

## TOURIST BEHAVIOUR AND EXPERIENCE: A REVIEW OF CONTEMPORARY RESEARCH AND FUTURE DIRECTIONS

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### ABSTRACT

This review examines the contemporary literature on tourist behaviour and tourist experience to clarify how these two closely related domains have evolved within tourism research and to identify key directions for future scholarship. The article adopts a thematic review approach. It synthesises major conceptual, theoretical, and topical developments in the literature, with particular attention to the relationship between tourist actions, decision processes, and lived experiences across the tourist journey. The review shows that research on tourist behaviour has largely focused on motivations, preferences, decision-making, destination choice, risk perception, sustainable conduct, and post-travel outcomes such as loyalty and word-of-mouth. In contrast, tourist experience research has emphasised emotional, sensory, memorable, authentic, co-created, and technology-mediated dimensions of travel. Although both streams offer valuable insights, they remain insufficiently integrated. The review identifies major gaps in the literature, including the limited connection between behaviour-focused and experience-focused research, the dominance of static and cross-sectional perspectives, the underrepresentation of diverse tourist groups and non-Western contexts, and the need for stronger engagement with sustainability, ethics, and technological transformation. The article contributes to tourism scholarship by bringing tourist behaviour and tourist experience into a single analytical frame. It argues for more integrative, process-based, and future-oriented frameworks that capture tourism as a dynamic sequence of anticipation, action, interaction, interpretation, and post-travel response.

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## **1. Introduction**

Tourist behaviour and tourist experience have emerged as two most crucial and interdependent fields of study in modern tourism. Their increased salience is indicative of a general change in tourism scholarship that prioritises tourism as a choice of destination, service consumption and economic exchange to one that considers tourism as a complex human process that is shaped by perception, meaning, emotion, mobility and interaction. Tourists, as part of this shift, are no longer viewed as mere consumers of a pre-determined product, but as actors whose decisions, interpretations and experiences influence the nature of tourism itself. The analytical breadth of the domain has been greatly broadened by this intellectual movement, uniting the knowledge of consumer behaviour, psychology, sociology, cultural studies, and experience marketing to clarify the process of tourism imagining, enacting, and remembering (Cohen et al., 2014; Uriely, 2005).

Tourist behaviour has been the focus of tourism research since time immemorial, since the process of purchasing a tourism product is a series of decisions and actions that last much longer than the time the purchase is made. Tourists seek information, compare destinations, make use of constraints, react to risk, negotiate new environments and subsequently assess and communicate their experiences. The motivations, expectations, social influences, and situational conditions, as well as the after-travel reflections, affect such behaviour, and it is a multidimensional sphere of investigation and not a mere issue of choice. Research on tourism behaviour has thus been transformed from demand-focused, narrow issues to wider conceptual approaches that aim at explicating the entire travel process, which involves pre-travel anticipation, participation in the destination and the post-travel consequences (Pearce, 2005; Smallman & Moore, 2010). This broad perspective has assisted in placing tourist behaviour as a context-dependent dynamic construct that fulfils the core of tourism as a phenomenon in modern contexts.

Simultaneously, the idea of tourist experience has become a prominent prism through which tourism is more and more comprehended. Experience-based approaches consider how tourism is experienced, interpreted, embodied and remembered as opposed to simply what tourists do. This view has had a specific effect in transforming tourism research out of the transactional and service-oriented models and towards more human and experiential interpretations. The experiences of tourism have recently become a popular perception that encompasses emotional, cognitive, sensory, symbolic, and social aspects that occur through time and space. They are not only influenced by the attributes of destinations and the service delivery but also the personal expectation, cultural connotations, socialisation, and the larger surroundings in which the travelling is conducted (Larsen, 2007; Uriely, 2005). Experience in this sense is not a product of tourism consumption, but a key process whereby tourism attains value and meaning.

Such a change can be closely related to the wider trends related to the experience economy, which have impacted both theories and practice in tourism. Since experiences were identified as a unique source of value, tourism scholarship has explored more and more how destinations and providers stage, support and enhance memorable, meaningful, and differentiated experiences. The tourist was both re-conceptualised as a consumer of services, and as an actor in immersive, affectively charged experiences that create personal and symbolically charged value (Andersson, 2007; Pine

& Gilmore, 2011). Relevant literature has additionally indicated that tourism experiences are organised in various dimensions such as sensory stimulation, emotional engagement, social interaction and personal transformation, which underscores the notion that tourism can no longer be satisfactorily explained in terms of functional attributes (Morgan et al., 2010; Tung & Ritchie, 2011).

