



# PROPOSED PRO-ACT DECISION MAKING MODEL FOR TOURISM DESTINATION CHOICE IN DIFFICULT TIMES: CONSUMER PERSPECTIVE

Kadir Çakar\*

Institute of Social Sciences, Akdeniz University, Dumlupınar Boulevard 07058 Kampus, Antalya, Turkey

## Abstract:

Over the last two decades, tourism has faced a number of critical incidents threatening destinations' image whose detrimental effects have spread rapidly worldwide. Also, such major crises have occurred in the past decades that have had a negative impact on tourism and travel demand. Consumers are forced to seek new alternative ways which entail an effective decision making process in terms of travel destination choice. This paper focuses on analysing motivational factors associated with the crisis that influence tourists' pre- and post-purchasing behaviour. Tourist behaviour can vary during the crisis due to several external and internal factors. In order to avoid high risk and uncertainty, the decision making process enables travellers to overcome the issues through implementation of Pro-Act approach. Furthermore, the present research strives to provide a theoretical guide through extant literature using the Pro-Act approach from consumer behaviour perspective, by which travellers may reach the desired objectives regarding the choice of destination. This theoretical study is also an attempt to simplify the individual decision-making process from both consumer and marketing perspectives in difficult times using the concept of Pro-Act approach, which encompasses five main steps (Problem, Objectives, Alternatives, Consequences, and Trade-Offs) besides Uncertainty, Linked Decisions and Risk Tolerance.

## Key words:

crisis and disaster, Pro-Act approach, tourist behaviour, destination choice, consumer behaviour.

## 1. INTRODUCTION

It has always been a problematic issue to make a determination or a decision for travellers in difficult times, referring to critical incidents such as crisis and disaster. However, within the tourism context, the type of tourist behaviour is a developing issue whether it occurs as homogenous or heterogeneous during the crisis, which is becoming increasingly debatable among scholars, as well as researchers. It can be assessed that tourist behaviour is heterogeneous only in times of economic crisis (Martin & Soria, 2014). Also, the decision making process is deterrent and frustrating in difficult times whether man-made crisis or natural influenced disaster. Particularly, since 2001, the tourism industry has collapsed due to several critical incidents, which have had adverse effects on tourism and travel demand. The major events threatening travel and tourism demand in the previous decade are: September 11, 2001 (Goodrich, 2002; Blake & Sinclair, 2003; Mühlberger *et al.*, 2005), Foot and Mouth disease in 2001 (Miller *et al.*, 2003), the terrorist attack on

Indonesia's province of Bali in 2005 (Hitchcock & Putra, 2005), post SARS (Severe Acute Respiratory Syndrome) epidemics in 2003 (Wen *et al.*, 2005; Tew *et al.*, 2008; Mao *et al.*, 2010), Tsunami 2004 in Asia (Kondraschow, 2006; Henderson, 2007), Global economic and financial crisis in 2008 (Li *et al.*, 2010), Japan earthquake and tsunami in 2011 (Forgash, 2011; Rittichainuwat, 2012; Takamatsu, 2014), volcano eruption of Icelandic occurred in 2010 (Nassar, 2011; Bird *et al.*, 2010), the bombings in Madrid and London (Boniface & Cooper, 2009), and lastly the outbreak of attack on Bardo National Museum in Tunisia. Such emerging unprecedented events have dramatically changed consumer behaviour and consumer trends. Thus, considerations of travellers towards selecting the destination, the decision-making process, have become much more complex than in the past. The basic logic behind this reason is fear and anxiety that emerged as a result of such critical incidents. From this point of view, it is notable that attitudes, perceptions, images and motivation are seen as ultimate determinants of individual decision-making process concerning travel decisions (Cooper, 2005).

\* kadicakar83@hotmail.com



By proposing a new perspective, the specific objectives of this research are designed:

- a) to investigate how consumers manage risk and uncertainty in times of crisis that travellers faced during their decision-making process;
- b) to show the extent to which the Pro-Act approach is applicable to individual decision-making process in difficult times in terms of holiday destination choice;
- c) to simplify the decision-making process in difficult times regarding the selection of destinations and hotels offering Pro-Act approach, which encapsulates multidimensional and hierarchical ladder;
- d) to propose a unique theoretical model that can be accommodated into practice in line with individual decision-making; and
- e) to justify if tourist behaviour exhibits itself as reactive or proactive during the decision-making process in times of crisis.

