

Factors influencing touristic consumer behaviour

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Abstract

Purpose – This paper aims to present a content analysis of two major constructs among tourism settings, namely involvement and emotions, strictly related to tourist behaviour, due to the fact that there are still some critical gaps in the knowledge about tourists' emotions and involvement.

Design/methodology/approach – An in-depth content analysis of involvement and emotions was adopted as the methodological approach. This methodology addressed an amalgam of different definitions, frameworks, mixed theoretical and practical applications and approaches, results, comparisons as well as a blend of a set of scales of involvement and emotions by confronting authors.

Findings – The major findings state that emotions and involvement demonstrate greater progress and scientific development to the level of tourism, marketing and consumer behaviour, representing an important issue for the integrated tourism experiences.

Originality/value – This study presents a critical reflection on the importance of emotions and involvement in specific contexts of leisure and tourism.

Keywords Involvement, Emotions, Consumer behaviour, Tourism behaviour, Content analysis

Paper type Research paper

Introduction

A review of involvement and emotions of tourist behaviour has been under progress with different perspectives from different authors and researchers. For Isaac (2008), the consumer behaviour area is key to explaining and understanding all marketing activities applied to develop, promote and sell tourism ideas, products or services. Involvement and emotions are crucial concepts of the research in consumer behaviour (Soscia, 2013; Santos *et al.*, 2017; Chemli *et al.*, 2020; Albattat *et al.*, 2020). Furthermore, when we consider an experimental purchase, e.g. tourism, it may result in elevated emotional arousal and pleasure (Su *et al.*, 2020).

However, there are still some critical gaps in knowledge about tourists' emotions and involvement linked to their visit experience. The involvement construct has grown and



attracted increasing interest from authors (theoretical and practical value) (Alexandris *et al.*, 2012). Although studies have been carried out on the role of emotions in consumer behaviour, they have only been empirically applied in the tourism or hospitality field studies to a very limited extent (Hosany and Gilbert, 2009; Servidio and Ruffolo, 2016; Nawijn and Biran, 2019; Su *et al.*, 2020). The examination of theoretical and practical implications of involvement and emotion definitions in tourism consumer behaviour and the reasons for this examination are threefold: (1) as an emergent approach, consumer behaviour in tourism represents a growing study domain, to develop and understand tourists' performance in the leisure sciences (Gross and Brown, 2008) and the involvement construct has received a great deal of attention in recent years in the tourism and leisure domain (Gursoy and Gavcar, 2003); (2) to explore and provide some insights into the connection between involvement and emotions that will help to predict tourist behavioural intentions and (3) to contribute to the development of scientific knowledge about a clarification of the concepts of involvement and emotions and their relationship within consumer behaviour in tourism (Valeri, 2016; Valeri and Baggio, 2020a, b). Most conceptualizations and operations of emotions and involvement that have appeared in the leisure and tourism literature and theoretical background (Alexandris *et al.*, 2012; Sparks, 2007; Gross and Brown, 2006; Kyle *et al.*, 2003; Huang *et al.*, 2010; Lee and Shen, 2013) suggest a holistic approach, as they all adapted work and concepts from psychology, marketing and consumer behaviour. Appealing to emotion-embracing campus-based tourism education can offer a transformation of perspective with the same potentials as travel (Walker and Ngara Manyamba, 2020). From another perspective, involvement through the local community is considered a way of rethinking tourism development, providing a key pathway in the mainstream tourist industry (Ndivo and Cantoni, 2016). The purpose of this research is to examine the conceptual definition and the relationship between the two constructs within a touristic leisure context. This is crucial to a better understanding of the definitions of the involvement and emotions in consumer behaviour in tourism. This paper is divided into two sections. The first section is based on the involvement construct and the second part on the emotion construct. Nevertheless, it is hoped that by linking some key concepts and approaches in the leisure studies field, this article will encourage further research that will bring new knowledge of tourist behaviour in the area of leisure studies. The main contribution of this manuscript is to systematize the theoretical background on tourist behaviour with an in-depth examination of the multidimensional nature of involvement and emotion concepts in tourist activity. The present study is particularly justified by the context of the pandemic that affected world tourist destinations during the year 2020 (and the post-pandemic period). The study of emotions and the involvement of visitors in the context of tourism may be highly important in the phase of recovery of tourism and hotels in the years following the pandemic crisis (economic crisis, social crisis and public health crisis).

The manuscript presents a critical reflection on the importance of emotions and involvement in specific contexts of leisure and tourism. Tourist destinations should develop skills and strategies around emotional management and a sense of belonging for visitors and tourists in the medium and long term. This study is, therefore, a contribution to the differentiation in the operational management of tourist destinations at a global level, i.e. in construction and planning of emotional experiences taking into account the typologies of tourist destinations and products. Personal motivations for visiting heritage sites may result in various visitors obtaining different benefits in terms of their involvement levels. Hence, different types of emotions and involvement may also arise.