An equivalent trend in the modern study of tourism is the growing appreciation of the fact that behaviour and experience are closely intertwined. Experience is affected by tourism behaviour in terms of the decisions made by tourists, activities that tourists engage in, the involvement that they get into, and the interactions that tourists have with destinations and services. Meanwhile, experience has an impact on behaviour in that it determines satisfaction, memory, attachment, recommendation, and revisit intention. This mutuality implies that tourist behaviour and tourist experience cannot be regarded as separate realms, but as mutually dependent aspects of the overall tourist experience. Structural explanations of the tourist experience have already suggested that everyday and peak experiences can be structured in different ways within the context of tourism, and process accounts of decision-making have illustrated that tourist action is comprised of iterative and contingent situations (Quan & Wang, 2004; Smallman & Moore, 2010). Combining these insights, the idea that tourism is a continuous process where anticipation, action, evaluation and recollection are closely connected can be proposed.

Nevertheless, the literature is disjointed even though research in both fields has been growing rapidly. Tourist behaviour research tends to emphasise decision-making, intention, motivation and behavioural outcomes, and tourist experience research tends to emphasise emotion, authenticity, memory, embodiment, and meaning. Even though these streams do often deal with overlapping phenomena, they are not necessarily raised into discourse in a systematic manner. Consequently, the discipline has abundant yet somewhat disjointed information that renders it challenging to create an integrated picture of how tourists think, behave, feel, and recollect through the travel cycle (Cohen et al., 2014; Uriely, 2005). It has been further complicated by the growth of technology in the tourism sector, where digital tools are increasingly mediating planning, navigation, sharing, and experience formation, thus redefining behaviour and experience in many ways that are intertwined (Neuhofer et al., 2012).

It is on this backdrop that the current review aims to summarise the current studies on tourist behavior and tourist experience under one analytical platform. It aims to explain the conceptual underpinnings of both constructs, discuss the major theoretical views that have informed the area, establish the key themes defining the extant literature, and summarise the essential gaps that have not been sufficiently tackled. By so doing, the review will make contributions to the scholarly field of tourism by enhancing a more integrated concept of tourist behaviour and experience as co-constitutive aspects of tourism as opposed to independent research areas.

The three general questions drive the review: in what ways has the conceptualisation of tourist behaviour and tourist experience been most prominently developed in recent scholarship, what theoretical and thematic issues have had the most significant influence on the field, and how do

we need to proceed to create more coherent and visionary research agenda? The rest of the article is organised as such. It will first look at the conceptual background of tourist behaviour and tourist experience, then discuss some of the important theoretical perspectives, and finally look at some of the major themes in contemporary research on tourist behaviour and tourist experience. The article subsequently points out the key gaps and future directions and ends with the overall implications of the integration of these two fields into tourism studies.

## **2. Conceptualising Tourist Behaviour and Experience**

Tourist behaviour and tourist experience are two analytically distinct constructs that are closely related and create the modern perspective of the tourism phenomenon. The behaviour of tourism can be defined as the pattern of actions, decisions, reactions and analyses that takes place throughout the travel experience, such as the planning of travel, on-travel activities, and post-travel reflection. During the pre-travel phase, the behaviour involves the search for information, the formation of preferences, the building of expectations and the choice of destination. It moves to the level of engagement with places, activities, services, and social interactions during the on-site stage. During the post-travel stage, the behaviour is manifested in judgments of satisfaction, reconstruction of memory, recommendation, and revisit intention. This simulated insight is significant, since tourism is not a one-time process of consumption, but a series of mutually affecting judgments and reactions that roll out in time.

Simultaneously, tourist experience is rather generally understood as a multidimensional concept that transcends functional service delivery. The tourist experience involves cognitive appraisals, emotional responses, sensory perceptions, inter-personal interactions, and symbolic meanings instead of objective service attributes. The early research in service experience, in tourism, emphasised that tourist evaluations of experiences are not only based on technical quality, but also hedonic, affective, and experiential dimensions that form overall meaning and satisfaction (Otto & Ritchie, 1996). Later research has elaborated this perspective by demonstrating that combinations of novelty, involvement, local culture, refreshment, meaningfulness, knowledge, and hedonism produce memorable tourism experiences, thus validating the multi-layered and subjective quality of tourism experiences (Kim et al., 2012).