## 2. LITERATURE REVIEW

There is no identical type of tourist behaviour which refers to homogeneity. It depends on society, social group and historical background. In other words, there is no single variety of tourists sharing similar and universally accepted traveller experience commonly held in all times (Urry, 2009). The significance of heterogeneity was dealt with in the context of determination of destination by majority of researchers that heavily depend on the components such as past environmental-friendly behaviour explicated at the destination, motivation and vacation styles (Boksberger *et al.*, 2011). Generally speaking, the tourist behaviour reveals itself as heterogeneous since motivation consists of several components (Mascardo *et al.*, 2014). In this context, in times of crises, it can be risky and complex to make a decision regarding the choice of destination. The issue of complexity can be high in case of lacking information about the alternatives they have in terms of destinations and hotels (Dellaert *et al.*, 2014). In order to support this idea, one can assert that tourists are more likely to pursue self-confidence as a goal while making generic decisions (Decrop & Kozak, 2014). However, during the crisis, tourist motivation can be distorted due to the increased perceived risk, which can significantly influence external and internal motivation factors. The consumer behaviour arises as a fundamental tool and the most important factor affecting the decision making concerning the destination choice and purchasing behaviour. Generally speaking, consumer behaviour is based on four fundamental elements: a) Energisers of demand; b) Effectors of demand; c) Roles and the decision-making process; and d) Determinants of demand (Cooper, 2005).

There is a positive relationship between external (*e.g.*, need recognition) and internal factors (*e.g.*, information search, evaluation of alternatives, consumption, and post-consumption) (Demir *et al.*, 2014). Further research has been led by several authors in regards to decision-making process of tourists with respect to the choice of destination. Hong *et al.* (2009) distinguishes types of decision-making processes into three stages that are called nominal, extended and limited decision making. Choi *et al.* (2012) deals with the decision making-process within the context of multi-

dimensionality, sequential nature, and hierarchical dimensions. From Sönmez and Graefe (1998)'s perspective, there is a strong relationship between past travel experience and future travel behaviour, which primarily influence behavioural intentions. Also, the degree of safety and issue of risk perceptions play significant role in shaping the future travel choices. In their study, Han *et al.* (2011) examined traveller decision making process by using the Theory of Planned Behaviour (TPB) within the context of exemption visa, which can potentially influence tourists' decision making process to a considerable extent. During the course of the decision making process of travellers, information (word-of-mouth) is postulated as the most effective element in determining and influencing tourist perception (Murphy *et al.*, 2007).

According to psychologists, purchase attitude is shaped and determined by several different ways such as classical conditionality, instrumental conditionality, social learning via observation and communication with others and through people's opinions, through getting information from media (Albu & Nicolau, 2010). As can be seen from the above-given statements, tourist motivational factors consist of internal motivation triggered by external compulsory measures and travel bans (Wen *et al.*, 2005). The motivation notion, which is seen as the most influential and prominent in the selection of vacation destinations, has been extended by a number of authors (Baloglu & McCleary, 1999; Kozak, 2002; Jang & Cai, 2002; Beerli & Martin, 2004; Bansal & Eiselt, 2004; Kim & Prideaux, 2005; Nicoletta & Servidio, 2012; Chen & Xiao, 2013).

Considering the given extant literature related to travellers' decision making process, one can assume that the decision making process is risky and stringent. It is also revealed that external stimuli and past experiences are the most significant determinants for traveller's decision (Martin, 2010). One of the most important consumer's decision-making models has been developed by Angel, Blackwell & Miniard. This model covers five stages that begin with problem recognition, information search, alternative evaluation, purchase, and post-purchase behaviour (Noh, 2008). Lastly, the travel decision-making process has been addressed by Mathieson and Wall (1982) distinguishing five categories namely travel needs or desire, information collection and evaluation, making the travel decision, travel preparation and travel experience, and travel satisfaction evaluation (cited in Su & Wall, 2010). A purchase-consumption system in travel and tourism is distinctly stressed by King and Woodside. Their primary assumption is that through Purchase-Consumption System (PCS), travellers can maximize the opportunity to seek the possible streams of trip or travel decisions, consisting of multiple destination options applied to leisure travel. According to Engel, Blackwell, and Miniard (1986), the degree of search or problem solving is divided into limited problem-solving models (LPS) and extended problem-solving (EPS) (cited in Cooper, 2005). However, this study is designed to identify the decision-making process over the concept of extended problem-solving rather than limited problem-solving, since the purchasing attitude and decision-making process are heavily characterized by the perceived risk and uncertainty, generating the departure point of the Pro-Act approach. Further models of extended problem-solving pertaining to consumer behaviour are presented in the below-given table:



Table 1: Evaluation Process of Consumer Behaviour Models in Tourism

Author(s)	Model	Dimensions
Wahab, Crampon & Rothfield (1976)	Decision-Making Process	No tangible return on investment, considerable expenditure in relation to earned income, purchase is not spontaneous or capricious and expenditure involves saving and preplanning.
Schmoll (1977)	Model of the Travel Decision Process	Motivations, Desires, Needs and Expectations as Personal and Social Determinants of travel behavior.
Mayo & Jarvis (1981)	Three-Level Decision Making Approach	Extensive, Limited and Routinised.
Mathieson & Wall (1982)	Five-Stage Process of Travel Buying Behaviour	Tourist profile, Travel awareness, Destination resources and characteristics and Trip features.
Mascardo <i>et al.</i> (1986)	Activity-based model of destination choice	Marketing Variables/ External Inputs, Traveler's Socio-psychological variable, Images of Destinations, Destination Choice and Destinations.