Framework and methodological approach

In consumer research, the use of content analysis of texts must provide a scientific, objective, systematic, quantitative and generalizable description of communications (Kassarjian, 1977), used in a specific item of the text (Silverman, 1977). This methodology – content analysis – is

applied in this research as a tool for consumer research (Sayre, 1992). It represents a major topic in the role of content analysis in consumer behaviour research, based on definitions and detailed studies (Kassarjian, 1977). The content analysis methodology for consumer research was introduced by Kassarjian (1977). As this methodology "... integrates the set of studies in terms of themes, we are in a better position to describe current knowledge and practice, evaluate theoretical progress, identify gaps and weak points that remain and plot a course for future research". Content analysis has long been described as "a vital and popular technique in the consumer researcher's toolkit" (Mulvey and Stern, 2004; Valeri and Baggio, 2020c). Methodological papers have demonstrated the effective use of this approach through the differentiation of several types of scientific studies (Teodoroiu, 2015; Nicoleta-Cristina, 2008). Content analysis may assume different perspectives, for example bibliographic search can be conducted across different databases such as Web of Science, Scopus, SciELO, B-On and Google Scholar (Pulido-Fernández *et al.*, 2019). Additional qualitative data are needed in the description of social phenomena, so the data obtained from the survey are a tool for the researchers (Oktavia and Hedayani, 2018). Content analysis may contribute to a better understanding of a visitor's experience (de Miguel Molina *et al.*, 2020). Considering the complexity of the tourism and hospitality sector, in a situation strongly marked by the diversity of motivations in travel, it is crucial to develop scientific studies around emotions and involvement. Tourism is of a progressively segmented nature (increasingly composed by new niches). Thereby, heterogeneous consumer groups (each one with homogeneous motivations) require greater knowledge about touristic factors and features in the behavioural scope. In this domain, emotions and involvement are crucial for the development of a tourism marketing strategy as a main tool for the differentiation of tourist destinations.

Involvement analysis

Zaichkowsky (1986) pioneered the conceptualization of involvement and its theoretical and empirical explanation and described three main areas of application of involvement. Some major authors use the construct of involvement to better understand how and why consumers form particular attachments to product classes (Kapferer and Laurent, 1985; Zaichkowsky, 1985; Richins and Bloch, 1986). Involvement is a multifaceted concept because it can be used to describe the personal importance to individuals of a broad range of objects, such as products, services, ideas, brands, activities and decisions (e.g. Kim, 2005). Based on the dominant literature, involvement is conceptualized in two main ways: unidimensional concept (e.g. Zaichkowsky, 1985) and multidimensional construct (Kapferer and Laurent, 1993). The impact of different facets of involvement in the research results is not always the same (Kuhzady *et al.*, 2020). Thus, the topic of tourism has contributed much to the development of the concept of involvement. Gross and Brown (2008) combined the study of the relationship of two constructs (involvement and place attachment) in tourism contexts for the first time, through an empirical study using structural equation modelling. However, the study of the combined use of involvement and place attachment had its genesis in the researchers Williams *et al.* (1992). In this paper, it is used to summarize and guide content analysis of the main differences between the conceptualization of the involvement construct by the authors with the greatest contribution (Table 1).

According to Table 1, there is no a unique definition of involvement in consumer behaviour; it is classified by conceptualization, classifications and different types. With the exception of Laaksonen (1994), all the definitions focus on the relationships and the interests and importance between the consumer and a particular object. Furthermore, there are different perspectives to analyse the measurement dimensions and variables of involvement. Methods for measuring involvement in consumer research that have been introduced are in Table 2.

There are two central aspects in the leisure involvement research: their dimensions and the behavioural manifestations of the consumer (Hing *et al.*, 2012). Since Laurent and

Kapferer (1985) advanced the application of the consumer involvement profile (CIP), most studies have focused on the dimensions of leisure involvement. They suggest that involvement should not be measured by antecedents (product’s pleasure value, sign or symbolic value, risk importance and probability of purchase error) isolated from each other, but with the antecedents grouped to measure consumer involvement.

Thus, this set of antecedents gives rise to the CIP. There has been general consensus with regard to the multidimensional nature of leisure involvement (Kyle et al., 2007; Lee et al., 2008). With the introduction of the CIP, other new changes emerged based on this at the level of factor structures, in which some dimensions remained, others were excluded and others added. In leisure tourism, the application of involvement consists of three dimensions – attraction (Funk et al., 2004), self-expression (Selin and Howard, 1988) and centrality to lifestyle (Havitz et al. (1994). The main and most significant dimensions of leisure involvement introduced are shown in Table 3. The main categories seem to be connected with a pleasure/satisfaction component and also with lifestyle.

The construct of involvement in tourism research is applied to a wide variety of consumer behaviours and marketing contexts. In the field of leisure and tourism literature, most research chooses to use the multidimensional construct of involvement, with three facets as attraction/pleasure, centrality, and sign (Beaton et al., 2009). A sustainable tourism development may also take the consumer preferences into consideration, based on their involvement with a specific issue (Arcese et al., 2020; Baggio and Valeri, 2020; Elmo et al., 2020).

