

Relationships among Tourists' Needs for Uniqueness, Perceived Authenticity and Behavioral Intentions

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Abstract : This study tested a structural model which investigates the relationships among tourists' need for uniqueness, perceived authenticity (object-based authenticity and existential authenticity) and behavioral intentions to consume cultural and heritage destinations. The sample of the study comprised of 281 participants in a cultural heritage site, in Cappadocia, Turkey. The data were provided via face to face interviews in two months (September and October) which considered the high season. Structural equation modeling was employed to test the causal relationships among the hypotheses. Findings revealed tourists' creative choice had an influence on object-based authenticity and existential authenticity. Tourists' avoidance had an influence on object-based authenticity. The study concluded that two dimensions, namely, the object based authenticity and existential authenticity had significant impact on behavioral intentions.

Keywords : needs for uniqueness, perceived existential authenticity, emotions, behavioral intentions

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