
Introduction to the *Handbook of Tourism and Consumer Behavior*

Danni Zheng, Metin Kozak, and Jun Wen

1. HISTORICAL OVERVIEW OF TOURISM

Tourism, as an important part of human activity, has a long history tracing back to ancient civilizations. The Chinese proverb “Read ten thousand books, travel ten thousand miles” (读万卷书，行万里路) illustrates the value of experiential, cultural, and intellectual enrichment gained through travel, emphasizing that the lessons and experiences drawn from travels outweigh those obtained from books. Undeniably, the scope and motives of tourism have transformed over the centuries, evolving from small-scale pilgrimages to the global mass tourism of today (Crompton & Petrick, 2024; Towner, 1985). At present, tourism contributes ten percent of the global gross domestic product and accounts for one in every 11 jobs across the globe, making it one of the most significant sectors in the economy (UNWTO, 2015). To acquire a profound understanding of this dynamic industry, it is crucial to conduct an in-depth evaluation of human behaviors, specifically by investigating the cultural, social, and economic bases that significantly influence people’s travel psychology and behavioral patterns.

Along with globalization and economic development, the tourism sector has undergone substantial development over time (Pearce & Butler, 1999). In the early phases, tourism was primarily seen as a luxury purchase accessible to middle-class tourists (Britton, 2013; Gmelch & Kaul, 2018). To meet the demands of people’s recreational needs, travel was designed typically for leisure or cultural exploration, consisting predominantly of sightseeing, visiting iconic landmarks, appreciating classical arts, or understanding different cultures (Urry & Larsen, 2011; Zheng, Huang, & Oraltay, 2023). In the mid-20th century, the tourism industry experienced a considerable transition owing to the rise of resources and opportunities in rural and urban areas. This period marked the advent of “mass tourism,” where tours were readily available and provided by tourism providers (e.g., travel agencies, tour operators, and tourism providers). For instance, the emergent package holidays provided a convenient all-in-one solution for tourists’ vacation planning, encompassing transport, accommodation, meals, and travel-related services.

The advent of the 21st century instigated another shift toward “experiential tourism.” Rather than traditional sightseeing, tourists seek authentic, personalized, and novel experiences during their visit (Pine & Gilmore, 2011). Consequently, niche tourism has emerged and become increasingly popular among tourists, including food tourism, adventure tourism, dark tourism, cruise tourism, eco-tourism, and sport tourism (Novelli, 2018). Moreover, modern travelers prefer customized and independent visits instead of joining a group tour. Identifying these distinct tourism segments, engaging in specific marketing strategies, and providing tailored tourism services have, therefore, become pivotal for businesses in the tourism industry (Zheng, Ritchie, & Benckendorff, 2019). These strategies allow tourism providers to cater to the dynamic interests of tourists while creating memorable and enriching experiences.

In recent years, tourism has become more digital-oriented, mainly driven by technological advancements in social media platforms, artificial intelligence, and augmented reality (Gössling, 2021). For instance, social media platforms are altering how tourists explore and engage with tourism destinations, which has become a crucial way for people to research, plan, and share travel experiences (Gretzel, 2018; Zeng & Gerritsen, 2014). The user-generated content, often in the form of reviews or personal narratives on platforms such as TripAdvisor, Instagram, Weibo, and TikTok, offers insights into the authenticity and first-hand experiences of destinations and services, helping potential travelers make decisions (Sigala, 2017). Further, the smartphone revolution simplifies travel experiences through internet-enabled services, including navigation, photography, e-purchase, translation, and travel information.

Given the tremendous impacts of public health crises, demographic shifts, and environmental issues, there is an increasing health and environmental consciousness impacting tourist behavior in the post-pandemic era (Guo et al., 2022; Hu et al., 2023). For example, the pandemic has prompted intensified care for mental health via tourism activities (Zheng et al., 2023). Health and wellness tourism activities that have potential benefits in promoting tourists' physical well-being, mental relaxation, holistic treatments, and healthy diets have become more attractive among tourists. Further, the "carbon-neutral" movement has incited a shift in tourists' preferential choices toward environmentally friendly travel practices (Ritchie, Kemperman, & Dolnicar, 2021; Choi, Ritchie, & Fielding, 2016). How to engage tourists to participate in carbon offsetting and presentimental behaviors has become a new trend in the tourism industry (Babakhani, Lee, & Dolnicar, 2020).