Thus, we can explore adequate directions for the research supported on customer involvement. Involvement has a central impact on comprehension of the experience of leisure

Table 1.
Main involvement
concepts

Rothschild (1984)	State of motivation, pleasure, arousal or <i>interest</i> with regard to a product, an activity or an object
Dimanche et al. (1993)	Degree to which consumers <i>engage</i> in different factors of the consumption process: product, service, idea, information search, information processing, decision-making and the act of purchase
Laaksonen (1994)	Cognitive based, individual state and response based
Mowen and Minor (1998)	Perceived personal importance and the <i>importance consumers give</i> to the purchase, consumption and disposal of a product, service or idea
Blackwell et al. (2001)	<i>Relationship</i> between a person and a product
Michaelidou and Dibb (2008)	Individual difference variable found to influence consumers’ decision-making behaviours and <i>relationship</i> between an individual, an object and a situation
Source(s): Author’s elaboration	

Table 2.
Methods for measuring
involvement in
consumer research

Authors	Object of study/dimensions
Laurent and Kapferer’s CIP	Risk, symbol, interest and pleasure
Zaichkowsky’s PII	Advertising, products and purchase situations
Zaichkowsky’s PIIA	Personal, rational and emotional ad relevance and high and low involvement guy with advertising
Bloch’s IPCA	Interest in cars, the ease with which you talk about the topic, list of cars with the most important values or needs and use the car as an expression of the person
Marshall and Bell’s FIS	Represents a general measure of involvement in the process of provisioning of food and not just for a specific food product or brand
Source(s): Author’s elaboration	

and tourist behaviour (Reid and Crompton, 1993), largely due to its effectiveness as a predictor of consumer behaviour in leisure (Gross and Brown, 2006). It is for this reason that engagement has been widely examined in the leisure and tourism area (Gursoy and Gavcar, 2003; Havitz and Dimanche, 1997).

Most studies of leisure and tourism apply in contexts of activity (Havitz and Dimanche, 1997; Havitz and Howard, 1995), but some additional research has also been applied in travel decisions (e.g. Cai *et al.*, 2004). Involvement has been explored extensively within multiples contexts and meanings on marketing and consumer behaviour disciplines. For an overall view, Table 4 summarizes a set of studies about involvement in the leisure, tourism and marketing contexts. The most common consequences are on a behavioural level (i.e. increasing activities and spending) and on a loyalty level.

Emotions analysis

Emotions have emerged as an important theme in the broad field of satisfaction (Martin *et al.*, 2008). For this reason, several studies have assessed satisfaction with emotion-laden items (Pestana *et al.*, 2020). The role of emotion in tourism has received increasing recognition in the field of tourism and marketing, affirming itself as a good predictor of some types of behaviour: “emotions establish a strong importance in the comprehension of consumer behaviour and even the definition of experiences and also enhance consumer reactions and on tourist” (Prayag *et al.*, 2013, p. 119). Emotions have a crucial role and impact in memorable tourism experiences, from travel planning to the recall of their memorable tourism experiences, in overall representations of tourism experiences (Servidio and Ruffolo, 2016). In addition, the emotional experience can be divided into positive emotions and negative emotions; both are perceived according to the quality level of the experience (e.g. Oren *et al.*, 2020). Emotions also provide a conduit to express complex forms of reality that move beyond the conventional methodologies used in tourism research (Eshun and Gedzi, 2020). The emotion concept encompasses two independent dimensions, namely: pleasure and arousal, with evidence that arousal influences pleasure, according to Chebat and Michon (2003). According to Bigné *et al.* (2005), a dimensional approach that explains the concept of emotions is also evident from the studies by Menon and Kahn (2002).

The dimensional approximation assumes that the emotional space consists of a limited number of non-specific dimensions, such as pleasure, arousal or dominance (Mehrabian and Russell, 1974; Russell, 1980). According to Yüksel (2007), pleasure/displeasure refers to the degree to which the person feels well, happy or satisfied in a given situation. The case of excitement/serenity (arousal/non-arousal) refers to the degree to which a person feels excited, stimulated, alert or active in a given situation. In the domain/submission (dominance/

Authors' scales	Dimensions
Havitz and Dimanche (1997)	Perceived interest/importance, perceived <i>pleasure</i> and sign or symbolic value
Scott and Shafer (2001)	Centrality to <i>lifestyle</i>
Hwang <i>et al.</i> (2005)	Place attachment and interpretation <i>satisfaction</i>
Gross and Brown (2006, 2008)	<i>Lifestyle</i> and place attachment into tourism
Lee and Scott (2009)	Interest/importance and <i>pleasure</i> dimensions have been combined into an attraction dimension
Lee and Shen (2013)	<i>Leisure</i> involvement and place attachment on destination loyalty

