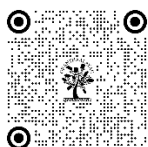# UNVEILING THE TRAVELLERS' MIND: A META-ANALYSIS OF TRAVEL DESTINATION CHOICE FACTORS

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ABSTRACT

The term tourism mesmerises human being and make them feel comfortable. People will get excited while selecting travel destination and it is a difficult and time consuming process. In general people consider various factors while selecting their destination to visit. Various researches on tourism identified various factors in deciding the travel destination. This review research followed the guidelines of Preferred Reporting Items for Systematic Review (PRISMA) and identified 80 suitable articles from journals from the databases like Proquest, ResearchGate and Google Scholar. Based on the results of these articles the researcher found that the variables like attitude, subjective norms, perceived behavioural control, destination image, motivation, electronic word of mouth and behavioural intention are shaping the behaviour of travellers in deciding their travel destinations. From these variables destination image plays a major role in deciding the travel location. It also shapes the attitude of the travellers and stimulates the intention to visit that place.

Keywords: Travel Destination, Destination Image, Electronic Word of Mouth, Motivation, PRISMA

1. INTRODUCTION

In recent days, the life of human beings is full of mechanised. To meet their day to day requirements people lead their life in a faster manner and lifestyle of people is so hectic. To relax themselves and escape from this hectic environment, people move to other places on temporary basis. That is known as tourism. There are various reasons behind the tourism activities of human beings and all those reasons are end up with only relaxation. Hence the tourism administrators design various types of tourism according to the needs of people. The activities of tourism administrators not only fulfil the needs of people but also improve the economy of the nation. Tourism industry plays a significant role in improving the economy of many world nations (Sofronov, 2018). The competition between the world nation in tourism sector is increased rapidly (Kasim, 2019) and developing tourism sector in a country is a complicated process. It is depending on many factors like economy of the location, attractiveness of the location and experience of the tourists

(Cruz-Ruiz, 2022) and is good in a tourism spot, the visitors will be satisfied and they try visit regularly (Moon, 2018). Due to the improvement in ICT people know about many tourism places and activities and it is essential in knowing about the behaviour tourists in selecting the travel destination (Thai, 2017). Each destination has its own characteristics in attracting the visitors and people are considering so many factors to select the travel destination (Jariyachamsit, 2020).

This review research is to know about the factors influence the tourists to select the tourism spot. Various researches contributing towards this research found different factors have impact on the travel destination decision on visitors. But only few reviews are providing the comprehensive view of selection of travel destination (Seyidov, 2016). The previous researches suggested various models in travel destination decision and one of the important models is theory of planned behaviour and it identified that attitude, subjective norms and perceived behavioural control are developing the intention to visit a place and the intention will influence the actual behaviour (Ajzen, 2001).

Travel destination selection is complex process for the travellers (Ni, 2018). Destination image is the major factor in deciding travel destination (San Martín, 2008), attributes of the location influence the people to visit (Chen C.-F. &., 2007). All the tourism places have some common attributes and unique attributes and the uniqueness plays a major role in destination selection (Stepchenkova, 2008). Cognitive and affective images are considered while selecting travel destination (Chen C.-C. L.-H.-H., 2016) (Stylos, 2016). Natural and man-made attractions influence the people to visit (Phau, 2010). The promotion activities about the place make the people to visit (Stepchenkova S. a., 2006). Female travellers give more importance to natural attractions than the male travellers (Wang, 2018). Female believes electronic word of mouth while selecting travel destination than male (Elias, 2015). People select the tourism spot by considering the adventurous activities and relaxation (Mahika, 2011). To learn new skills and enhance their knowledge people tend to visit new places (Wang X. L., 2015). To show their status in the society people will travel to certain destinations (Siri, 2012). Tourists want to perform various activities in the tourism place. People involved in more number of activities felt highly satisfied than the low number of activities performed tourists (Zhang J. &., 2007). Photos uploaded by the tourists in social media pages influence the other people to visit that location (Kuniawan, 2020). Reviews of existing visitors influence the new visitors to the place (A.N., 2014). The choice of travel products like travel destination, restaurants and hotels are influenced by electronic word of mouth (T, 2011).

The above mentioned factors influenced travel destination decision can be classified as attitude, perceived behavioural control, subjective norms, motivation, destination image and electronic word of mouth. These components influence the intention of the tourists to visit a place and according their behaviour will be.

2. RESEARCH METHODOLOGY

By following the guidelines given by Preferred Reporting Items for Systematic Review (PRISMA), the researcher gathered reviews from various databases like ResearchGate, Google Scholar and Proquest by using the terms 'travel destination decision', 'selection of travel destinations' and 'factors influencing in selecting the travel destination' (Siddaway, 2018). The data for this research was gathered during December 2023 and February 2024.

The initial screening was based on the title and abstract of the various research papers related the present research and then the actual results of those papers were considered for final screening. The collected reviews included, meta-analysis, systematic reviews, peer reviewed journal, conference proceedings, tourism books and internet.