Source: Adapted from Cooper, 2005.

In Table 1, considering the dimension of consumer behaviour models in tourism, less emphasis appears to be placed on psychological dimensions, affecting traveller's decision-making processes. In this regards, the Pro-Act approach is an attempt to fill this gap by providing multipurpose and hierarchical decision-making model to remove troubles in difficult times that travellers face. In other words, the uniqueness and originality of the Pro-Act approach have become more apparent in this study, which is suitable among other models aiming at focusing on invisible part of difficulties rather than visible one.

### 3. THEORETICAL FRAMEWORK OF PRO-ACT APPROACH: A MIND-MAP FOR MAKING SMART CHOICES IN DIFFICULT TIMES

Pro-Act refers to the process affecting the decision making strategy with which people faced daily routine life in all spheres of life in solving their complexity problems. A number of disciplines from various fields dealt with the use of this approach. In other words, this approach means the ability to think analytically and make decisions towards challenges which minimize and avoid negative impacts derived from consequences of the incidents. It is also likely to play significant role to mitigate the degree to which perceived risk and uncertainty consumers embraced with complex decision problems. It can be assumed that it should be assessed proactive rather than reactive one, which strives

to make an effective long-term decision to reach particular results. In the essence, Pro-Act approach can be categorized into five main stages as follows: **Problem**, **Objectives**, **Alternatives**, **Consequences**, and **Trade-Offs** along with **Uncertainty**, **Linked Decisions** and **Risk Tolerance** (Hammond *et al.*, 1999).

Considering the above-mentioned hierarchical steps, the first step commences with the evaluation of the existing problem. Determining the current problem more precisely, subsequent steps would simplify in developing best alternatives. The next step is followed by the Objectives, encapsulating hopes, needs and expectations that can potentially increase traveller's satisfaction. Thirdly, Alternatives phase is determined by the travellers heavily driven by the motivational factors whether external or internal. The fourth step consists of Consequences meaning the degree to which Alternatives chosen would create the desired outcome. The last section comprises Trade-off, which is a stage that entails generating several proper alternatives in which one can sacrifice things to choose the best one. In addition to these five steps, there are also three elements affecting the decision making process, namely Uncertainty, Risk tolerance and Linked decisions (Hammond *et al.*, 1999). Uncertainty addresses the requirement to think about different possible detrimental outcomes likely to occur of which people should be aware. Risk tolerance refers to the ability to undertake initiatives, the level of risk in choosing the best alternative. It depends on the person's past experience, beliefs, and social status. Linked decision reflects correlation among decisions taken at present and its possible effects on future choices (Throop & Castelluci, 2010; Hammond *et al.*, 1999). Such emerging eight steps allow people to simplify the complex decision-making process by eliminating risks factors in all spheres of life. The next section deals with tourists' destination choice in difficult times they often faced within the context of the proposed theoretical decision-making model of Pro-Act approach.

### 4. PRO-ACT APPROACH DECISION MAKING MODEL: HETEROGENEITY OF TOURIST BEHAVIOUR DURING CRISIS

This section encompasses decision-making process regarding the choice of destinations within the scope of Pro-Act approach. Generally speaking, the purchase consumer stages are composed of three main categories that intertwined with each other and are classified as consumer and marketing considerations. The ingredients of such purchase phases consist of pre-purchase stage, purchase stage and post-purchase stage (Cooper, 2005). The question emerges as to whether consumers' beliefs, past experiences, and attitudes influence those purchasing stages.

Taking into consideration the above-given Pro-Act approach decision-making mode, tourist behaviour has been classified according to the impact level of crisis. Considering the classification, one can clearly assume that types of crisis are evaluated on three different levels: Perceived-Risk Level, Domains and Dimensions that derived from "scope" and "depth". The concept of "scope" means the geographical aspects of a crisis while "depth" refers to the effects of the events. Natural disasters, earthquakes, volcano eruption, political unrest, civil movements, local or



Table 2: Heterogeneity of tourist behaviour during crisis

Pro-Act Approach Decision Making Model Applied to Tourism: Heterogeneity of Tourist Behaviour in a time of Crisis					
Type of Crisis	Perceived Risk Level	Domains	Dimension(s)	Alternative(s)	Scope of Trade-Offs
Pandemic/Epidemic disease(s)	High	Global	Macro	None/Limited	Narrow
Financial and Economic	Moderate and Low	Global, Regional & Local	Micro & Macro	Multiple	Moderate
Terrorism, War and Civil Movement(s)	High	Global, Regional & Local	Micro & Macro	Single/Limited or None	Narrow & Moderate
Natural Disaster(s)	High, Moderate and Low	Local or Regional	Micro	Multiple	Narrow & Moderate
Political Unrest/ Instability	Moderate and Low	Local or Regional	Micro	Multiple	Broad
Social & Cultural	Low	Local or Regional	Micro	Multiple	Broad