Source(s): Author's elaboration

Table 3.
Involvement
dimensions in leisure
activities

Author	Object of study
Havitz and Howard (1995), Kim <i>et al.</i> (1997)	Influence of leisure involvement in <i>frequency</i> and <i>length of participation</i>
Park (1996)	Relationship between involvement and attitudinal <i>loyalty</i>
Bloch (1993), Kim <i>et al.</i> (1997)	Leisure involvement has been found to influence <i>money spent</i>
Iwasaki and Havitz (2004)	Relationship between involvement, commitment and <i>loyalty</i>
Kim <i>et al.</i> (1997)	Leisure involvement has been found to influence <i>miles travelled</i> and ability or skill
Bloch <i>et al.</i> (1989), Kim <i>et al.</i> (1997)	Leisure involvement has been found to influence <i>ownership</i> of equipment/books and <i>number of memberships</i>
Havitz <i>et al.</i> (1994), Iwasaki and Havitz (2004), Kyle and Mowen (2005)	Leisure involvement has been found to influence and preferences and evaluation of activity components such as facilities and providers
Gursoy and Gavcar (2003)	International leisure tourists' involvement profile
Kyle <i>et al.</i> (2003)	Relationship between motivation and enduring involvement
Sparks (2007)	Wine tourism vacation: factors that help to predict tourist behavioural intentions
Gross and Brown (2008), Kyle <i>et al.</i> (2003)	Relationship between involvement and place attachment
Huang <i>et al.</i> (2010)	Involvement theory in constructing bloggers' intention to purchase travel products
Ritchie <i>et al.</i> (2010)	Motivation and travel behaviour of cycle tourists using involvement profiles
Alexandris <i>et al.</i> (2012)	Involvement with active leisure participation
Ferns and Walls (2012)	Enduring travel involvement, destination brand equity, and travellers' visit intentions: A structural model analysis
Hing <i>et al.</i> (2012)	A case study of gambling involvement and its consequences
Filo <i>et al.</i> (2013)	Sport tourists' involvement with a destination
Yeh (2013)	Tourism involvement, work engagement and job satisfaction among frontline hotel employees
Lee and Shen (2013)	The influence of leisure involvement and place attachment on destination loyalty: evidence from recreationists walking their dogs in urban parks
Santos <i>et al.</i> (2017)	Relationship between involvement, destination emotions and place attachment in wine tourism destination
Sousa and Simões (2018)	Relationship between involvement, emotions and place attachment in cross-border regions
Source(s): Author's elaboration	

Table 4. Summary studies of involvement in leisure, tourism and marketing context

submissiveness), we are faced with the degree to which the individual feels in control or free to act in a given situation. Emotion has a wide scope of definitions proposed by several authors. Table 5 summarizes the range of the main concepts of emotions.

About emotions in consumer behaviour (i.e. typology of consumer emotions supporting the different emotion structures, as positive and negative effect), Laros and Steenkamp (2005) presented a practical and theoretical insight (Table 6).

In recent studies developed in marketing and strategy, there seems to be a clear and considerable consensus regarding its two-dimensional character (Mano and Oliver, 1993; Mattila and Wirtz, 2000; Wirtz *et al.*, 2000), which reflects the degree to which different individuals incorporate subjective experiences of enchantment (or disenchantment) and feelings around emotional experiences (Amaro *et al.*, 2021) (e.g. emotions during purchasing processes that can affect a variety of responses), such as approximation behaviour (Hui *et al.*, 1997), expenditure level (Donovan and Rossiter, 1982), preference of choice (Peixoto and Sousa, 2021) or willingness to buy (Baker *et al.*, 1992).

Factors influencing tourist behaviour

Author	Definition
Izard (1977)	(1) The experience or conscious feeling of emotion (2) The processes that occurs in the brain and nervous system (3) The observable expressive patterns of emotions (particularly on the face)
Bagozzi <i>et al.</i> (1999, p. 184)	“...mental states of readiness that arise from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically (e.g. in gestures, posture, facial features) and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it”
Frijda (2007)	short-lived in the field of consciousness, require immediate attention and motivate behaviour
Ouyang <i>et al.</i> (2017)	“Emotions are considered to be critical to understanding the underlying reasoning of consumers’ behaviours in marketing literature because emotions caution that the situation is problematic and manifest in opposed responses”
Oren <i>et al.</i> (2020)	(1) The emotional experience in tourism is with regard to positive emotions, while negative emotions are perceived as detrimental to the quality of the experience (2) In dark tourism, emotions are not at the heart of the experience at sites which present human tragedies, death and atrocities
Pestana <i>et al.</i> (2020)	“the bridge between the subject and the environment: through them positive or negative meanings and tones, and greater or lesser intensity are attributed to particular situations”

