University of Massachusetts Amherst

# ScholarWorks@UMass Amherst

Travel and Tourism Research Association: Advancing Tourism Research Globally

# Tourism Motivation: A System's Perspective

Jalayer Khalilzadeh Ph.D.
*East Carolina University*

Follow this and additional works at: https://scholarworks.umass.edu/ttra

**TTRA 2021 Short Abstract:**


**Tourism Motivation: A System's Perspective**

**Abstract**

This study specifies some shortcomings of common tourism motivation models and theories, and suggests a complex system approach to address the existing weaknesses. The proposed conceptualization depicts the tourism motivation system as a bipartite network of destinations with their respective reasons (i.e., (de)motives). (De)motivation is postulated as a force, which emerges from the system's networked structure. Assuming that both reasons and destinations are unbounded, and the system is mainly governed by the two mechanisms of preferential attachment and node fitness, a power-law distribution is expected from the tourism motivation system in three levels of the entire system, reasons vertices type, and destination vertices type. Furthermore, using the relevant literature of thermodynamics and information theory in coordination with seven existing centralities and measures, seven new centrality measures are developed/proposed to evaluate the system's components' state/organization. For demonstration purposes, the proposed conceptualization is examined using a preliminary study.