

**HTM 6434 Theory Collection Spring 2023**

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<b>Theory Name</b>	<b>Citation(s)</b>	<b>Brief Description</b>
<b>Social Capital</b>	<p>Flora, C. B. (2004). Community Dynamics and Social Capital. In Agroecosystems Analysis, edited by D. Rickerl and C. Francis. Madison, Wisconsin: American Society of Agronomy, Inc., Crop Science Society of America, Inc., Soil Science Society of America, Inc. Pp.93-107.</p> <p>--- (1997). "Building Social Capital: The Importance of Entrepreneurial Social Infrastructure." Rural Development News, 21, 2. Retrieved from <a href="http://www.dgroups.org/groups/worldbank/MENA-CEN/docs/Building_Social_Capital.doc">http://www.dgroups.org/groups/worldbank/MENA-CEN/docs/Building_Social_Capital.doc</a> (accessed 31 October 2008)</p> <p>McGehee, N.G., Lee, S., O'Bannon, T. and Perdue, R. (in press) "Tourism-Related Social Capital and its Relationship with other Forms of Capital: An Exploratory Study " Journal of Travel Research.</p>	<p>There are many forms of capital that are important for successful communities, but social capital is the lynchpin capital for success. There are two forms of social capital: bridging and bonding. A balance of both is also necessary for success...</p>
<b>Formal and Substantive Rationality</b>	<p>N.G. McGehee K. Kim and G. Jennings (2007). "Gender and Motivation for Agri-tourism Entrepreneurship." Tourism Management, 28:1 (280-289).</p> <p>N.G. McGehee (2007). "An Agri-Tourism Systems Model: A Weberian Perspective." Journal of Sustainable Tourism. 15:2, 111-124.</p>	<p>There are two forms of rationality (the reasons for engaging in economic enterprise): formal and substantive. Formal rationality is economic-based (to make money to feed my family, etc.) Substantive rationality is all the rest (to improve the quality of life for my community; to teach my children the value of X, Y, Z...)</p>
<b>Theory of the Leisure Class</b>	<p>Veblen, Thorstein (1899). The Theory of the Leisure Class.</p>	<p>Veblen claimed he wrote the book as a perceptive personal essay criticizing contemporary culture, rather than as an economics textbook. In the book's introduction he explains that much of the material discussed can be traced</p>

		<p>back to the proper sources by any well-read person. Critics claim this was an excuse for his failure to cite sources. <a href="#">[citation needed]</a></p> <p>Nonetheless, <i>Theory of the Leisure Class</i> is considered one of the great works of economics as well as the first detailed critique of <a href="#">consumerism</a>. (wikipedia)</p>
<p><b>Diffusion of Innovation</b></p>	<p>McGehee, N.G. and F. Meng (2006). "The Politics of Perception: Legislative Images of the Tourism Industry in Virginia and North Carolina." <i>Journal of Travel Research</i>, 44: 368-378.</p> <p>McGehee, N.G., F. Meng and Y. Tepanon (2006). "Understanding U.S. Legislators and Their Perceptions of the Tourism Industry: The Case of North Carolina, 1990-2003." <i>Tourism Management</i>, 27:4, 684-694.</p>	<p><b>Diffusion of Innovations</b> is a theory of how, why, and at what rate new ideas and technology spread through cultures. The concept was first studied by the French sociologist <a href="#">Gabriel Tarde</a> (1890) and by German and Austrian anthropologists such as <a href="#">Friedrich Ratzel</a> or <a href="#">Leo Frobenius</a> <a href="#">[1]</a>. Its basic epidemiological or internal-influence form was described by H. Earl Pemberton <a href="#">[2]</a>, who provided examples of institutional diffusions such as postage stamps or compulsory school laws. The publication of a study of Ryan and Gross on the diffusion of hybrid corn in Iowa <a href="#">[3]</a> was the first sustainably visible contribution in a broader interest in innovations which was especially popularized by the textbook by <a href="#">Everett Rogers</a> (1962), <i>Diffusion of Innovations</i> (Rogers 1962). He defines diffusion as "the process by which an innovation is communicated through certain channels over time among the members of a social system."(wikipedia)</p>
<p><b>Knowledge Gap</b></p>	<p>Tichenor, P. J., Donohue, G.A., and Olien, C. N. 1970. "Mass Media Flow and Differential Growth in Knowledge. <i>Public Opinion Quarterly</i>, 34, pp. 159-170.</p>	<p>The increase of information in society is not evenly acquired by every member of society: people with higher socioeconomic status tend to have better ability to acquire information. This leads to a division of two groups: a group of better-educated people who know more about most things, and those with low education who know less. Lower socio-economic status</p>