Source(s): Author’s elaboration

Table 5. Main emotion concepts

Negative affect	Fear	Sadness	Shame
Anger			
Angry	Scared	Depressed	Embarrassed
Frustrated	Afraid	Sad	Ashamed
Irritated	Panicky	Miserable	Humiliated
Unfulfilled	Nervous	Helpless	
Discontent	Worried	Nostalgia	
Envious	Tense	Guilty	
Jealous			
Positive affect	Happiness	Love	Pride
Contentment			
Contented	Optimistic	Sexy	Pride
Fulfilled	Encouraged	Romantic	
Peaceful	Hopeful	Passionate	
	Happy	Loving	
	Pleased	Sentimental	
	Joyful	Warm-hearted	
	Relieved		
	Thrilled		
	Enthusiastic		

Source(s): Author’s elaboration

Table 6. Typology of consumer emotions

Therefore, taking into account that one of the characteristics of emotions is their association with a given stimulus, it will be considered in this study that such a stimulus is the immersion of the consumer or visitor in contexts of cross-border areas, in particular the case of Euroregions (e.g. Galicia and North of Portugal). The Euroregion North of Portugal and

Galicia shares a significant cultural and natural heritage, with enormous tourist potential. With the opening of national borders between Member States of the European Union, regional exchange registered a clear increase, both in economic and social terms, creating highly compensatory regional synergies (Sousa and Simões, 2018). It is legitimate to say that consumers, and specifically in the case of tourism in the context of the so-called cross-border regions, are (also) differentiated according to the intensity with which emotions are experienced (Sousa and Simões, 2018).

Emotions have also been focus of research in marketing and in the consumer behaviour literature. In this area, there is a group of researchers who use and adapt the classical scales of emotions. The following emotion scales (Table 7) are different ways for measuring emotions in the consumer context used in several empirical investigations in consumer research, as shown in Table 7. The scales analysed demonstrate that there is a wide variation in the instrument content. By performing a content analysis of the different measures of emotions, several relevant differences were found.

According to Yuksel *et al.* (2010), positive emotions can, for instance, encourage consumers to stay longer and interact with other employees (Babin and Darden, 1995). It can also simplify the consumers' own decision-making style (Babin *et al.*, 1994), build a given positive image (Darden and Babin, 1994) or even improve the perception of quality of a service or product (Baker *et al.*, 1994). The link between these two dimensions is often addressed in studies in the field of marketing (Babin and Attaway, 2000; Sousa and Simões, 2010; Hosany *et al.*, 2020; Roseta *et al.*, 2020). While the pleasure dimension refers to the degree to which a person feels good or happy in a given situation (surrounding environment), the arousal dimension refers to the degree to which the person feels activated, stimulated or active (Bigné and Andreu, 2004). A significant number of studies have also examined the influence of emotions on leisure marketing, hospitality and tourism, as can be seen in Table 8.

This overview shows that studies in global tourism studying behavioural intentions focus on some key factors: cognition, satisfaction, purchase decision and decision-making,

Authors' scales	Dimensions
Izard (Differential Emotion Scale – DES) (1997)	Interest, joy, anger, disgust, contempt, sadness, fear, shame, guilt and surprise
Plutchik (Primary Emotion Scale – PTE) (1980)	Fear, anger, joy, sadness, acceptance, disgust, expectancy, surprise
Mehrabian and Russell (Pleasure, Arousal and Dominance – PAD) (1974)	Pleasure, arousal and dominance
Watson, Clark and Tellegen (Positive Affect and Negative Affect Scales – PANAS) (1988)	<i>Positive affect:</i> enthusiastic, active and alert <i>Negative affect:</i> anger, contempt, disgust, guilt, fear and nervousness
Richins (Consumption Emotion Set – CES) (1997)	<i>Positive:</i> romantic love, love, peacefulness, content, optimism, joy, excitement <i>Negative:</i> anger, discontent, worry, sadness, fear, shame, envy, loneliness
Baumgartner <i>et al.</i> (Anticipated and Anticipatory Emotions) (2008)	Anticipated <i>Positive:</i> relieved, satisfied, happy, proud <i>Negative:</i> disappointed, annoyed, regretful, stupid, guilty, angry at self Anticipatory <i>Positive:</i> optimistic, confident <i>Negative:</i> worried, anxious, uncomfortable
Hosany and Gilbert (Destination Emotion Scale – DES) (2009)	Joy, love, positive surprise, satisfaction