Multidimensionality of tourist experience has also been strengthened by the research conducted in different tourism contexts and environments of experience. A study on cruise tourism, such as one, revealed that entertainment, aesthetics, escapism and education are part of the tourist experience, <https://ejjhss.com/index.php/hss/index>

which is both internal and external stimuli of the environment (Hosany & Witham, 2010). On the same note, broader conceptual work has conceptualised consumer experiences in tourism and hospitality as epistemologically complicated, whereby it is not only observable consumption events, but also personal interpretation, context and lived meaning (Walls et al., 2011). It is an indication that the process of tourist experience needs to be perceived as a non-uniform outcome but rather a dynamic and situationally bound process.

The connection between tourist experience and tourist behaviour is thus two-way. Experience is constructed by behaviour since tourists are actively involved in the choice, interpretation, and experience of destinations, products, and encounters. Simultaneously, experience determines behaviour by impacting satisfaction, memory, attachment, recommendation, and future choice. Particularly memorable experiences play a crucial role in this respect since they will tie present-time experiential conditions with future post-travel reactions and destination-related actions (Kim, 2014). The tourist experience should therefore be considered more of a process of interaction where action and experience do not work separately but rather co-evolve alongside each other. Figure 1 gives the coherent perspective of the tourist journey, indicating the mutual evolution of tourist behaviour and tourist experience in the pre-travel, on-site, and post-travel process.

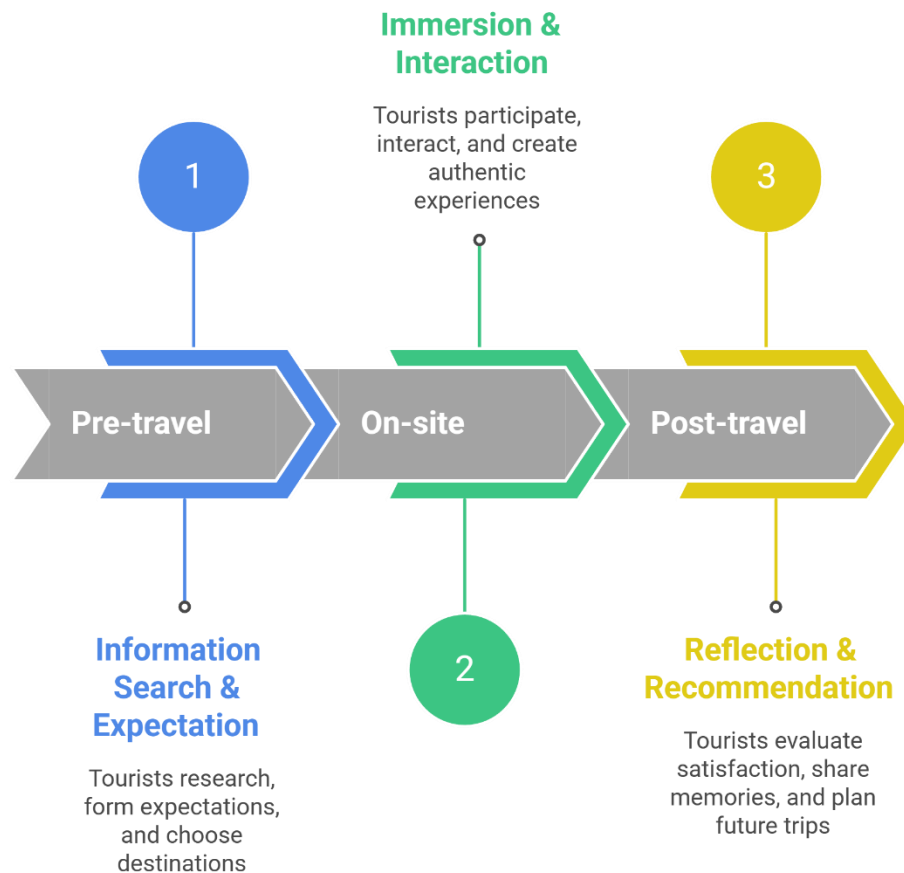


Figure 1. Integrated Framework of Tourist Behaviour and Tourist Experience Across the Tourist Journey

This interdependence has helped in a more comprehensive conceptual change in tourism scholarship. The previous methods tended to view tourism as being in static and transactional terms, focusing on service experiences or evaluations. Recent studies have shifted to the more dynamic, co-created, and contextual views where tourists are regarded as active agents in the formation of their own experiences. The concept of experience is becoming more and more perceived as a result of interaction between personal motives, situational conditions, destination attributes, and social and material environments (Coelho et al., 2018). Consequently, considering tourist behaviour and experience in unison offers a more profound foundation on how tourism is planned, lived, remembered and acted in in totality through the entire travel cycle. The key conceptual differences and areas of intersection between tourist behaviour and tourist experience are summarised in Table 1.