Source: Modified from Hammond *et al.*, 1999 and Bronner & Hoog, 2011, 2014.

regional economic and financial stagnation/recession are categorized under the “scope” whose impacts are limited in space and time. In other words, such events are restricted within a country or certain regions. Given the notion of “depth”, the adverse effects can be seen on individual travellers concerning disposable income during the financial and economic crisis (Bronner & Hoog, 2011, 2014). The following components are shaped by these three elements since the type of crisis precipitates distinct detrimental impacts, influencing alternatives and trade-offs. In assessing the type of crisis shown in the table above, each event has different consequences while their negative effects can be seen as expansive at a global scale, such as pandemic or epidemic diseases and wars. As impact level of such emerging postulations has become more apparent, the devastating results create high perceived risk level. In this context, travellers’ options in connection with alternative destinations appear non-existent and subsequently trade-offs are narrow. Given the financial and economic crisis, it is clear that travellers show less tendency to cancel or give up their holiday plan altogether. Their possible responses arise as much as higher, turning into a multidimensional way. Given the economic theory in case of any macroeconomic recession and stability, household consumption depends on disposable income since luxury goods, such as travelling and tourism expenditure strongly affect tourism demand and tourists tend to cut their travel expenditures (Martin & Soria, 2014).

**Problem:** This phase posits the most important stage in which the current problem should be determined precisely and concretely in order to determine better objectives and proper alternatives. At this stage, travellers concentrate on making decisions as to whether to make travel or eliminate vacation plan altogether after the emerging crisis. This process covers the types of crisis if it occurs due to financial and economic, political unrest, crime or war *etc.* The dimensions

and domains of detrimental effects of such emerging devastating events also play an influential role in choosing the destination and consumer decision-making process. Here, determining the main problem concisely and clearly would likely affect the next step reflecting the set of extant alternatives. When we consider this issue from travellers’ point of view, one can clearly assume that making holiday plan in times of crisis constitutes the crucial step. According to the research conducted, during the economic crisis, travellers tend to bring down holiday expenditures and priorities of main holiday instead of secondary holidays rather than giving up travelling altogether (Bronner & Hoog, 2011).

**Objectives:** The phase of objectives is followed by problem. After determining the real problem, the following step would be to represent the alternatives. This stage is designed to generate a list of particular destinations and holiday characteristics (*e.g.*, long haul, taking short but frequent trip, sea-sun-sand tourism, cruise, cultural tourism, *etc.*) which are exacerbated by past experiences, current needs, and expectations. At this point, motivational factors arise as an essential variable in determining objectives. It is commonly held that destination images affect tourist behaviour and decision-making process of travellers (Nicoletta & Servidio, 2012). In this sense, one can assert that there is a correlation between travel motivations and destination choices (Jang & Chai, 2002). However, there are significant differences between tourists, meaning that tourist behaviour is more likely to be heterogeneous. For instance, German tourists can more likely have cultural and natural oriented motivational factors, while British tourists prefer to have fun (Kozak, 2002). In this sense, selection of a type of vacation destination is exacerbated by motivational factors, past experiences and attitudes impact on purchase stages. In addition, needs and expectations of travellers become apparent in the decision making-process. Generally speaking, types of holiday (*e.g.*,



cultural tourism, sea-sun-sand tourism, cruise tourism, safari, golf or medical tourism *etc.*) are categorized at this stage. In other words, the question of whether the traveller is likely to choose to visit the destination was selected before due to high perceived risk. Objectives should have potential to meet the needs and expectations of travellers based on the requested characteristics of holiday travel experience preferred by tourists at the desired destinations. The objectives determined should potentially meet the needs and expectations of tourists and also be satisfactory. In this sense, the most significant determinant for selection of vacation destinations and hotels derive from past experiences. The destinations affected by the crisis are eliminated owing to high perceived risk factors. Nevertheless, to a lesser extent, many tourists prefer to display “wait and see” approach (<http://m.tourism-review.com/-african-tourism-hit-hard-by-ebola-and-media-coverage-news4280>, 2014). The most important point one needs to keep in mind is that the objectives are identified by types of vacation to be selected. However, some vacation types are irreplaceable (*e.g.*, business trips, congress or convention tourism *etc.*) since the tourism is assessed as an outcome deriving from such types of activities while majority are replaceable that comprise a wide variety of alternatives (*e.g.*, cultural tourism, sea-sun-sand tourism, cruise tourism, safari, golf or medical tourism *etc.*). From this perspective, in case of crisis and disaster, travellers who prefer to realize their vacation as business trips, congress or convention tourism, a number of alternatives remain rather limited due to perceived high risk on both macro and micro levels. In this situation, their possible reaction emerges as to give up or cancel holiday or trip altogether since critical incidents exposed them to impede the decision making process. The same situation applies for epidemic or pandemic crisis whose effects are widespread and adverse impacts can be seen globally. In both cases, creating alternatives is impossible because of the increased high perceived risk factors due to fatality of such emerging epidemics. On the other hand, in such cases linked to the alternatives, trade-offs become narrow deriving from the absence of alternatives.