2. EVOLUTION AND COMPLEXITY IN CONSUMER BEHAVIOR

Consumer behavior is a dynamic process that examines an individual's decision about which group of goods and services to buy, why, from whom, how, where, and when, or, as expected, whether to buy. Rooted fundamentally in human behavior, consumer behavior is influenced by a myriad of variables that impact human decision-making, spanning diverse fields of study and economic sectors. However, it is worth emphasizing that different behavioral patterns may emerge from person to person in specific scenarios or from business to business in general.

In the 1960s, consumer behavior was recognized as a scientific field of study by many researchers. It has developed rapidly since the 1970s and hundreds of scholarly articles have been written on the subject (Woodside & King, 2001). Concurrently, the inception of the *Journal of Consumer Research* in the United States provided a dedicated platform for the dissemination of both conceptual and empirical studies in this burgeoning field. Among the pioneering books emerging in the late 1960s, Engel, Kollat, and Blackwell's (1968) work remains influential, attracting ongoing attention and remaining in print.

However, consumer behavior is a fascinating yet challenging subject for researchers and academics to investigate empirically. This complexity arises from the multitude of internal and external factors influencing consumers' purchasing decisions, including personality, attitudes, emotions, cultural influences, family dynamics, and reference groups, among others (Cohen, Prayag, & Moital, 2014; Solomon, Russell-Bennett, & Previte, 2012; Vrontis & Thrassou, 2007). Consequently, comprehensively understanding the factors shaping consumer choices

demands concerted economic and social efforts, alongside expertise, particularly within the realm of psychology.

As it is known, the center of all production activities is the consumer and the ability to meet their demands and expectations. In this context, there is a linear and close relationship between consumer behavior and marketing. Marketing extends beyond the mere production and sale of goods and services; it also endeavors to create needs among potential consumers and effectively communicate with them throughout and beyond the consumer experience (Diller, Shedroff, & Rhea, 2005; Grönroos, 1990). Starting from the 1970s, marketing activities started to focus on consumers, rather than focusing on productions, which prioritized the goal of “sell as much as you produce.” Within the realm of tourism, Engel et al.’s (1968) seminal model delineates six fundamental stages, providing invaluable insights into the complexities of tourist decision-making.

The first stage involves becoming aware of needs arising from consumer or environmental events or changes, marking the beginning of the motivation process (Kotler, Bowen, & Baloglu, 2021). Subsequently, the second stage entails an information search to determine the best alternative aligned with recognized needs (Beatty & Smith, 1987; Gursoy & McCleary, 2004). Following this, the third stage involves evaluating existing alternatives in case multiple options emerge to fulfill the same need. Then comes the purchase stage, where alternatives are acquired. The fifth stage, experience/consumption, constitutes the process in which the holiday actually begins (Stienmetz et al., 2020). It may commence immediately after purchase or months later. Finally, the last stage involves evaluating behavioral intentions such as customer satisfaction, complaints, recommendations, and revisits after the experience is completed, allowing consumers to form a general judgment about their holiday.

3. DIFFERENT FEATURES OF CONSUMER BEHAVIOR IN TOURISM

While the subject of consumer behavior has a similar feature for all sectors in terms of the stages followed, it may also bring some differences in terms of the content. A few examples that may reveal the differences in consumer behavior in tourism are listed below.

3.1 Active Consumer and Location-Centric Purchases in Tourism

In many other sectors, marketing has evolved to directly reach consumers, with products often delivered to their homes through channels like shopping malls and online sales (Reza Kiani, 1998). However, in tourism, the consumer takes a different approach, actively seeking out destinations or experiences, requiring a journey to the product’s location (McKercher & Wong, 2004; Kozak & Kozak, 2018). In a sense, while supply typically comes to the consumer in other domains, in tourism, the consumer must actively pursue the supply by traveling to the destination.

3.2 Complex Factors in Tourism Decision-Making

In the act of relocating to the location where the supply is located, various internal and external factors can influence the consumer’s decision-making process. While intrinsic factors may

resemble those in other product categories, tourism presents unique extrinsic factors, such as economic downturns, political instability, terrorist threats, natural disasters, and more. These factors significantly impact a tourist's decision to embark on or purchase a holiday (Khalilzadeh, Kozak, & Del Chiappa, 2024).