Table 7.
Emotions scales and dimensions

Source(s): Author's elaboration

Author	Object of study
de Rojas and Camarero (2008), del Bosque and San Martín (2008), Sousa and Simões (2018), Amaro <i>et al.</i> (2021)	The relationship between emotions and overall satisfaction
Barsky and Nash (2002), Sousa and Simões (2018), Amaro <i>et al.</i> (2021)	The relationship between emotions and customer loyalty
Bigné and Andreu (2004)	The emotions as a segmentation variable for leisure and tourism services
Bigné <i>et al.</i> (2005)	The relationship between emotions, cognition, satisfaction and behavioural intentions in the context of theme parks
Chuang (2007)	Influence of emotions on decisions to purchase tourism and leisure services
Yuksel <i>et al.</i> (2010), Grappi and Montanari (2011), Peixoto and Sousa (2021)	Examine emotions as antecedent of satisfaction and behavioural intentions
Hosany and Gilbert (2009)	The relationship between tourists' emotional experiences, satisfaction and intention to recommend– to measure tourists' emotional responses towards destinations
Moreno <i>et al.</i> (2012)	Tourist's satisfaction, image or emotions?
Sousa and Simões (2012)	The influence of emotions on behavioural intentions in niche tourism and marketing perspectives
Prayag <i>et al.</i> (2013)	The role of tourists' emotional experiences and satisfaction in understanding behavioural intentions
Lin <i>et al.</i> (2014)	Changes in emotions and their interactions with personality in a vacation context
Moghavvemi <i>et al.</i> (2017)	The effect of residents' personality, emotional solidarity and community commitment on support for tourism development
Ouyang <i>et al.</i> (2017)	Role of trust, emotions and event attachment on residents' attitudes towards tourism
Godovykh and Tasci (2020)	The influence of post-visit emotions on destination loyalty
Kastenholz <i>et al.</i> (2020)	Sensory-rich and emotion-generating place experiences in rural tourism
Pestana <i>et al.</i> (2020)	Motivations, emotions and satisfaction: the keys to a tourism destination choice
Santos <i>et al.</i> (2021)	Antecedents and consequences of wine as a niche tourism (emotions and wine tourism)

Source(s): Author's elaboration

Table 8.
Several studies of emotions in the global tourism context

customer loyalty and emotions as a segmentation variable for leisure and tourism services. They also measure its relationship through categories, as follows: overall satisfaction, tourists' emotional experiences and responses, intention to recommend, satisfaction and their interactions with personality in a vacation context. Some tourists (e.g. ancestral tourists) live highly emotional experiences based on factors happening prior to and during travels (Sigala and Steriopoulos, 2021). In that case the emotional analysis is very important to identify how the experience is perceived (Mehtiyeva and Prince, 2020).

The role of emotions and the type of emotional response are, due to its essence, delicate and somewhat complex. Emotions can have different roles, meaning, of cause, mediation, effect, consequence and moderation depending of the involvement (Bagozzi *et al.*, 1999). Overall, the emotional experience is rich in tourist emotions and tourists are constantly engaged in their own which they produce (Amaro *et al.*, 2021). Santos *et al.* (2021) also assign

an important role to emotions. They increase the involvement of tourists in decision processes and the perception of the uniqueness of the destination. In this way, emotions are a predictor of consumer behaviour.

Content analysis of involvement and emotions

Within the psychology literature, there are two fundamental approaches to analysing emotions: dimensional (valence based) and categorical (emotion specificity) (Prayag *et al.*, 2013). The contributions in social psychology literature demonstrate that individuals are closely connected to their societies (Litvin *et al.*, 2004). There is a cultural approach to the concept of emotions. For Frijda (2007), emotions motivate behaviour, have a short duration, are short-lived in the field of consciousness and require immediate attention. In this field, there is also a classical division between a behavioural and a cultural approach (e.g. Litvin *et al.*, 2004). A new approach in the touristic sector considers that sociocultural norms influence behaviours towards sustainability in small tourism firms, according the use of norms that match one's values for pro-sustainability (in)action (Kornilaki and Font, 2019).

Increasingly, niche marketing and tourism is gaining recognition and prominence in the existing literature, as well as importance in its applicability by decision-makers. With the unfolding of demand, the heterogeneous market is broken down into smaller homogeneous markets, with each segment being made up of consumers with the least differences between them and the most differences with respect to the other segments. Namely, in the examples and cases of niche tourism, these address a wide variety of behaviours, motivations and experiences (e.g. bicycle tourism, genealogical tourism, religious tourism, health and wellness tourism, gastronomic tourism, bird watching, black tourism among others). In particular, tourist destinations feel a continuous need to better understand their tourist consumer, in terms of their behaviour and profile.

The study of the behaviour of demand has received the attention of several researchers in the areas of marketing and tourism, at a time when competitiveness is increasing and making a difference compared to other competitors is becoming decisive. The market constantly demands and fosters competition, not only between but also within tourist destinations. On the other hand, marketing is about meeting customer needs, something that is inextricably linked to understanding demand behaviour. This concern becomes even more significant if one takes into account that satisfactory behaviours will also tend to promote greater practices of loyalty to the destination by the visitor in niche tourism contexts in the medium and long term (either with a recommendation to third parties or a return visit to the site) (Sousa and Simões, 2018).