Table 1. Conceptual Distinction Between Tourist Behaviour and Tourist Experience

Dimension	Tourist Behavior	Tourist Experience
Core focus	Actions, choices, responses, and evaluations across the travel process	Subjective, lived, and interpreted dimensions of travel
Temporal scope	Pre-travel, on-site, and post-travel stages	Emerges across the journey but is especially shaped during and after lived encounters
Main elements	Information search, planning, destination choice, participation, revisit intention, word-of-mouth	Cognitive, emotional, sensory, social, symbolic, and memorable aspects
Analytical orientation	Decision-making and observable or reported responses	Meaning-making, affect, immersion, and personal interpretation
Typical outcomes	Loyalty, satisfaction, recommendation, behavioural intention	Memorability, attachment, meaning, transformation, satisfaction
Nature of construct	More action-oriented	More perception- and meaning-oriented
Relationship to the tourist journey	Explains what tourists do	Explains how tourism is felt, interpreted, and remembered

### 3. Theoretical Perspectives on Tourist Behaviour and Experience

Theory development in research on tourist behaviour and experience has been informed by various traditions due to the complexity of tourism as a process and experience. Initial research in the area was firmly influenced by motivation-based views, which attempted to describe the reasons why people travel and what psychological needs are met by tourism. Early work on tourism conceptualised it as a means of escape, reward, prestige and self-enhancement and stressed that travel was not merely instrumental but also intrinsically linked to personal and social sense (Crompton, 1979; Dann, 1977). Social psychological methods broadened this line of thinking by framing tourism motivation as a result of seeking and avoidance forces, thus supporting the notion that travel behaviour can be seen as a result of more general psychological strains and not individual decisions (Iso-Ahola, 1982).

Behavioural views subsequently added a more organised account of the decision-making process of tourists through the formation of intention and the factors that determine action planning. This theory of planned behaviour was particularly influential as it formed a parsimonious connection between attitudes, subjective norms, and perceived behavioural control with behavioural intentions, providing an effective model in the study of destination choice, revisit intention, and

responsible tourism behaviour (Ajzen, 1991). Nonetheless, the shortcomings of nakedly rationalist models were also identified by tourism scholars, especially when the decisions based on emotions, desire, and anticipation influence travel. This gave rise to theoretical extensions which included the expected emotions and desires, hence providing a more detailed explanation of the process of how tourists transition between intention and action (Perugini & Bagozzi, 2001).

Meanwhile, experiential views transformed the discipline beyond decision-making to the semantics of travel as lived and interpreted experience. Authenticity was one of the most significant concepts that appeared in this tradition to explain how tourists measure places, experiences, and cultural contexts. Initial propositions stressed the sequential character of the tourism environment and doubted whether the tourist experience entailed real experience or consumption-oriented representations (MacCannell, 1973). This debate was complicated later by the argument that authenticity in tourism is not a mere objective attribute of places or things, but a subjective and existential aspect of experience that has a connection to personal sense and self-identity (Ning, 2007). More recent literature has demonstrated that authenticity is still theoretically essential in tourism studies despite its inability to be easily defined, as it still continues to influence the study of identity, value, and experience construction (Moore et al., 2021).

The more recent theoretical trends have focused more on the concept of co-creation, as part of a wider shift towards a view of tourists as passive consumers of services. The co-creation perspectives suggest that tourism experiences are created through the active process involving tourists, providers, the local communities and the destination resources. In this sense, value is situated not merely in products or services but is created in the process of participation, interpretation, and engagement (Binkhorst & Dekker, 2010; Prebensen et al., 2013). This has greatly broadened the scope of the theory of tourism as it places the experience as being relational, processual and contextual. Later reviews have strengthened the role of co-creation by demonstrating that modern tourism relies more on interactive and participatory processes that blur the distinction between production/consumption (Campos et al., 2018).