3.3 Time Gap in Tourism Consumption

Consumption varies over time depending on the characteristics of the product or the scope of consumption. Just as a chocolate bar or water can be needed and consumed immediately, a more specific need for a car or furniture must arise and economic conditions must be ripe for their purchase. Although there is a similar need in tourism, the purchasing process is completed well in advance and the experience takes place in the following months. Essentially, despite paying the price upfront, consumers do not economically possess the product until the experience. This time gap allows consumers to gather information and adjust plans for their holiday experience accordingly (Dickinson & Peeters, 2014; Xiang, Magnini, & Fesenmaier, 2015).

3.4 Unique Value of Tourism Experiences

The consumption and experience aspect holds significant importance in tourism (Kozak & Decrop, 2009). Unlike products readily purchasable at any time, vacations are not easily repeatable due to various factors, notably time constraints. Consequently, every customer endeavors to maximize their holiday experience. While initial plans may be made in advance, customers often make new choices during the experience phase, potentially replacing prior preferences with new ones. It is worth noting that visitors may encounter varying experiences, ranging from highly positive to challenging situations, influenced by interpersonal interactions (Lin et al., 2019). In essence, the holiday experience is characterized by its dynamic nature, offering a diverse range of encounters and outcomes.

3.5 Brand Loyalty in Tourism

In terms of brand loyalty, consumers in tourism may find it challenging to repeatedly choose the same restaurant, hotel, or destination (Meleddu, Paci, & Pulina, 2015). While they may revisit the same hotel brand/chain every three to five months or once a year, the likelihood of selecting the same destination multiple times is lower. This is due to the diverse range of alternative products or brands available, allowing consumers to seek out varied experiences in tourism.

3.6 “Waste” in Tourism Behaviors

An important distinction lies in the traditional consumer behavior model, which comprises seven stages, including the disposal or recycling of waste post-consumption (Dileep, 2007; Vieira et al., 2023). However, holiday consumption, being largely intangible, leaves behind only memories after the experience concludes. Thus, unlike tangible products, tourism does not involve residual waste to be recycled, rendering the final stage irrelevant in this context.

4. POSSIBLE FUTURE CHANGES IN TOURIST BEHAVIOR

Future changes in tourist behavior are being shaped by a multitude of interconnected factors, including the enduring impact of global challenges such as the COVID-19 pandemic, geopolitical tensions, climate change, and the aging population (Jiang et al., 2022; Kock et al., 2020; Wen et al., 2022; Zheng, Luo, & Ritchie, 2021). In an era characterized by rapid technological innovation and unprecedented global challenges, understanding and adapting to evolving consumer behavior in tourism is imperative for the industry's sustainability and resilience. To grasp the possible opportunities and challenges in the tourism industry, the book lists some emerging trends that may help to understand future tourists' behaviors.

4.1 Health and Wellness: Therapeutic Tourism in the Post-Pandemic Era

Undoubtedly, the recent pandemic has cast a spotlight on the vital importance of health and wellness within the tourism sector. The public health crisis has highlighted the significant influence of risk consideration, public health management, and policies in travel decision-making (Liu & Zheng, 2023; Zheng, Luo, & Ritchie, 2022). According to a report by the World Health Organization (WHO), after the emergence of the COVID-19 pandemic, one in every eight people globally, amounting to more than 970 million individuals, found themselves contending with mental disorders (e.g., anxiety, depression, dementia) (WHO, 2022). In an age marked by an aging population and low fertility rates, how to improve tourists' well-being and longevity has become the new tourism paradigm (Hu et al., 2023). To meet the increasing demand for health and wellness-oriented tourism, it is essential for tourism scholars and practitioners to explore and promote the therapeutic and well-being benefits that tourism activities (e.g., spa tourism, mindfulness retreats, educational tours, spiritual tours) can offer travelers.

4.2 Niche Exploration: Memorable Travel Experience

While the tourism industry has become more competitive, emerging niche markets have been explored to improve the uniqueness and attractiveness of tourism destinations (Robinson & Novelli, 2007). Niche tourism enables providers to tailor tourism offerings to the specific interests or preferences of tourists. Further, customized and novel tourism products bring memorable experiences for tourists, enhancing their interests and exploration of the environment, culture, people, and landscape during the visit (Buhalis et al., 2019; Kirova, 2021). In a globalized world where differentiation is key, niche explorations are not merely a trend but a necessity for destinations to thrive in the new wave of tourism development.

