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A Study on the Effects of Superstition as Destination Attractiveness

By Yunzhou Zhang

LAP Lambert Academic Publishing Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x8 mm. This item is printed on demand - Print on Demand Neuware - Superstitious beliefs date back thousands of years and continue to the present, and research suggests that superstitious beliefs have a robust influence on product satisfaction and decision making under risk. The study therefore examines how superstition attitude will impact potential tourists intention to visit a destination so that relevant organizations (e.g. destination management/marketing organizations) could better understand potential tourists behaviors, identify a niche market encompassing those prone to superstition, and tailor the tourism products to the needs and beliefs of potential tourists. The study adopted a survey instrument. A mixed-method data collection procedure was employed to populate the sample. A total of 323 questionnaires were collected from Virginia Tech students, at both undergraduate and graduate level. A multiple regression analysis method was employed for hypothesis testing. The study finds that the more positive potential tourists attitude is about superstition, the more likely they are to visit a destination with superstition as its attractiveness. Implications and future studies were suggested based on the findings of the study. 132 pp. Englisch.



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