Perspectives based on prediction of emotion, identity, genuineness, and interaction have thus been increasingly added to the traditional theoretical models. This change has been exacerbated by technology, which has transformed the ways in which tourists search, engage, share and remember experiences, though the penetration of technology in theory is not uniform. Although these developments have taken place, an outstanding shortfall in the sphere is the absence of a theoretical

synthesis of experience-oriented and behaviour-oriented studies. Tourist behaviour remains a focus of many studies that consider it an issue of decision and intention, and some studies that focus on tourist experience mainly as an affective or symbolic meaning. There should be a more consistent structure to describe the relationship of motivations, intentions, actions, meanings, and interactions throughout the tourist journey. As Table 2 indicates, the field has evolved over several theoretical traditions, each shedding some light on a different aspect of tourist behaviour and experience.

Table 2. Major Theoretical Perspectives on Tourist Behaviour and Experience

<b>Theoretical perspective</b>	<b>Main concern</b>	<b>Key contribution to tourism research</b>	<b>Main limitation</b>
Motivation-based approaches	Why tourists travel	Explains push and pull forces, escape, reward, and self-enhancement	Often less effective in explaining lived experience during travel
Behavioural approaches	How intentions become actions	Clarifies destination choice, travel intention, and decision processes	Can overemphasise rationality
Experiential approaches	How tourism is subjectively lived	Highlights emotion, memory, immersion, and personal meaning	Sometimes weakly linked to actual behavioural outcomes
Authenticity perspectives	How tourists interpret reality and meaning	Explains identity, symbolic value, and existential dimensions of tourism	Conceptually contested and difficult to operationalise
Co-creation approaches	How experiences are jointly produced	Emphasises participation, interaction, and relational value creation	May understate structural constraints
Technology-mediated perspectives	How digital systems shape tourism	Explains platform influence, smart tourism, and digitally enhanced experiences	Still developing in conceptual integration

#### 4. Contemporary Themes in Tourist Behaviour Research

Modern studies on tourist behaviour are no longer content to analyse tourism as a linear process of choice, but as a multi-dimensional and dynamic process that is influenced by motivations, preferences, information, risk assessment, and post-consumption evaluation. One of the significant themes in this type of literature is visitor motives, preferences and choice. Previous decision-oriented research proved that vacation decisions are not necessarily the result of rational, stepwise analysis, but tend to be negotiated, adaptive and context-specific decisions that are influenced by individual desires, travel constraints and social factors (Decrop, 2006; Decrop & Snelders, 2005).

Recent scholarship has further questioned the conventional decision models by asserting that tourist decisions are dynamic, multidimensional, and rooted in more general life contexts, and thus decision-making ought to be conceived as dynamic as opposed to clearly defined (McCabe et al., 2016).

The second strand of research that is important is destination choice and travel intention. Behavioural intention has been a key concept in this region to explain the process by which tourists convert preferences into action. The role of destination image, perceived value, and evaluative judgments has been demonstrated to be a significant factor in determining the desire to visit or revisit a place, meaning that the behaviour of tourists is not only determined by the objective destination characteristics but also by the subjective perceptions and affective impressions (Chen & Tsai, 2007; Lam & Hsu, 2006). The use of information search has also gained critical importance in this process, especially in the digital age, where tourists have extensively used online reviews, peer-generated content and platform-based reviews. Consequently, the modern tourist behaviour is highly mediated through the digital information environments, which shape the expectations, comparisons, and ultimate decisions (Gursoy, 2019).

Another theme of modern tourist behaviour studies is risk perception. Tourism decisions are often made in situations of uncertainty, and perceived risk can greatly change the destination preference, travel intentions, and behavioural reactions. It has been revealed that tourists evaluate various types of risk, such as safety, political unrest, health issues, and unfamiliarity, and these evaluations determine the choice of destination and avoidance or apprehensive approach (Kozak et al., 2007). The element of risk is particularly acute in the context of travelling, where there is uncertainty and the intentions of behaving are influenced by the rationality and the sense of control over the potential negative consequences (Quintal et al., 2010). Backpacker studies have also shown that destination-related behaviour is directly linked to risk perceptions and risk management strategies employed by tourists to minimise uncertainties and maintain the preferred travel experiences (Reichel et al., 2009).