**Alternatives:** The phase of alternatives means multi-category decisions relying on several different categories rather than focusing on one choice deriving from interdependencies such as social status, disposable income, past experiences *etc.* Another way of statement of this step that framing broad scope of decisions over the entire the course of decision-making in constituting alternatives from diverse range of normative stages appear vital. Better options would only come true by properly identified alternatives, representing broader perspectives. Tourists can form in this stage travel choice and type of vacation within the context of objectives tentatively determined by travellers. In this sense, travelling abroad or staying at home are generating alternatives. Similarly, if tourists are willing to satisfy expectations in abroad, their possible reactions would create options for those who intend travelling abroad are exposed to choose 5 or 4 star hotels, staying in cheaper accommodation (Scenario A) (Martin & Soria, 2014). Another possible vacation type would be visits to countries attractive in terms of cultural and geographical segments such as Egypt, Israel or Turkey (Scenario B) (Bronner & Hoog, 2012, 2014). The tourists who are willing to experience safari prefer to choose several different locations in Africa as an attractive destination (Scenario C).

**Consequences:** Consequences represent and follow options that are clearly defined in previous phases. Also, uncertainty, risk tolerance and linked decisions to be taken into account to reach better and desired objectives (Hammond *et al.*, 1999). In this context, this stage entails to ask if to what extent the selected and determined objectives and alternatives satisfy expectations. In addition, the issues of consequences which can likely occur occupy an important place at this stage. Considering Scenario A, people having moderate disposable income level either prefer to visit closer destination or select 4 star hotels instead of 5 star hotels at the same location abroad (Martin & Soria, 2014). According to Scenario B, another possible vacation type would be visits to countries attractive in terms of cultural and geographical segments such as Egypt, Israel or Turkey. In case of any critical incidents that can potentially precipitate high perceived risk in Egypt and Israel, travellers may choose travelling to Turkey (Bronner & Hoog, 2012, 2014). Scenario C, in case of pandemic disease in selected destination, like Ebola, would likely cause health concern. During the decision-making process, travellers face two options: either giving up holiday altogether those who perceived high risk or those who select particular safety location at the same destination due to perceived low risk.

**Trade-Offs:** In this section, subsequent to the previous stages, the options that are preferred reasonably should satisfy and meet the needs that have less potential risks and uncertainties. There needs to be a delicate balance between alternatives and consequences which can heavily impact trade-offs. One of the most important factors is that past experiences those tourists have had in certain re-visited destinations emerge “push factor” as an encouraging tool for the decision-making process (Martin & Soria, 2014). Reasonable and concrete alternatives are constituted in the trade-offs stage. Most importantly, during this process, the alternatives that are likely to compete with each other to a considerable extent can be sacrificed for best or ideal one since they have potential to conflict with each other (Hammond *et al.*, 2009). In other words, in this stage, travellers can make a substitution for ideal one than others. Trade-offs filters whole alternatives in a logical way than they should be. The following three scenarios explain the possible and proper options referring to trade-offs:

**Scenario A:** Tourists having moderate income level will prefer either 4 star hotels bringing down the duration of stay or would prefer closer destinations. On the other hand, travellers who possess disposable income below average cannot spend their holiday abroad. Instead, they often cancel or give up holiday plan by cutting back expenditures for spending money for essentials like clothing, food and housing. Furthermore, consumers placed in the low average disposable income will prefer day trips of local scope, such as visiting adventure or theme parks (Bronner & Hoog, 2012, 2014). In other words, in times of economic and financial crisis, travellers more likely choose travelling to closer destinations instead of spending time abroad. In this regard, shorter trips would create less expenditure, than consumers exposed to cutting second trips (Ispas, 2010). It means that travelling abroad is sacrificed in favour of shorter trips. Similarly, during the Easter, Semester and Christmas holiday, travellers mostly prefer to spend their holiday at closer destinations to minimize economic expenditures. This kind of preferences provides both cutback expenditure and saves time. Most possible predictions should be evaluated in order to overlap alternatives with identified objectives.