4.3 Technological Revolution: Transition to "Smart" Travelers

The tourism industry is undergoing a transformative evolution propelled by digitalization and cultural integration (Zheng et al., 2023). The rapid pace of technological advancements, along with shifting consumer expectations, is significantly altering the tourism landscape. Consequently, it is common to see that traditional tourists are gradually evolving into digital-savvy or "smart" travelers. Compared with traditional tourists, modern tourists, especially the young generation, are digitally sophisticated and more reliant on technology, driving

the need for tourism businesses to integrate state-of-the-art technologies, such as social media, artificial intelligence (e.g., ChatGPT), virtual reality, and service robots (Alford & Jones, 2020; Lu, Chen, & Law, 2018; Nusair, 2020). This technology paradigm shift in tourism is not only redefining how destinations are marketed and experienced but also exerting a profound influence on tourists' decision-making processes and destination preferences in today's society.

4.4 Social Media Influence: Travel Decision Drive

Currently, social media has become a powerful channel for people to access up-to-date information, reshaping the way individuals acquire knowledge and communicate (Kaplan & Haenlein, 2010). Due to the diverse, entertaining, and rich nature of user-generated content, tourists increasingly rely on social media as their primary source of travel inspiration and information (Leung et al., 2013; Xiang & Gretzel, 2010; Zeng & Gerritsen, 2014). This preference has led to the emergence of a new breed of travel influencers, whose picturesque posts significantly impact their followers' destination choices (Asan, 2022; Pop et al., 2022). Additionally, travel-related posts and reviews contribute to shaping destinations' images and the public's perceptions of travel, thereby influencing travel planning, electronic word-of-mouth, and destination choices (Schroeder & Pennington-Gray, 2015). As a result, understanding the impact of social media on travel decisions has become a central topic in current tourism research, increasingly emphasized by tourism operators and policymakers. Leveraging the power of social media influence in tourism marketing is thus an ongoing trend in the evolving tourism market (Dwityas & Briandana, 2017).

4.5 Responsible Travel: The New Social Norm

Owing to the escalating impacts of tourism on the environment and local communities, the adoption of responsible travel practices has become an imperative social norm essential for sustainable development (Schönherr, 2023). Grounded in theories such as the theory of planned behavior and the value-belief-norm theory, responsible tourism underscores the need for environmental stewardship, community engagement, and consideration of the socio-cultural impacts of tourism (Denley et al., 2020). Efforts have been made to understand the triggers and constraints of tourists' pro-environmental behaviors, with factors like place attachment, environmental knowledge, attitudes, and values playing significant roles (Gao, Huang, & Zhang, 2017; Liu, An, & Jang, 2020). It has been certified that shaping tourists' responsible behaviors is key to promoting environmental conservation, enhancing travel experiences, and improving the welfare of local communities. Therefore, it is crucial for tourism operators and policymakers to actively foster a culture of responsible travel, thereby ensuring long-term sustainability and mutual benefits for both host communities and tourists.

5. SCOPE OF THIS BOOK

This book examines consumer behavior in detail through specific case studies of tourism in various countries. The authors of the selected chapters come from diverse locations across the world, with representation from 30 institutions in 14 countries across five continents:

Australia, China, Denmark, India, Latvia, Lithuania, Malaysia, Singapore, South Africa, Spain, Thailand, Turkey, USA, and Vietnam.

In general, the book is structured into six main parts. The first part, comprising two chapters, focuses specifically on consumer behavior in tourism. The next part contains four chapters and aims to reposition tourism and travel behavior in light of the pandemic. With three chapters, the third part brings the value of emerging tourism experiences, niche markets, and travel behavior onto the academic agenda. The fourth part consists of four chapters with a focus on tourists' reactions to technology-enabled services. The fifth part, containing four chapters, continues the debate on social media's influence on decision-making in tourism. The sixth part concludes the book, with the three chapters focusing on responsible and sustainable tourism.

