

## # Paper Summary

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Title: A look into travel motivation post-crisis: Insights from means-end chain theory

Authors: Swechchha Subedi, Lali Odosashvili, Marketa Kubickova

DOI: <https://doi.org/10.1016/j.jhtm.2025.05.013>

Year: 2025

Publication Type: Journal

Discipline/Domain: Hospitality and Tourism Management

Subdomain/Topic: Post-crisis travel motivation, Means-End Chain (MEC) theory

Eligibility: Eligible

Overall Relevance Score: 92

Operationalization Score: 88

Contains Definition of Actionability: Yes (implicit, through “actionable insights for tourism practitioners” and

Contains Systematic Features/Dimensions: Yes

Contains Explainability: Yes

Contains Interpretability: Yes

Contains Framework/Model: Yes (Crisis-Modified MEC Framework)

Operationalization Present: Yes

Primary Methodology: Quantitative (hard laddering MEC survey)

Study Context: International leisure travel motivation post-COVID-19

Geographic/Institutional Context: U.S. residents (international travel context)

Target Users/Stakeholders: Destination Marketing Organizations (DMOs), tourism practitioners, policy makers

Primary Contribution Type: Theoretical and practical framework advancement

CL: Yes — clarity of destination attributes and value linkages is explicitly linked to actionability

CR: Yes — contextual relevance (post-crisis, safety, cultural connection)

FE: Yes — feasibility discussed in aligning offerings with traveler needs

TI: Yes — timeliness in responding to evolving post-crisis priorities

EX: Yes — explainability via hierarchical value maps

GA: Yes — goal alignment with traveler values and DMO strategies

Reason if Not Eligible: N/A

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# A look into travel motivation post-crisis: Insights from means-end chain theory

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**\*\*Discipline/Domain:\*\***

Hospitality and Tourism Management

**\*\*Subdomain/Topic:\*\***

Post-crisis travel motivation, Means-End Chain (MEC) theory

**\*\*Contextual Background:\*\***

Examines how major crises, specifically COVID-19, have reshaped leisure travel motivations, destination

**\*\*Geographic/Institutional Context:\*\***

U.S.-based survey with international travel focus.

**\*\*Target Users/Stakeholders:\*\***

Destination Marketing Organizations, tourism stakeholders, policy makers.

**\*\*Primary Methodology:\*\***

Quantitative (hard laddering MEC survey, hierarchical value mapping).

**\*\*Primary Contribution Type:\*\***

Theoretical expansion (Crisis-Modified MEC Framework) and practitioner guidance.

## ## General Summary of the Paper

This study explores how COVID-19 has altered the cognitive structures underlying international leisure travel

## ## Eligibility

Eligible for inclusion: **\*\*Yes\*\***

## ## How Actionability is Understood

Actionability is framed as the tourism sector's ability to **\*\*align post-crisis offerings with restructured travel**

> "The study also provides actionable insights for tourism practitioners, emphasizing the need for tailored

> "By addressing key motivators such as safety, relaxation, and cultural connection, DMOs can align their

## ## What Makes Something Actionable

- Direct alignment with travelers' **core values** (e.g., personal happiness, self-reflection, enhanced enjoyment).
- Incorporation of **repositioned attributes** (e.g., safety, natural scenery) into central offerings.
- Ability to **adapt frameworks** to crisis conditions (flexibility, safety protocols, smaller-scale cultural experiences).
- Evidence-based linkages between **destination attributes → consequences → values** via hierarchical mapping.

## ## How Actionability is Achieved / Operationalized

- **Framework/Approach Name(s):** Crisis-Modified MEC Framework.
  - **Methods/Levers:** Hard laddering surveys; Hierarchical Value Mapping (HVM); demographic segmentation.
  - **Operational Steps / Workflow:** Identify priority attributes post-crisis; map A-C-V chains; detect motivational shifts.
  - **Data & Measures:** 22 attributes, 9 consequences, 13 values (see Table 2); linkage frequencies from HVM.
  - **Implementation Context:** DMOs redesigning tourism strategies for post-COVID conditions.
- > "...health safety has become a critical driver of destination choice... creating new benchmarks for what travelers seek."
- > "Flexible booking options... address uncertainty while fostering trust and reducing perceived risks." (p. 4)

## ## Dimensions and Attributes of Actionability (Authors' Perspective)

- **CL (Clarity):** Yes — Clear mapping of attributes to values via HVM.
- **CR (Contextual Relevance):** Yes — Post-crisis travel shifts explicitly tied to safety, cultural relevance.
- **FE (Feasibility):** Yes — Practical recommendations like flexible bookings, wellness tourism.
- **TI (Timeliness):** Yes — Responding to immediate post-crisis traveler shifts.
- **EX (Explainability):** Yes — Visual and narrative explanation of cognitive linkages.
- **GA (Goal Alignment):** Yes — DMOs aligning with enduring traveler values.
- **Other Dimensions Named by Authors:** Motivation realignment, compression effect, value resilience.

## ## Theoretical or Conceptual Foundations

- Borgardt's extended MEC framework (macro-environmental influence).
- Hill et al. (2022) on direct attribute-value linkages.
- Classic MEC theory (Gutman, 1982; Reynolds & Gutman, 1988).

## ## Indicators or Metrics for Actionability

- Frequency of A-C-V linkages.
- Attribute prioritization frequencies.
- Shift in pathway lengths (compression effect).

## ## Barriers and Enablers to Actionability

- **Barriers:** Rigid traditional travel motivation models; oversimplified attribute categorizations; uncertainty.
- **Enablers:** Demographic-specific tailoring; visible safety protocols; integration of nature and culture; flexible booking options.

## ## Relation to Existing Literature

Challenges push-pull and hierarchical motivation models for their static assumptions, proposing dynamic

## ## Summary

This paper operationalizes actionability as the ability to adapt tourism offerings to post-crisis traveler moti

## ## Scores

- **Overall Relevance Score:** 92 — Strong conceptual clarity on actionability, rich with systematic featur
- **Operationalization Score:** 88 — Detailed process for achieving actionability through mapping and fra

## ## Supporting Quotes from the Paper

- “The study also provides actionable insights for tourism practitioners, emphasizing the need for tailored,
- “Health safety has become a critical driver of destination choice... creating new benchmarks for what co
- “The Crisis-Modified MEC Framework... incorporates both macro-level disruptions and micro-level dem
- “Despite significant restructuring... certain fundamental values... maintain their importance... accessible

## ## Actionability References to Other Papers

- Borgardt (2018) — Extended MEC framework.
- Hill et al. (2022) — Direct attribute-value linkages.
- McIntosh & Thyne (2005) — MEC in tourism.
- Jiang et al. (2015) — Pre-crisis MEC structures in tourism.