Many studies have conceptualized involvement as a multidimensional construct (Havitz and Dimanche, 1997; Havitz and Howard, 1995; Laurent and Kapferer, 1985; McIntyre, 1989; Wiley *et al.*, 2000). Although the characteristics of multidimensionality of engagement remain the subject of much discussion and attention, the initial conceptual framework argued by Laurent and Kapferer remains widely prevalent. Consistent with previous leisure literature, it can be inferred that the involvement concept is treated as a multidimensional construct. But agreement is not full, as some researchers have approached involvement from a unidimensional perspective (e.g. Kim *et al.*, 1997; Reid and Crompton, 1993), although a vast majority of empirical evidence supports and treats its multidimensionality (Wiley *et al.*, 2000; Santos *et al.*, 2021). Psychological factors such as emotions, commitment and cognitive appraisals represent an important role in the perceptions of tourism. For example, alleviating hostility and cultivating a higher commitment towards specific types of tourism may contribute to sustainable tourism development (Roseta *et al.*, 2020). Nowadays, it is possible apply new tools to preserve privacy and perception. A novel contour-as-face (CaF) transforms face images into contour images.

In practice, this new toll has several implications, especially in contexts where face perceptions play an important role in decision-making [Zhou et al. \(2020\)](#). A critical content analysis of involvement and emotion constructs produces insights into a critical assessment of the literature. [Table 9](#) shows the content analysis of involvement and emotion constructs most cited by scholars, specifically the most relevant and frequent categories.

The dimensions of each of the concepts presented are those that have a higher frequency, and the table attests that dimensions and categories of both concepts are related by synonymy. This content analysis attests that involvement and emotions are linked and connected. There seems to be a consistent and valid relationship between involvement and emotions in consumer behaviour in tourism. From other perspective, the psychological factors such as emotions, commitment and cognitive appraisals represent an important role in the perceptions of tourism. For example, alleviating hostility and cultivating commitment towards specific types of tourism may contribute to sustainable tourism development through tourism performing arts ([Zheng et al., 2019](#)).

[Table 10](#) groups the list of words of the main conceptual common dimensions of two constructs. Again, some common dimensions between involvement and emotions are similar. The results presented in [Table 10](#) seem to suggest some level of consensus on the key conceptualizations on the constructs.

Critical analysis

The findings presented show that emotions and involvement demonstrate greater progress and scientific development at the level of marketing and consumer behaviour. Emotions and involvement in tourism represent an important issue for integrated tourism experiences ([Io and Wan, 2018](#)). This kind of knowledge is particularly valuable for a better understanding of consumer behaviour in tourism. Understanding how tourists are involved in leisure tourism destinations can provide a better comprehension of the dynamics of the tourist consumer behaviour and the nature and role of tourism in society. More studies must attempt to understand the influence of emotion in tourism, leisure marketing and hospitality and also the impact of involvement in understand the relationship of these two constructs, through the measurement of emotions and of involvement in tourism ([Santos et al., 2014](#)).

As evidenced in this manuscript, emotions and involvement are affective constructs, more intense in nature than mood and have a closer relationship with the stimuli that causes them. Some tourist destinations are increasingly being assumed as territories, which are endowed

Involvement	Emotions
Psychology and sociology	Psychology and sociology
Particular situation	Satisfaction
Individual state	Mental states
Cognitive state	Cognitive process
Affective state	Valence affective reaction
Stimulus state	Feelings
Response based	Consumer reactions
Personal importance	Personal value
Product variables	Consumption
Consumption process	Purchase decision
Antecedents and consequences	Behavioural intentions and satisfaction
Interest	Motivation

Source(s): Author's elaboration

Table 9.
Main conceptual
categories in
involvement and
emotions and their
relations

	Involvement	Emotions
Table 10.	Personal relevance/importance	Mental states
Main conceptual	Personal value	Intense feelings
common dimensions	Perceived pleasure	Automatisms
	Motivation	Human behaviours
	Sign/symbolic value	Affect
	Cognitive	Expressive patterns
	Affective	Feeling episodes
	Individual state	Expression
	Interest	Reactions
	Source(s): Author's elaboration	

with opportunities where tourist resources and products of great adhesion prevail, at a time when the markets are increasingly demanding. Dimensional approximation assumes that emotional space is made up of a limited number of non-specific dimensions, such as pleasure (pleasure), excitement (arousal) or dominance (dominance). However, [Sousa and Simões \(2018\)](#) concluded that the dimensions of arousal and pleasure are adequate to represent an individual's emotional responses to a wide range of environments and purchasing behaviours, not necessarily related to measures of dominance.

Thus, in recent studies developed in the marketing area, there seems to be a clear and considerable consensus regarding its two-dimensional character, which reflects the degree to which different individuals incorporate subjective experiences of enchantment (or disenchantment) and feelings around emotional experiences. While the pleasure dimension refers to the degree to which a person feels good, happy in a given situation (considered a surrounding environment), the arousal dimension refers to the degree to which the person feels activated, stimulated or, in a certain way mode, active. Understandably, it is legitimate to state that consumers, and specifically in the case of tourism in the context of the so-called cross-border regions, are (also) differentiated according to the intensity with which emotions are experienced. Tourists are increasingly looking for emotional stimuli. They seek personal experience of immaterial, environmental or aesthetic qualities, longing for an experience surrounded by intimacies, intensities and complexities ([Sousa and Simões, 2018](#)). Furthermore, to make positive emotions more concrete and solid, tourism marketers and managers should design and promote tourism campaigns based on the destination fabulous nature and scenery. Exploration of these sensorial attributes of the tourist experience creates positive emotions and involvement. This critical reflexion helps promote tourists' loyalty towards the destination, by re-forming a tourism policy which takes into consideration the tourists' emotions and involvement and their implications for business, cultural and environmental well-being. As a result, involvement and emotions are two key variables in leisure behaviour because people who are planning leisure travel will pay more attention to relevant travel information.