Specifically, the first three contributions determine the current positioning of consumer behavior in tourism: these include digital nomads (Chapter 1, by Anubha, Hussain, Mohanty, & Gavinolla) and Industry 4.0 and heritage sites (Chapter 2, by Varol, Yalcin, Temizel, & Öksüz). The next four chapters discuss the role of the pandemic on tourism behavior: comparing travel behavior in crises and post-crises (Chapter 3, by Pascual-Fraile, Talón-Ballester, & Villacé-Molinero), the role of destination factors and pandemic prevention (Chapter 4, by Shi, Zheng, & Chen), spiritual tourism (Chapter 5, by Xia, Isa, & Jiang), and rethinking of tourism in the post-pandemic era (Chapter 6, by Liutikas, Pociūtė-Sereikienė, Baranauskienė, & Kriaučiūnas). The subsequent three chapters focus on emerging tourism experiences and niche markets: esports events and tourism (Chapter 7, by Huang & Zheng), low-altitude flight tourism (Chapter 8, by Guo, Wang, & Lin), and traditional Chinese medicine and health tourism (Chapter 9, by Wei, Sha, Xin, & Jihang). The following four chapters aim to create a specific focus on emerging technologies and their role in consumer experiences, perceptions, and ethics: consumer behavior and service robots (Chapter 10, by Yazıcı-Ayyıldız, Baykal, & Koc), perceived ethics of service robots (Chapter 11, by Lin & Lee), the quality of experience with virtual reality (Chapter 12, by Liu, Fang, Yang, Mou, & Zhu), and differences in servicescape perceptions among nationalities (Chapter 13, by Aydin & Özdoğan). The fifth part covers diverse topics on social media and decision-making: visual consumption of tourist places (Chapter 14, by Li), online hotel bookings (Chapter 15, by Lee, Ang, Chua, Ong, Lee, & Loo), the driving force of well-being and tourism memories (Chapter 16, by Fan, Isa, & Yang), and social media impacts on tourism (Chapter 17, by Mathole). The remaining three chapters address responsible and sustainable tourism issues on young adults and sustainable travel (Chapter 18, by Brunnstrøm Jensen, Jensen, & Therkelsen), barriers to gender-based pro-environmental travel behavior (Chapter 19, by Chalermchaikit & Kozak), and sustainable travel behavior in tourism development (Chapter 20, by Le).

We believe this volume, serving as a reference book, will offer valuable insights through its extensive collection of case studies illustrating the applications of consumer behavior in the global tourism context. Designed as an excellent supplementary textbook, the intended audience for this book includes undergraduate and graduate students enrolled in tourism, hospitality, business, and marketing programs, as well as library users seeking comprehensive research materials. By synthesizing the study results, the book can be a valuable resource for scholars who are willing to delve into the field and benefit from its content as supplementary teaching material within their curriculum.

Last but not least, we extend our heartfelt gratitude to all the authors for their outstanding contributions and unwavering commitment, which have played a pivotal role in bringing this proposal to fruition. Additionally, we express our sincere appreciation to Edward Elgar for

affording us the invaluable opportunity to publish this volume with utmost professionalism and efficiency.

ACKNOWLEDGMENT

This work was supported by the National Natural Science Foundation of China under grant number 72102045; Shanghai Pujiang Program under grant number 22PJC020; and the Ministry of Education in China under Humanities and Social Sciences grant number 21YJCZH241.

REFERENCES

- Alford, P., & Jones, R. (2020). The lone digital tourism entrepreneur: knowledge acquisition and collaborative transfer. *Tourism Management*, 81, 104139.
- Asan, K. (2022). Measuring the impacts of travel influencers on bicycle travellers. *Current Issues in Tourism*, 25(6), 978–994.
- Babakhani, N., Lee, A., & Dolnicar, S. (2020). Carbon labels on restaurant menus: do people pay attention to them? *Journal of Sustainable Tourism*, 28(1), 51–68.
- Beatty, S. E., & Smith, S. M. (1987). External search effort: an investigation across several product categories. *Journal of Consumer Research*, 14(1), 83–95.
- Britton, S. (2013). Tourism, dependency and development: a mode of analysis. In *The sociology of tourism* (pp. 155–172). Routledge.
- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. *Journal of Service Management*, 30(4), 484–506.
- Choi, A. S., Ritchie, B. W., & Fielding, K. S. (2016). A mediation model of air travelers' voluntary climate action. *Journal of Travel Research*, 55(6), 709–723.
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872–909.
- Crompton, J. L., & Petrick, J. F. (2024). A half-century reflection on pleasure vacation motives. *Annals of Tourism Research*, 104, 103692.
- Denley, T. J., Woosnam, K. M., Ribeiro, M. A., Boley, B. B., Hehir, C., & Abrams, J. (2020). Individuals' intentions to engage in last chance tourism: applying the value-belief-norm model. *Journal of Sustainable Tourism*, 28(11), 1860–1881.
- Dickinson, J. E., & Peeters, P. (2014). Time, tourism consumption and sustainable development. *International Journal of Tourism Research*, 16(1), 11–21.
- Dileep, M. R. (2007). Tourism and waste management: a review of implementation of “zero waste” at Kovalam. *Asia Pacific Journal of Tourism Research*, 12(4), 377–392.
- Diller, S., Shedroff, N., & Rhea, D. (2005). *Making meaning: How successful businesses deliver meaningful customer experiences*. New Riders.
- Dwityas, N. A., & Briandana, R. (2017). Social media in travel decision making process. *International Journal of Humanities and Social Science*, 7(7), 193–201.
- Engel, J., Kollat, D., & Blackwell, R. (1968). *Consumer behavior*. Holt, Rinehart and Winston.
- Gao, J., Huang, Z., & Zhang, C. (2017). Tourists' perceptions of responsibility: an application of norm-activation theory. *Journal of Sustainable Tourism*, 25(2), 276–291.
- Gmelch, S. B., & Kaul, A. (2018). *Tourists and tourism: A reader*. Waveland Press.
- Gössling, S. (2021). Tourism, technology and ICT: a critical review of affordances and concessions. *Journal of Sustainable Tourism*, 29(5), 733–750.
- Gretzel, U. (2018). Tourism and social media. In *The Sage handbook of tourism management* (pp. 415–432). Sage.
- Grönroos, C. (1990). *Service management and marketing* (vol. 27). Lexington Books.