Sustainable, responsible, and ethical conduct has turned out to be one of the primary areas of focus in the literature as well. The modern study of tourism is becoming more aware that there are environmental and social impacts of tourist behaviour, and scholars are studying how values, norms, and attitudes impact pro-environmental behaviour. Nevertheless, this body of literature is again and again reporting that positive intentions towards sustainability do not necessarily lead to

real responsible actions. The attitude-behaviour gap is a famous phenomenon, which implies that there is a gap between the stated interest in sustainability and actual consumption among tourists (Juvan & Dolnicar, 2014). Recent reviews have solidified this fact by demonstrating that the psychology of environmentally responsible tourist behaviour depends upon a broad spectrum of psychological, situational, and structural forces and not simply on awareness (Han, 2021).

Another significant theme is post-travel behavioural outcomes, especially concerning satisfaction, loyalty, revisit intention, and word-of-mouth. The behaviour of tourists cannot be confined to the trip alone; the post-travel reviews affect the recommendation of future visits, repetition, and sharing of the experiences with others. To this end, behavioural research regards tourism more and more as a cyclic process where expectations produce travel decisions, experiences influence the process of evaluation, and future behavioural intentions are influenced by the evaluations. This has seen loyalty and recommendation become important outcome variables in current tourism research and has been used to connect the pre-travel motivations and on-site judgment with the long-term relationship with the destination.

## **5. Contemporary Themes in Tourist Experience Research**

Recent studies of tourist experience have focused more on the notion that tourism is not necessarily about service consumption or destination visitation, but about the generation of meaningfully charged, affectively charged, and contextually mediated experiences. Among the key themes in this literature are the emotional, sensory, and memorable aspects of the tourist experience. Existing literature views experience as a multi-faceted process that manifests itself in the process of immersion, affective involvement, embodied perception, and interpretation. Instead of having experience as a passive reaction to tourism products, the current literature indicates that experience is constructed through an active interaction with the environment, individuals and experiences, and tends to be retained in recollection due to their emotional intensity, novelty and personal value. This has contributed to the shift in the field towards less narrow approaches based on satisfaction to more fuller ways of understanding how tourism is experienced, sensed and stored over time.

The second theme is a significant one that deals with authenticity, identity construction, and meaning-making. A growing understanding of tourist experiences is that tourists interact with destinations in a manner that affirms, explores or recreates facets of self. The experience is therefore not necessarily about what the tourists do, but also how they give meaning to what they do, to the encounters they have. This sense-based interpretation is strongly connected to the

concept of experiences being influenced by interpretation, symbolism, and the perceived singularity of specific locations and relationships. In this regard, current research in the field of tourist experience views destinations not just as consumption spaces, but as locations where tourists bargain over values, identity, and belonging by means of lived experiences. This view has also enhanced the role of context, in that what is meaningful or memorable is not only based on destination features but also past expectations, motivation and engagement of the tourist.

Co-creation is now one of the strongest models of modern experience research. As opposed to viewing tourism providers as the exclusive creators of experiences, co-creation views hold that experiences are co-created by interactions between tourists, service providers, local communities, and destination environments. Tourists, in this perspective, are active participants in the construction of the value and meaning of their own experiences through their choices, participation, and interpretation. Relational and situational dynamics such as interpersonal interaction, involvement with the locals, and destination resource access have been demonstrated to have a strong impact on the quality of tourist experiences based on empirical and conceptual research (Buonincontri et al., 2017; Prebensen et al., 2013). Extended review practice has also identified co-creation as the focus of relevant interpretation of tourist experience due to its ability to reflect the participatory, interactive, and emergent nature of tourism consumption (Campos et al., 2018).

Another theme of present-day research is technology-mediated experience. Digital platforms, mobile technologies, and smart tourism systems have revolutionised how tourists access information, engage with destinations, and build experiences before, during, and after travel. Technology is no longer merely an aid to the process, but it is becoming more and more a determinant of the organisation and the quality of the experience itself. The use of technology in tourism has been studied to reveal that digital mediation has the potential to enhance the level of personalisation, connection, convenience, and immediacy to reshape engagement and the formation of memories (Neuhofer et al., 2014). On a larger scale, the smart tourism literature has emphasised how the interdependent technological infrastructures, data systems, and digital interfaces are restructuring destination experiences by making them more responsive, interactive, and integrated tourism environments (Gretzel et al., 2015).

Combined, these themes suggest that the study of tourist experience has shifted decidedly to dynamic and relational directions. Emotional richness, self-meaning, value co-created, and

technological mediation have become more identifiable in the field than any fixed ideas of service delivery. Due to this fact, the modern research of tourist experience offers a more advanced explanation of the way in which experiences are created, experienced and recalled in more complex tourism situations. Table 3 provides a synthesis of the key current themes that are present in the literature of tourist behaviour research and tourist experience research.