		(SES) people, defined partly by educational level, have little or no knowledge about public affairs issues, are disconnected from news events and important new discoveries, and usually aren't concerned about their lack of knowledge.
<b>Theory of Planned Behavior</b>	<p>Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl, &amp; J. Beckman (Eds.). <i>Action-control: From cognition to behavior</i> (pp. 11–39). Heidelberg: Springer.</p>	<p>The theory was developed from the <a href="#">Theory of Reasoned Action</a>, which was proposed by Martin Fishbein together with Icek Ajzen in <a href="#">1975</a>. Theory of Reasoned Action suggests that a person's behavior is determined by his/her intention to perform the behavior and that this intention is, in turn, a function of his/her attitude toward the behavior and his/her subjective norm.</p> <p>Theory of planned behavior assumes attitude toward a behavior, subjective norm, and perceived behavioral control are three conceptually independent determinants of behavioral intention.</p>
<b>The commitment trust theory</b>	<p>Morgan, R., &amp; Hunt, S. (1994) The commitment-trust theory of relationship marketing, <i>The Journal of Marketing</i>, 58,3</p> <p>Bowen, J., &amp; Shoemaker, S. (2003) Loyalty: A strategic Commitment, <i>Cornell Quarterly</i>, 12-25</p>	<p>Trust and commitment are at the heart of any successful relationship with customers. They believe commitment depends on four variables: relationship benefits, relationship termination costs, shared values and trust. Trust itself is dependent on three variables: shared values, communication and opportunistic behavior.</p>
<b>Social learning theory</b>	<p>Bandura, A. 1977. <i>Social learning theory</i>. Englewood Cliffs, NJ. Prentice Hall.</p> <p>Reynolds, K. L., and L. S. Harris. 2005. When service failure is not service failure: An exploration of the forms and motives of illegitimate customer complaining. <i>Journal of Services Marketing</i>, 19(5): 321-335.</p> <p>Crittenden, W. F. 2005. A social learning theory of cross-functional case education. <i>Journal of Business</i></p>	<p>Behavior results from the interaction of people and situations where learning can take place vicariously through observing other people on the social environment (Bandura, 1977).</p> <p>Consequences (reward and punishment) can be learned vicariously and behaviors thus shaped, lends substantial credence to applying social learning behavior to managerial cases (Crittenden, 2005)</p> <p>The continuous reciprocal interaction</p>

	<p><i>Research</i>, 58, 960-966.</p>	<p>between cognitive, behavioral, and environmental influences (Crittenden, 2005)</p> <p>Suggests that behavior of employees or customers may be mimicked or invite more of the same behavior from other employees/ customers (Reynolds &amp; Harris, 2005)</p>
<b>Role Theory</b>	<p>Sarbin, T. R. and Allen, V. L. (1968). Role theory. In <i>The handbook of social psychology</i>, Gardner, Lindsey and Elliot, Aronson (eds) 488-538. Addison-Wesley, Reading, MA</p> <p>Dev, C. S. and Olsen, M. D. 1989. Applying role theory in developing a framework for the management of customer interactions in hospitality businesses. <i>International Journal of Hospitality Management</i>, 8(1), 19-33.</p> <p>Kim, B. P, Murrmann, S. K., and Lee, G. 2009. Moderating effects of gender and organizational level between role stress and job satisfaction among hotel employees. <i>International Journal of Hospitality Management</i>, 28, 612-619.</p>	<p>A metaphor denoting the conduct adhering to certain parts rather than the players who fill them, defined as a prescribed way of behaving in a particular situation for any person occupying a certain position (Dev &amp; Olsen, 1989).</p> <p>Role theory has evolved in HTM to include consequences of role stress (low satisfaction, high turnover intentions, low commitment, and poor performance) as well as role conflict (taking on multiple roles and responsibilities) in the hospitality context (Kim, Murrmann, &amp; Lee, 2009)</p>
<b>Self concept</b>	<p>Rosenberg, M. (1979). <i>Conceiving the self</i>. New York: Basic Books.</p> <p>Wylie, R. C. (1961). <i>The self concept</i>. Lincoln: University of Nebraska Press.</p> <p>Sirgy, Joseph (1982), "Self-Concept in Consumer Behavior: A Critical Review," <i>Journal of Consumer Research</i>, 9 (December), 287-300.</p>	<p>Self-concept is a theory that states that humans' subjective thoughts towards themselves guide their behavior because their actions attempt to build upon their desired self-image. Self-concept is a popular psychological factor used to explain consumer behavior in car preferences, house preferences, and tourism destinations. It has been measured on one to four dimensions. The dimensions consist of an actual self-concept (what one thinks of them self) and a social self-concept (what one thinks others think of him/her). Self-concept has also been broken down into actual self-concept and ideal self-concept where actual self-concept is what one thinks about himself and ideal self-concept being what one would like to think of</p>