The extracted information from the previous researches were title, abstract, name of the author, name of the journal, yea of publication, page number, issue number, research objectives and finding related to the travel destination decision. The search results show 1580 articles out of which 178 articles were considered after screened the titles. From this 178 article only 80 articles were highly suitable for this study and were considered.
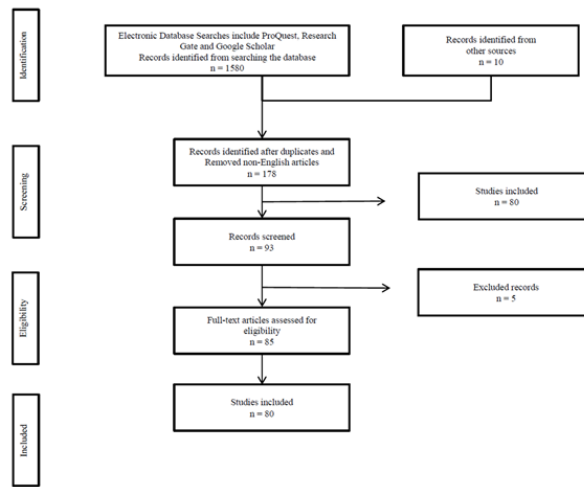
Figure 1 Data Collection Method

3. RESULTS AND ANALYSIS
3.1. ATTITUDE

The individual's ability to evaluate the things is known as attitude (Yasong, 2006). The person's overall assessment of engaging in the behaviour is referred to as attitude. Numerous researches have demonstrated that the attitude towards the behaviour impacted the intention (S.J., 1995). The favourable or unfavourable appraisal of the behaviour by an individual is known as his or her attitude towards that behaviour. The more favourable attitude influences the individual to adopt towards the situation (Ajzen, 2001) Attitude plays a major role in travel destination selection among the travellers (Park, 2017). There are three major elements in the attitude of the tourist namely cognitive, affective and behavioural components. The element affects influences people to either enjoy or dislike the activities and, depending on that, how they will behave, while the cognitive component evaluates what is happening and forms the attitude (Lee, 2009). The attitude of the college students plays a major role in selecting travel destination (Babu, 2021). Social media contributes significantly on shaping the attitude of the millennial tourists in selecting their holiday destination (Kasim, 2019). Based on the gender, the tourists' attitude towards the destination image varies (Ceylan, 2021). Travellers attitude towards the risk associated with the location have negative impact on their travel intention (Luo, 2020). The attitude is having greater impact in the revisit intention of the individuals (Thammadee, 2015). The behaviour of the tourist is getting affected by their attitude towards the tour destination (Lee T. , 2009).

3.2. SUBJECTIVE NORMS

The individual's perception towards the social pressure on showing or not showing the attractive behaviours is known as subjective norms (Ajzen I. , 1991). It reflects the feelings of an individual regarding what people (family & friends) are thinking about their behaviour (Schiffman, 2015). Subjective norm is having positive impact on the intention to revisit and destination image (Ramadhani, 2019). Opinion of the family members and friends influence the travellers to travel to destinations (Polat, 2021). The subjective norms have a significant influence on the behaviour of Chinese visitors in visiting a place (Hsu, 2012). Individuals' relationship with their family members and their friends are considered as the interpersonal factors that influence their intention to visit a place. If a person is not interested in tourism activities then they have less interaction with their friends and family (Crawford, 1987). The visitors visit and revisit intention are influenced by the subjective norms in visiting beach tourism destinations in Bangladesh (HASAN, 2023). The vacation destination of the tourists is influenced by their perception on feeling of their family members and friends (Hasan, 2016). The social norms and social obligations are the factors that decreasing the domestic tourism in Saudi Arabia (Madkhali, 2023).

3.3. PERCEIVED BEHAVIOURAL CONTROL

An individual's control over the external factors like money and time while showing behaviour is known as perceived behavioural control (Perugini, 2001). Belief of individuals on their ability and skills in performing the activities under various environmental barriers is perceived behavioural control (Bin-Nashwan, 2021). The prolonged world pandemic has greater impact on tourists' intention to visit Island (Rosli, 2022). The behavioural intention of visitors on not to travel to Hong Kong during the protest is influenced by their perceived constraints and this constraints also shape the attitude of those tourists in visiting Hong Kong (Girish, 2020). The college students decide their travel location by considering their budget (Babu, 2021). The individuals perceived behavioural control is determined by the resources available, opportunity and time to travel (H. Han, 2011). Majority of the research studies identified that money and time are the major constraints in selecting the travel destination (Andereck, 2018).

4. MOTIVATION

Motivation is a driving force that will make the individuals to achieve their objectives (Yousaf, 2018) whereas the factors and forces that stimulate the individual to involved in the tourism activities is known as travel motivation (Beerli, 2004). Many researchers said that people motivated in travel are highly engaged in the travel destinations and before visiting such places they will decide everything including where to travel? when to travel? how to travel? Where to stay? What activities to be performed? (Shahrin, 2014). The push and pull factors available in the tourism places attract the people towards it (Azeez, 2022) and there is significance relationship between the satisfaction of tourists towards the location and the push and pull motivation factors (Unguren, 2011). In general the negative factors related to the tourist's home place are push factor and the positive factors in the destination are the pull factors (Bansal, 2005). People are motivated by the destination card prepared by the tour operators. The card consists of the natural and cultural attractions of the place (Judit Zoltan, 2012). The individuals travel motivation can be classified as escape motive explore motive and learning motive. All these three motives are linked with the cultural aspect of the tourist location (Thomson, 2020). The values of an individual have direct impact on their motivation to visit the place and the values can be classified as internal and external. Based on this, the people are influenced and involved in tourism activities (Mimi Li, 2012).