- Guo, Z., Wen, J., Zheng, D., Yulu, Z., Hou, H., Wang, W., & Suboptimal Health Study Consortium. (2022). Proposing an avenue for suboptimal health research through the lens of tourism. *Journal of Global Health*, 12, 03058.
- Gursoy, D., & McCleary, K. W. (2004). Travelers' prior knowledge and its impact on their information search behavior. *Journal of Hospitality & Tourism Research*, 28(1), 66–94.
- Hu, F., Wen, J., Phau, I., Ying, T., Aston, J., & Wang, W. (2023). The role of tourism in healthy aging: an interdisciplinary literature review and conceptual model. *Journal of Hospitality and Tourism Management*, 56, 356–366.
- Hu, F., Wen, J., Zheng, D., & Wang, W. (2023). Travel medicine in hospitality: an interdisciplinary perspective. *International Journal of Contemporary Hospitality Management*, 35(9), 3134–3153.
- Jiang, Y., Wen, J., Zheng, D., Phau, I., & Wang, W. (2022). Pandemic prevention via tourism: a conceptual framework. *Annals of Tourism Research*, 96, 103463.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Khalilzadeh, J., Kozak, M., & Del Chiappa, G. (2024). Tourism motivation: a complex adaptive system. *Journal of Destination Marketing & Management*, 31, 100861.
- Kirova, V. (2021). Value co-creation and value co-destruction through interactive technology in tourism: the case of “La Cité du Vin” wine museum, Bordeaux, France. *Current Issues in Tourism*, 24(5), 637–650.
- Kock, F., Nørfelt, A., Josiassen, A., Assaf, A. G., & Tsonas, M. G. (2020). Understanding the COVID-19 tourist psyche: the evolutionary tourism paradigm. *Annals of Tourism Research*, 85, 103053.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2021). *Marketing for hospitality and tourism* (8th edn). Pearson Education Limited.
- Kozak, M., & Decrop, A. (2009). *Handbook of tourist behavior: Theory and practice*. Routledge.
- Kozak, M., & Kozak, N. (eds) (2018). *Tourist behavior: An experiential perspective*. Springer.
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: a literature review. *Journal of Travel & Tourism Marketing*, 30(1–2), 3–22.
- Lin, H., Zhang, M., Gursoy, D., & Fu, X. (2019). Impact of tourist-to-tourist interaction on tourism experience: the mediating role of cohesion and intimacy. *Annals of Tourism Research*, 76, 153–167.
- Liu, J., An, K., & Jang, S. S. (2020). A model of tourists' civilized behaviors: toward sustainable coastal tourism in China. *Journal of Destination Marketing & Management*, 16, 100437.
- Liu, S., & Zheng, D. (2023). Impacts of tourists' trust, perception and acceptance of health quick response technology on responsible pandemic travel behaviours. *Journal of Hospitality and Tourism Technology*, 14(2), 278–294.
- Lu, Y., Chen, Z., & Law, R. (2018). Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. *Journal of Travel & Tourism Marketing*, 35(2), 102–118.
- McKercher, B., & Wong, D. Y. (2004). Understanding tourism behavior: examining the combined effects of prior visitation history and destination status. *Journal of Travel Research*, 43(2), 171–179.
- Meleddu, M., Paci, R., & Pulina, M. (2015). Repeated behaviour and destination loyalty. *Tourism Management*, 50, 159–171.
- Novelli, M. (2018). Niche tourism: past, present and future. In *The Sage handbook of tourism management* (pp. 344–359). Sage.
- Nusair, K. (2020). Developing a comprehensive life cycle framework for social media research in hospitality and tourism: a bibliometric method 2002–2018. *International Journal of Contemporary Hospitality Management*, 32(3), 1041–1066.
- Pearce, D. G., & Butler, R. (eds) (1999). *Contemporary issues in tourism development* (vol. 6). Routledge.
- Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Press.
- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843.
- Reza Kiani, G. (1998). Marketing opportunities in the digital world. *Internet Research*, 8(2), 185–194.
- Ritchie, B. W., Kemperman, A., & Dolnicar, S. (2021). Which types of product attributes lead to aviation voluntary carbon offsetting among air passengers? *Tourism Management*, 85, 104276.