In particular, increased tourist involvement with cultural tourism is not sufficient for destination managers and planners who want to improve recommendation intention. A destination should first increase the experience quality and satisfaction of visitors. Therefore, a tourist who is involved in cultural tourism, with emotions and who experiences high levels of quality and satisfaction will intend to recommend the destination. This critical analysis demonstrates a significant relationship between involvement and emotions.

Conclusions

The study of the behaviour of demand has received the attention of several researchers in the areas of marketing and tourism, at a time when competitiveness is on the increase, and it has become decisive to make a difference compared to other competitors. This calls for an increase in competitiveness between and within tourist destinations. This research points out that the constructs of involvement and emotions play a crucial role in tourists' behavioural intentions in leisure, marketing and tourism. The study offers important implications for theorizing emotion in the context of tourist destinations. A key theoretical contribution of this study is the development of content analysis about these two constructs that maintain tourist behaviour, providing direction for future research on consumer behaviour in tourism. A specific sector where the growing recognition of the study of emotions and involvement is evident is the tourism and hospitality sector. For example, [Sousa and Simões \(2018\)](#) developed a study applied to niche tourism in cross-border regions and studied the two variables in the context of tourist Euroregions, using multigroup models (structural equation models) to understand the model of different behaviours between residents and non-residents in the cross-border tourist space. Also, the results of the study by [Al-Msallam \(2020\)](#) demonstrate that the pivotal role emotion plays in the tourists' decision-making is obvious as it helps to decrease/increase satisfaction, consequently influencing future behaviours, such as dis/loyalty towards the destination. Therefore, understanding this role can facilitate the generation of a more customized emotional tourism offering. For example, tourism marketers might amend their promotional offers to match the values and traditions of existing and potential tourists. Social exchange theory suggests that two specific aspects of organizational context may be influential in understanding the flexibility of relationships between organizations. First, that the trust between the organizations will have a positive impact on the desire and ability of the partners to adjust to changing environmental demands through modification or termination of the agreement ([Cropanzano et al., 2017](#)). Second, that the dependence of the partner on the alliance may also be an important factor that influences flexibility in using a strategic alliance. In general, the authors argue that emotions and involvement may serve to commit the partner to the alliance, thereby increasing the longevity of the relationship between organizations and customers (or visitors). According to [Sigala and Steriopoulos \(2021\)](#), research in emotions suggests there are various factors that can trigger either positive or negative emotions ([Ding and Tseng, 2015](#)). One such factor is storytelling. Stories have long been discussed as influencing consumers and their emotions. In this case, visitor engagement will relate to the behaviour which is not sensitive to the price, is not easily switched, as the visitors actively participate in product or service development and want to give suggestions to the organization or hotel. The visitors' emotional intensity may be enhanced when original storytelling is involved. Customer engagement is the customer behaviour related to psychological and emotional bonding with the product or company ([Abror et al., 2019](#)).

Consumer behaviour in the tourism area should focus more on the relationship between involvement and emotions. It is clear that study of this field needs further developments on the subject. Future studies should make it possible to understand the role of emotions and involvement in tourist consumer behaviour in post-pandemic contexts. The present manuscript may prove to be useful and relevant for the development of future research around the brand attachment theory. Defined as a development link between an individual and a tangible or intangible entity, strong affection varies and predicts the consumer's commitment to a particular destination in the relationship. The theory underlying brand attachment assumes a set of antecedents reflected by satisfactory and repeated results with a brand, connections with self-identity and a strong and positive effect on or around the brand. On the other hand and related to this point, the questionnaire survey should, in the future, prove to be quite useful in an attempt to know which attributes are valued by different

consumers in certain tourist destinations. The year 2020 was strongly conditioned by the new coronavirus pandemic (i.e. COVID-19). Tourist destinations should be able to develop marketing strategies around emotions and involvement (with the local community) as a competitive differentiation. An important contribution that is reinforced is the role that involvement and emotions play (and may play) in the post-pandemic future. Thus, this study makes a strong contribution to the management of tourist destinations in the post-pandemic context. The reinforcement of emotions and the involvement of visitors highlight the gap in the literature on this research matter. In future research, it will be pertinent to develop research of a mixed qualitative approach (i.e. structured interviews and focus group) applied to strategic key stakeholders and also the local community in order to contribute directly in the co-creation of experiences rich in emotions and involvement for tourists.

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