4.1. DESTINATION IMAGE

Individuals and groups knowledge, preconception, emotional opinion and imagination towards a location are known as destination image (Lopes, 2011). Destination image is the evaluation of the attributes and elements related to the place (MacKay, 1997), (Fakeye, 1991) or the emotional and rational interpretations an individual is having towards a place (Baloglu, 1999), (Septchenkova, 2010). Image of the tourism place plays a major role in selecting that place for a vacation trip among the tourists; include prospective and first time (San Martín, 2008). Destination image is a multidimensional one and it consists of three components namely, cognitive, affective and conative (Pike, 2004). Destination image is an extrinsic cue that heavily influences the individual to select the travel destination. Studies showed that destination image has positive impact on the tourist behaviour (Zhang, 2014). The existing researches argued that the destination image either directly or indirectly influence the post travel behaviour of an individual (Chen, 2013). The origin point of visiting a particular place is its image (Chen C.-F. &., 2007), and it is a starting point in determining the travel destination decision of an individual (Kim, 2014). The attitude of an individual about a tourism place is positively influenced by its image. The image of the destination is determined by the attributes or the characteristics associated with the place and also the promotional information provided by tourism authorities and tour operators (Tasci, 2007). The researches related to tourism depicts that the destination image is not only influence the selection of the location and individuals perception towards the location, but also, it will determined the revisit intention of the tourist (Hsu M. S., 2010). The cognitive and emotional images of the travel destination influence the people to visit the place (Azeez, 2022). The destination image of eco-tourism place is indirectly influence the behavioural intention through subjective norms, attitude and perceived behavioural control (Jin, 2020). The destination image has positive impact on the values gained by the tourists and those values directly influence the intention to visit the place (Wu, 2018). Measurement of tourism image will help us to understand the strength and weakness of the tourism spots and that will help the tourism administrators to develop better strategies to attract more tourists (Stylidis, 2017).

4.2. ELECTRONIC WORD OF MOUTH

Word of Mouth (WOM) communication is one of the best ways of promoting the services. Once, the customers' needs are getting fulfilled they will communicate positively about the organisation and its products. Now a day the advancement in technology made the paradigm shift in the WOM. Instead of communicating through face to face interaction, now it can be done by utilising the internet (Gosal, 2020)and that is known as Electronic Word of Mouth (E-WOM) .Now, social media helps us in communication. Through this one can easily share photos and videos and it can be viewed by many people. The photos and videos shared by the tourists will be the good information source for the prospective and first time travellers. The tourism industry in Tangerang City uses social media sites like facebook, twitter, Instagram, youtube to promote the Cipondoh Lake tourist destination and attracts more number of tourists. The E-WOM has positive impact among the prospective tourists to visit the place (Ingkadijaya, 2021). Tourism is a service business and it cannot be evaluated before purchasing it. Hence, to evaluate the tour location people believe E-WOM (Lewis R.C. and Chambers R.E., 2000), (Albarq A.N., 2014). The volume of information provided through E-WOM has good impact on the behaviour of the individual in taking purchase decision (K., 2008), (D., 2009). In tourism industry, EWOM plays a major role in selecting travel mode, destination, products, activities and hotels (T, 2011). The researches related to E-WOM on choice of tourism destination mainly focus on enjoyment factor, that emphasises fun activities in social networking sites have greater impact in travellers behaviour (Di Pietro, 2012).

5. CONCLUSION AND IMPLICATIONS

There are plenty of researches identified few factors that influence the people in deciding their travel destination. From this systematic review research the researcher identified series of variables influence the decision of travellers in deciding the destination. These variables are classified as attitude, subjective norms, perceived behavioural control, motivation, destination image, electronic word of mouth and behavioural intention. Based on the literatures it is identified that the image of the destination place major role in destination selection process. The destination image depends on the physical attraction, man-made attractions and availability of facilities in the location, safety features. During the tourism activities once the travellers felt safety then they regularly visit that location.

The next major variable is motivation. People visit various places to relax themselves, to enhance their knowledge, to interact with various cultural people and to learn new skills. People know about all these things based on the promotion activities of the tourism authorities and the electronic word of mouth. The advancement in ICT helps the travellers in knowing about the different tourism places before visiting it. Travellers select the destination by analysing the reviews of existing travellers in the social media sites. The attitude of the travellers is shaped by these three variables and that create the intention to visit the place and accordingly the final decision will be.

The tourism authorities of the nations have to consider these variables in framing the marketing strategies and attract more number of visitors. This research is limited with few variables and it is not tested with the travellers. Hence the future research can conduct survey with the travellers and prove the above mentioned variables.

CONFLICT OF INTERESTS

None.

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