**Scenario B:** In case of any critical incidents (e.g. wars, political unrest, civic movements *etc.*) in any region such as the Middle East, Turkey will arise as the most probable alternative destination rather than Egypt and Israel because of an increased perceived risk factors deriving from political unrest or instability. The fact that Turkey possesses the same cultural and heritage commonalities and seems to be less risky destination attracts high demand. However, travellers may alternatively or less likely choose the Greece instead of Turkey in case of any risky events that can potentially emerge in Turkey, due to similarity between these two countries in relation to types of tourism offered, in particular for cultural or natural (sea-sun-sand) tourism attractions.

**Scenario C:** If the horrendous or negative effects of Ebola are not expansive across the selected country, travellers opt for participation and realizing Safari in cities where adverse effects of endemic are not seen or free Ebola disease. More concretely, if the Ebola injection spreads to the cities of West Africa where Safari is seen as the most preferred tourism style such as Congo, Guinea, Sierra, Leone and Liberia, then travellers will show tendency to choose to spend their time in Ghana, which is identified as unaffected or Ebola free location (<http://www.tourism-review.com/travel-tourism-magazine-minister-of-tourism-ghana-will-remain-ebola-free-article2564>, 2014). These three scenarios can be increased in different several variables, possible vacation types, destination alternatives, and accommodation types.

## 5. CONCLUSION

The purpose of this study was to offer a theoretical model of Pro-Act approach, which adapts itself into the individual decision-making process within the context of tourism destination choice, with an emphasis on addressing multidimensional and hierarchical ladder. It also strives to simplify the decision-making process which is seen as highly questionable and problematic from travellers' point of view, offering Pro-Act approach model for selection of vacation destinations and hotels. Moreover, challenges that travellers faced during crisis have been investigated in this study to show to what extent Pro-Act approach is applicable for a choice of vacation destination. In essence, the Pro-Act approach proposes travellers five simple steps through which effective decisions can be made in difficult times with practical implementation of proper solutions. After emerging a series of devastating critical incidents, traditional consumer behaviour has changed, prioritizing more health and safety concerns as ultimate determinants during the decision-making process on travel. In doing so, the purchasing process of new tourist profile is oriented towards mitigating and minimizing risk factors determining proper objectives and alternatives in terms of destinations and accommodation opportunities.

The present study also stresses that there is no single type of tourist behaviour reflecting homogeneity. As the extant literature shown in this study, the tourist behaviour mostly reflects itself as heterogeneous, which can be categorized in several different ways which also applies to crisis periods. The basic idea behind this issue is the motivation, past experiences, vacation styles, beliefs, attitudes, perceptions and images that are seen as the fundamental components in the decision making process in terms of purchasing-behaviour. Today, new tourist profile is more conversant with the use

of information than before. Traditional type of tourists concentrating on limited source of alternative has turned into a new tourist profile that tends to be more multidimensional, which can predominantly help in determining travel choices and decision making. This study revealed that by utilizing the proposed conceptual Pro-Act approach model, the new tourist profile may expand the capacity to problem-solving by which the desired goals are reached through effective decision-making.

One of the most important points of the present study is that new tourist profile, during the buying decision process, mostly prefers to holiday plan in a multidimensional and inter-temporal way, meaning within a broader context rather than single way. In other words, one can conclude that tourist behaviour incorporates particular processes which encapsulate several distinct phases. Most importantly, this study attempts to overcome the issue of the complexity of the decision-making process in terms of destination choice through Pro-Act approach. Also, it tried to investigate whether the Pro-Act approach is applicable and utilitarian model in response to challenges occurring during the decision-making process. This study also proves that in difficult times, tourist behaviour embraced proactive approach during the decision-making process rather than reactive one, which was the one of the hypothesis of the present research.

## REFERENCES

- Albu, G.R., & Nicolau, C.L. (2010). Changing Attitudes in Tourism: A Possible Way to Win The Battle with the current Economic Crisis. *Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences*, 3 (52), 201-206.
- Baloglua, S., & McCleary, W.K. (1999). A Model of Destination Image Formation. *Annals of Tourism Research*, 26 (4), 868-897.
- Bansal, H., & Eiselt, A.H. (2004). Exploratory Research of Tourist Motivations and Planning. *Tourism Management*, 25, 387-396.
- Berli, A., & Martin, J.D. (2004). Factors Influencing Destination Image. *Annals of Tourism Research*, 31 (3), 657-681.
- Bird, K., Gudrun Gisladdottir, D., & Dominey-Howes, D. (2010). Volcanic risk and tourism in southern Iceland: Implications for hazard, risk and emergency response education and training. *Journal of Volcanology and Geothermal Research*, 189 (1), 33-48.
- Blake, A., Sinclear, M.T. (2003). Tourism Crisis Management: US Response to September 11. *Annals of Tourism Research*, 30 (4), 813-832.
- Boksberger, P., Dolnicar, S., Laesser, C., & Randle, M. (2011). Self-Congruity Theory: To What Extent Does It Hold in Tourism? *Journal of Travel Research*, 50 (4), 454-464.
- Boniface, B., & Cooper, C. (2009). *Worldwide Destinations Casebook: The Geography of Travel and Tourism*. Amsterdam: Elsevier.
- Bronner, F., & Hoog, D.R. (2011). Economizing Behaviour during Travel: Strategies and Information Sources. *Journal of Vacation Marketing*, 17 (3), 185-195.
- Bronner, F., & Hoog, D.R. (2012). Economizing Strategies during an Economic Crisis. *Annals of Tourism Research*, 39 (2), 1048-1069.
- Bronner, F., & Hoog, D.R. (2014). Vacationers and the Economic "Double Dip" in Europe. *Tourism Management*, 40, 330-337.
- Chen, G., & Xiao, H. (2013). Motivations of Repeat Visits: A Longitudinal Study in Xiamen: China. *Journal of Travel & Tourism Marketing*, 30 (4), 350-364. doi: 10.1080/10548408.2013.784152



