive and affective processes shaping tourists (Moutinho, 1993; Ajzen, 1991). Relationships between conceptual models, psychological factors, and desired values require an integrative, multi-dimensional perspective to comprehensively understand tourists.

The review suggests tourists seek self-congruity, memorable experiences, satisfaction, and value alignment when traveling (Sirgy, 1985; Kim, 2014). These desired outcomes stem from multifaceted internal and external drivers, which empirical studies have begun unpacking. For instance, research reveals motivational push and pull factors promote satisfaction and loyalty (Yoon & Uysal, 2005), while self-congruity arises from image-personality alignment (Boksberger et al., 2010).

However, limitations exist in the breadth and depth of current tourism research. Many studies focus narrowly on specific frameworks or dimensions in isolation. More holistic, multi-lens investigations are needed to capture the interconnected, complex nature of tourist psychology and behavior. In addition, research disproportionately emphasizes cognition over affective processes, despite the significance of emotions, values, and motivations in travel experiences.

Advancing knowledge requires ongoing holistic, nuanced investigation of tourist behavior spanning individual, sociocultural, and environmental dimensions (Hsu & Huang, 2010). Further multi-method research can enrich theoretical models and predictive capacity. As tourism evolves, so must scholarly understanding of tourist decision-making and experiences (Cohen et al., 2013).

Fruitful directions for future research include mixed-methods designs combining qualitative techniques like interviews with surveys to achieve depth and generalizability. In addition, emerging areas like neuroscience and virtual reality offer innovative approaches to analyzing tourist psychology and behavior. Cross-cultural comparative studies would also provide valuable perspectives.

By providing a foundation integrating conceptual and empirical insights, this review enables tourism stakeholders to make informed decisions catering to cognitive, emotional, and behavioral facets shaping tourists. Synthesizing diverse perspectives allows a multi-dimensional approach to optimize tourist satisfaction, loyalty, and engagement through targeted strategies. With comprehensive knowledge, practitioners can effectively plan, market, and manage destinations.

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