Table 3. Contemporary Themes in Tourist Behaviour and Tourist Experience Research

Domain	Themes in tourist behavior research	Themes in tourist experience research
Decision and engagement	Motivation, preference formation, destination choice, travel intention	Emotional engagement, immersion, memorable moments
Risk and evaluation	Risk perception, uncertainty, information search, evaluative judgment	Perceived safety, comfort, trust, experiential reassurance
Sustainability and ethics	Responsible behaviour, pro-environmental choices, and ethical conduct	Meaningful engagement, place sensitivity, value-based experience
Social dimension	Social influence, recommendation, post-travel sharing	Co-creation, host-guest interaction, community encounters
Identity and meaning	Preference expression, value-driven choices	Authenticity, self-construction, meaning-making
Technology	Online reviews, digital search, platform-based decisions	Smart tourism, technology-enhanced experiences, digital mediation
Post-travel outcomes	Loyalty, revisit intention, word-of-mouth	Memory, attachment, memorability, symbolic retention

## 6. Critical Gaps and Future Directions

In spite of the remarkable increase in research on tourist behaviour and tourist experience, the area is still characterised by a number of conceptual and empirical limitations that restrict the development of cumulative knowledge. The poor integration between behaviour-oriented and experience-oriented scholarship is one of the most enduring gaps. Though the two streams aim at explaining how tourists think, act, feel, and evaluate, they tend to move in parallel to each other as opposed to dialoguing. Behaviour research has been more inclined to favour decision-making, intention, choice, and post-consumption consequences, and experience research has been more inclined to emphasise emotion, meaning, immersion, embodiment and memorable experience. This has often broken up the tourist journey into individual domains of analysis, where the importance of behavioural processes in forming experience and the impact of experience on future

action are given little regard. Further studies ought to bridge this gap by considering behaviour and experience as mutually defining aspects of the same travel process.

A similar weakness is related to the preponderance of cross-sectional and static perspectives. A lot of literature continues to freeze tourists at a point in time, normally prior to travel by use of intention-based models or subsequent to travel by use of retrospective evaluations. These methods are helpful, but they fail to describe the dynamics of tourist behaviour and experience and how they interact and evolve over time. Tourism is processual in nature. Anticipations turn into on-site behaviours, instantaneous responses come to be recalled experiences, and post-travel attitudes affect subsequent preferences and decisions. But this complexity of time has not been adequately dealt with. Increased application of process-based, stage-sensitive, and longitudinal design would enable researchers to follow the changes in motivations, emotions, perceptions, and behaviours at various stages of the pre-travel, on-site and post-travel stages. This would greatly reinforce the theoretical explanations of continuity and change in tourism consumption.

The other significant gap is in the scope of representation of the literature, which is unequal. A significant portion of tourism studies remains based on relatively traditional tourist groups, mainstream destinations, and well-researched geographic contexts. This has created a valuable insight, however has constricted the empirical imagination of the field. Other diverse categories of tourists, such as older travellers, solo travellers, tourists with disabilities, low-income tourists, migrant tourists and culturally distinct travel segments, are relatively under-researched. Similarly, numerous non-Western destinations and other tourism contexts are undergoing less continued theoretical focus than the global preeminent locations of leisure consumption. The diversification of geographical and social theorisation of tourism is important not only to enhance inclusiveness, but also to facilitate the theory development, as the ideas based in a limited context might not be easily transferred into other cultural, economic, and institutional settings.

The discipline should be more involved with sustainability, ethics, and technological change as well. Although sustainable tourism has been a key subject, much research continues to focus on responsible behaviour as a secondary, but not central, theme of tourist behaviour and experience. Further research is required to interpret how environmental awareness, ethical concern and social responsibility are translated, resisted or reformulated when it comes to real travel situations. In the same way, the ethical aspect of tourism technologies should be examined more closely. The impact of digital spaces, algorithmic suggestion, data collection, surveillance, and smart tourism systems

on the tourism experience is changing the nature of the tourist experience, yet the implications of these technologies on the aspects of autonomy, privacy, equity, and authenticity have not been fully explored. Their future scholarship needs to explore, however, not what technology can do, but what it is normalising, excluding, and reordering. These priorities can be structured into a more integrative research agenda as shown in Figure 2.