- Choi, S., Lehto, Y.X., & Morrison, M.A. (2012). Structure of Travel Planning Processes and Information Use Patterns. *Journal of Travel Research*, 51 (1), 26-40.
- Cooper, C. (2005). Tourism Consumer Behaviour. In C. Cooper, J. Fletcher & A. Fyall (Ed.), *Tourism-Principles and Practice* (pp. 50-80). Harlow: Prentice Hall.
- Decrop, A., & Kozak, M. (2014). Consumer Goals in Vacation Decision Making. *Journal of Travel & Tourism Marketing*, 31 (1), 71-81.
- Dellaert, C.G.B., Arentze A.T., & Horeni O. (2014). Tourists' Mental Representations of Complex Travel Decision Problems. *Journal of Travel Research*, 53 (3), 3-11.
- Demir, S.S., Kozak, M., & Correia, A. (2014). Modelling Consumer Behavior: An Essay with Domestic Tourists in Turkey. *Journal of Travel & Tourism Marketing*, 31 (3), 303-312.
- Forgash, R. (2011). Touring Tohoku, Serving The Nation: Volunteer Tourism in Post-Disaster Japan. *The Applied Anthropologist*, 31 (1), 30-36.
- Goodrich, N.J. (2002). September 11, 2001 Attack on America: A Record of the Immediate Impacts and Reactions in the USA Travel and Tourism Industry. *Tourism Management*, 23 (6), 573-580. doi:10.1016/S0261-5177(02)00029-8
- Hammond, S.J., Keeney, L.R., & Raiffa, H. (1999). *Smart Choices: A Practical Guide to Making Better Decisions*. USA: Harvard Business Review Press.
- Han, H., Lee, S., & Lee, K.C. (2011). Extending the Theory of Planned Behaviour: Visa Exemptions and the Traveller Decision-making Process. *Tourism Geographies: International Journal of Tourism Space, Place and Environment*, 13 (1), 45-74.
- Henderson, J.C. (2007). Corporate social responsibility and tourism: Hotel companies in Phuket, Thailand, after the Indian Ocean tsunami. *International Journal of Hospitality Management*, 26, 228-239.
- Hitchcock, M., Putra, I., & Nyoman, D. (2005). The Bali Bombings: Tourism Crisis Management and Conflict Avoidance. *Current Issues in Tourism*, 8 (1), 62-76.
- Hong, K.S., Lee, W.S., Lee, S., & Jang, H. (2009). Selecting Revisited Destinations. *Annals of Tourism Research*, 36 (2), 268-294.
- Ispas, A. (2010). Implications of the Financial Crisis on the European Tourism. *Bulletin of the Transilvania University of Braşov*, 3 (52), 213-220.
- Jang, S. S., & Cai, A.L. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Journal of Travel & Tourism Marketing*, 13 (3), 111-133.
- Kim, S. S., & Prideaux, B. (2005). Marketing Implications Arising from a Comparative Study of International Pleasure Tourist Motivations and Other Travel-Related Characteristics of Visitors to Korea. *Tourism Management*, 26, 347-357.
- King, L.R., & Woodside, G.A. (2001). Qualitative Comparative Analysis of Travel and Tourism Purchase-Consumption Systems. In J.A. Mazanec, G.I. Crouch, B.R.J. Ritchie and A.G. Woodside (Ed.), *Consumer Psychology of Tourism, Hospitality and Leisure* (pp.87-105). USA: CABI Publishing.
- Kondraschow, R. (2006). The Lessons of Disaster. *Journal of Retail and Leisure Property*, 5 (3), 204-211.
- Kozak, M. (2002). Comparative Analysis of Tourist Motivations by Nationality and Destinations. *Tourism Management*, 23 (3), 221-232. doi:10.1016/S0261-5177(01)00090-5
- Li, S., Blake, A., & Cooper, C. (2010). China's Tourism in a Global Financial Crisis: A Computable General Equilibrium Approach. *Current Issues in Tourism*, 13 (5), 435-453.
- Mao, C.K., Ding, C.G., & Lee, H.Y. (2010). Post-SARS tourist arrival recovery patterns: An Analysis based on a catastrophe theory. *Tourism Management*, 31 (6), 855-861. doi:10.1016/j.tourman.2009.09.003
- Martin, D. (2010). Uncovering Unconscious Memories and Myths for Understanding International Tourism Behaviour. *Journal of Business Research*, 63 (4), 372-383. doi:10.1016/j.jbusres.2009.04.020
