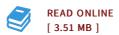




A Study on the Effects of Superstition as Destination Attractiveness

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.



Reviews

It in one of the most popular book. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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This book will not be straightforward to start on studying but really fun to read. it absolutely was writtern really flawlessly and helpful. You can expect to like just how the writer write this publication.

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