Selection of Tourism Destination as a Representation of Human Values

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Abstract

Just like brands of multinational companies there can be different dimensions of brands of tourism destinations too. Certain individuals travel for experiencing and discovering the challenges in the world, while others travel due to their desire to be seen as a person who has visited some very well-known sophisticated tourist destinations. Whereas there is a third group that likes travelling because of their love for nature and a fourth group who would travel to see the historical destinations. The present research is looking into human perspectives of different values assigned to different tourism destinations using the human value perspective of Schwartz and Boehnke (2004) human values model. The article develops a model for understanding consumer selection of different tourism destinations which could be used by the tourism practitioners and governments in preparing strategies for promoting a specific set of destinations to the right market. The Pearson correlation results show significant positive and negative correlations between human values and destination selection.

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