- Robinson, M., & Novelli, M. (2007). Niche tourism: an introduction. In *Niche tourism* (pp. 1–10). Routledge.
- Schönherr, S. (2023). Tourism actors' responsible behavior: a systematic literature review. *Journal of Hospitality & Tourism Research*, 10963480231171330.
- Schroeder, A., & Pennington-Gray, L. (2015). The role of social media in international tourist's decision making. *Journal of Travel Research*, 54(5), 584–595.
- Sigala, M. (2017). Collaborative commerce in tourism: implications for research and industry. *Current Issues in Tourism*, 20(4), 346–355.
- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.
- Stienmetz, J., Kim, J. J., Xiang, Z., & Fesenmaier, D. R. (2021). Managing the structure of tourism experiences: foundations for tourism design. *Journal of Destination Marketing & Management*, 19, 100408.
- Towner, J. (1985). The grand tour: a key phase in the history of tourism. *Annals of Tourism Research*, 12(3), 297–333.
- United Nations World Tourism Organization (2015). *Tourism annual report 2015*. UNWTO.
- Urry, J., & Larsen, J. (2011). *The tourist gaze 3.0*. Sage.
- Vieira, D. M., Enes, Y. D. S. O., da Silva Campos, A. G., Ouro-Salim, O., & Guarnieri, P. (2023). A model of the consumer decision-making process for the disposal of goods. *Environment, Development and Sustainability*. <https://doi.org/10.1007/s10668-023-03817-6>.
- Vrontis, D., & Thrassou, A. (2007). A new conceptual framework for business–consumer relationships. *Marketing Intelligence & Planning*, 25(7), 789–806.
- Wen, J., Zheng, D., Hou, H., Phau, I., & Wang, W. (2022). Tourism as a dementia treatment based on positive psychology. *Tourism Management*, 92, 104556.
- WHO (2022). Mental disorders. <https://www.who.int/news-room/fact-sheets/detail/mental-disorders>.
- Woodside, A. G., & King, R. I. (2001). An updated model of travel and tourism purchase-consumption systems. *Journal of Travel & Tourism Marketing*, 10(1), 3–27.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188.
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244–249.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27–36.
- Zheng, D., Huang, C., & Oraltay, B. (2023). Digital cultural tourism: progress and a proposed framework for future research. *Asia Pacific Journal of Tourism Research*, 28(3), 234–253.
- Zheng, D., Luo, Q., & Ritchie, B. W. (2021). Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic “travel fear.” *Tourism Management*, 83, 104261.
- Zheng, D., Luo, Q., & Ritchie, B. W. (2022). The role of trust in mitigating perceived threat, fear, and travel avoidance after a pandemic outbreak: a multigroup analysis. *Journal of Travel Research*, 61(3), 581–596.
- Zheng, D., Ritchie, B. W., & Benckendorff, P. J. (2019). Segmenting residents based on emotional reactions to tourism performing arts development. *Journal of Travel & Tourism Marketing*, 36(8), 877–887.
- Zheng, D., Wen, J., Kozak, M., Phau, I., Hou, H., & Wang, W. (2023). Vulnerable populations with psychological disorders in tourism: methodological challenges and recommended solutions for empirical research. *Tourism Management*, 98, 104760.