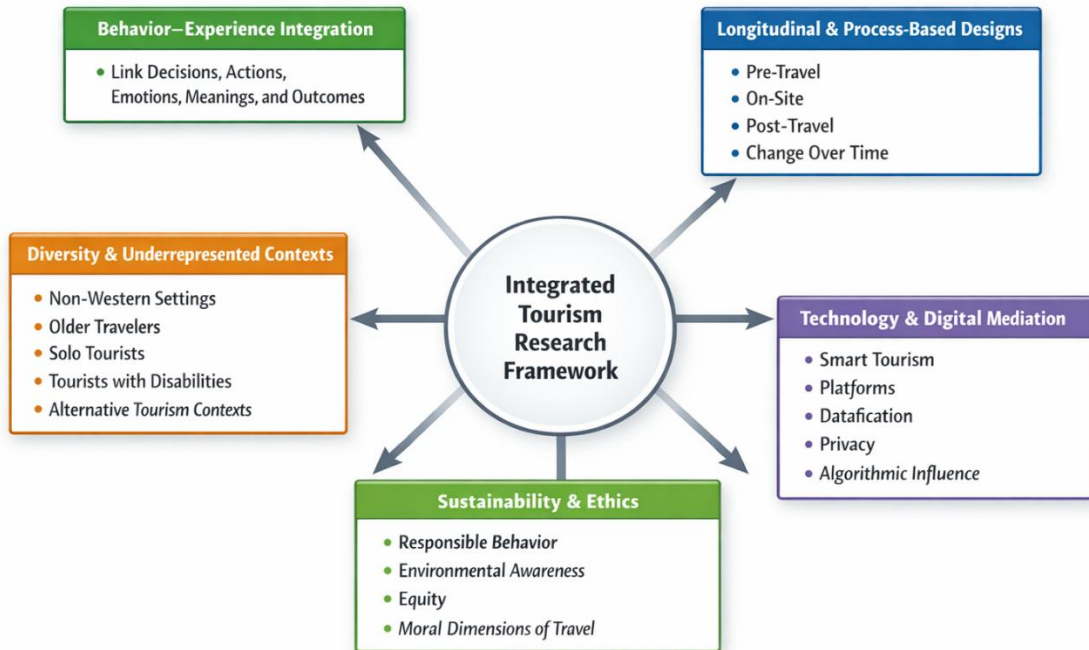


Figure 2. Future Research Agenda for Tourist Behaviour and Tourist Experience

Collectively, these gaps indicate that more integrative and future-oriented frameworks should be developed. The subsequent phase of the tourism study ought to relate motivations, intentions, embodied experiences, social interactions, technological mediation, and post-travel outcomes in one analytical logic. These frameworks are to be adaptable, context-sensitive, ethically mindful, and able to adapt to diversity among the tourists, destinations, and types of mobility. A step towards this would enable the discipline to cease to be divided into bits of explanation and would enable it to have a more detailed view of how tourism is planned, delivered, experienced, recalled, and changed over time.

## 7. Conclusion

This review has discussed the issues of tourist behaviour and tourist experience as two intimately related areas of modern tourism studies that are frequently treated separately. The discussion

revealed that the literature on tourist behaviour has been more broadly investigated using motivation, decision-making, destination choice, risk perception, sustainability, and post-travel responses as themes, whereas the literature on tourist experience has focused more on the emotional, sensory, memorable, authentic, co-created and technology-mediated aspects. These strands cumulatively show that tourism is not a mere consumption process, but a process of dynamism that encompasses anticipation, interaction, interpretation, evaluation and future behavioural response. Meanwhile, the review has also pointed out a key gap in the literature, namely, the persistent divide between the behaviour-based and experience-based scholarship. Most studies describe the activities of the tourists without much emphasis on how the activities are experienced and interpreted, and others focus on experience without properly connecting it to the decision-making and the resultant behavioural patterns. This division restricts the field from coming up with an all-encompassing view of the tourist journey. The review thus contends that a more integrated outlook should be taken on future tourism research. Tourist behaviour and tourist experience must be regarded as co-constitutive dimensions which play out in pre-travel, on-site and post-travel phases. Longitudinal processes, a variety of tourist groups, non-Western settings, sustainability, ethics, and technological change require more attention. Tourism scholarship can be improved by shifting to more holistic and futuristic paradigms, which are capable of explaining the complexity of modern-day travelling and producing insights with theoretical and practical implications. In this regard, the future of tourism studies is in integrating action, experience and context into one analytical context.

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