- Martin, E.L.J., & Soria, C.A.J. (2014). Economic Crisis and Tourism Expenditure Cutback Decision. *Annals of Tourism Research*, 44, 53-73. doi:10.1016/j.annals.2013.08.013
- Mascardo, G., Emeritus, D.G., & McKercher, B. (2014). Do Tourists Travel for the Discovery of "Self" or Search for the "Other"? *Tourism Recreation Research*, 39 (1), 81-106.
- Miller, G., Ritchie, B., Dorrell, H., & Miller, D. (2003). Crisis Communication and Recovery for the Tourism Industry: Lessons from the 2001 Foot and Mouth Disease Outbreak in the UK. *Journal of Travel and Tourism Marketing*, 15 (3), 199 - 216.
- Mühlberger, A., Alpers, W.G., & Pauli, P. (2005). Fear of Flying in the wake of September 11: No Evidence for an increase in a German Sample. *Anxiety, Stress, and Coping*, 18 (4), 343-349.
- Murphy, L., Mascardo, G., & Benckendorff, P. (2007). Exploring Word-of-Mouth Influences on Travel Decisions: Friends and Relatives vs. Other Travellers. *International Journal of Consumer Studies*, 31 (5), 517-527. doi: 10.1111/j.1470-6431.2007.00608.x
- Nassar, M. (2011). Impact of Icelandic Volcano Ash on Air Travel in 2010 and Its Future Implications. *Journal of Travel Research*. 11 (1), 65-90.
- Nicoletta, R., & Servidio, R. (2012). Tourists' Opinions and Their Selection of Tourism Destination Images: An Affective and Motivational Evaluation. *Tourism Management Perspective*, 4, 19-27. doi:10.1016/j.tmp.2012.04.004
- Noh, M. (2008). Consumers' Prior Experience and Attitudes as Predictors of Their Online Shopping Beliefs, Attitudes, and Purchase Intentions in a Multichannel Shopping Environment, PhD Dissertation. Retrieved March 30, 2015, from [https://etd.auburn.edu/bitstream/handle/10415/987/Noh\\_Mijeong\\_24.pdf?sequence=1](https://etd.auburn.edu/bitstream/handle/10415/987/Noh_Mijeong_24.pdf?sequence=1)
- Pearce, P.L. (2005). *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View.
- Rittichainuwat, N.B. (2012). Tourists' and Tourism Suppliers' Perceptions toward Crisis Management on Tsunami. *Tourism Management*, 34, 112-121. doi:10.1016/j.tourman.2012.03.018
- Sönmez, F.S., & Graefe, A. (1998). Determining Future Travel Behaviour from Past Travel Experience and Perceptions of Risk and Safety. *Journal of Travel Research*, 37 (2), 172-177.
- Su, M.M., & Wall, G. (2010). Implications of Host-Guest Interactions for Tourists' Travel Behaviour and Experiences. *Tourism*, 58 (1), 37-50.
- Takamatsu, M. (2014). The Okinawa Tourism Crisis Management Initiatives. *International Journal of Event Management Research*, 8 (1), 19-34.
- Tew, J.P., Lu, Z., Tolomiczenko, G., & Gellatly, J. (2008). SARS: lessons in strategic planning for hoteliers and destination marketers. *International Journal of Contemporary Hospitality Management*, 20 (3), 332-346. doi: 10.1108/09596110810866145
- Throop, K.R., & Castellucci, B.M. (2010). *Reaching Your Potential: Personal and Professional Development*. Boston, MA: Wadsworth Cengage Learning.
- Tourism Review. (2014). *African Tourism Fighting Ebola and Media Coverage*. Retrieved March 30, 2015, from <http://m.tourism-review.com/-african-tourism-hit-hard-by-ebola-and-media-coverage-news4280>
- Tourism Review. (2014). *Ghana To Remain Ebola Free*. Retrieved March 30, 2015, from <http://www.tourism-review.com/travel-tourism-magazine-minister-of-tourism-ghana-will-remain-ebola-free-article2564>
- Urry, J. (2009). *The Tourist Gaze*. London: SAGE Publications.
- Wen, Z., Huimin, G., & Kavanaugh, R.R. (2005). The Impacts of SARS on the Consumer Behaviour of Chinese Domestic Tourists. *Current Issues in Tourism*, 8 (1), 22-38.