		himself.
<b>Resource based view of sustained competitive advantage</b>	<p>Barney, J. (1991). Firm resources and sustained competitive advantage. <i>Journal of Management</i>. 17(1) 99-120.</p> <p>Wernerfelt, B. (1984). A Resource-Based View of the firm. <i>Strategic Management Journal</i>, 5(2): 171-180.</p> <p>Priem, R., and Butler, J. (2001). Is the Resource-Based "View" a Useful Perspective for Strategic Management Research? <i>The Academy of Management Review</i>, 26(1): 22-40.</p>	<p>Barney (1991) built upon the resource based view (RBV) to imply that firm resources that are valuable, rare, imperfectly imitable, and not substitutable can provide firms with a sustained competitive advantage. The key assumptions of the RVB are that firms have heterogeneous access to resources and that these resources are not perfectly mobile across firms, which means that firms can maintain sustained competitive advantages that others firms cannot duplicate. There has been a heated debate within the literature over whether the RBV is a theory or not since it cannot be empirically tested due to the intangibility of strategic resources. The RBV can be useful in HTM because it may explain why some destinations/firms constantly outperform others</p>
<b>Agency Theory</b>	<p>Michael C. Jensen and William H. Meckling (1976). "Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure". <i>Journal of Financial Economics</i>, V.3, No. 4, 305-360</p> <p>Kathleen M. Eisenhardt (1989). "Agency Theory: An Assessment and Review" <i>Academy of Management Review</i>, Vol. 14, No. 1, 57-74</p> <p>Chris Guilding et al. (2005). "An Agency theory perspective on the owner/manager relationship in tourism-based condominiums". <i>Tourism Management</i>, 26, 409-420</p>	<p>In political science and economics, the principal-agent problem or agency dilemma treats the difficulties that arise under conditions of incomplete and asymmetric information when a principal hires an agent, such as the problem that the two may not have the same interests, while the principal is, presumably, hiring the agent to pursue the interests of the former. (Wikipedia)</p> <p>Agency theory is concerned with resolving problems that can occur in agency relationships.</p>
<b>Contingency Theory</b>	<p>Ginsberg, A., &amp; Venkatraman, N. 1985. Contingency perspectives of organizational strategy: A critical review of the empirical research. <i>The Academy of Management Review</i>, 10(3): 421-434</p>	<p><b>Contingency theory</b> is a class of behavioral theory that claims that there is no best way to organize a corporation, to lead a company, or to make decisions. Instead, the optimal course of action is contingent</p>

	<p>Schoonhoven, C. B. 1981. Problems with Contingency Theory: Testing Assumptions Hidden within the Language of Contingency "Theory". <i>Administrative science quarterly</i>, 26(3): 349-377</p> <p>Sillince, J. A. A. 2005. A CONTINGENCY THEORY OF RHETORICAL CONGRUENCE. <i>Academy of Management Review</i>, 30(3): 608-621</p>	<p>(dependent) upon the internal and external situation. Several contingency approaches were developed concurrently in the late 1960s.</p>
<p><b>Signaling theory</b></p>	<p>Spence, M. (1974). <i>Market Signaling</i>. Cambridge, MA: Harvard University Press.</p> <p>Magnusson, P., Haas, S. M., &amp; Hongzin, Z. (2008). A Branding Strategy for Emerging Market Firms Entering Developed Markets. <i>Journal of International Consumer Marketing</i>, 20(3/4), 95-107.</p> <p>Tsaur, S.-H., &amp; Wang, C.-H. (2009). Tip-Collection Strategies, Service Guarantees, and Consumer Evaluations of Group Package Tours. <i>Journal of Travel Research</i>, 47(4), 523-534.</p>	<p><i>In economics, more precisely in contract theory, signalling is the idea that one party (termed the agent) conveys some meaningful information about itself to another party (the principal)(Wikipedia).</i></p> <p><i>Information asymmetry may exist between transacting parties in a variety of settings. Consider a market interaction in which sellers know the quality of their goods or services, but buyers are not fully informed about the quality of sellers' goods or services. In this setting, consumers would like information that allows them to distinguish the seller of high-quality goods or services from the seller of low-quality goods or services.(Tsaur &amp; Wang, 2009)</i></p>
<p><b>Categorization theory</b></p>	<p>Alba, J. W., &amp; Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. <i>Journal of Consumer Research</i>, 13(4), 411.</p> <p>Cohen, J. B., &amp; Basu, K. (1987). Alternative Models of Categorization: Toward a Contingent Processing Framework. <i>Journal of Consumer Research</i>, 13(4), 455.</p> <p>Loken, B., Barsalou, L.W, and Joiner, C. (2008) Categorization theory and research in consumer psychology, <i>Handbook of Consumer Psychology</i>,</p>	<p><i>From the categorization perspective, consumers' knowledge about products/brands forms at least partially integrated (i.e., schema-like) structures in memory. Such memory structures are composed, at a minimum, of similarly perceived/judged objects (which we refer to as a category) and associated object-based and category-based knowledge (Cohen &amp; Basu, 1987).</i></p> <p><i>Consumers construct and use categorical representations to classify, interpret, and understand information</i></p>

	Psychology Press, New York.	<i>they receive about these products and services (Locket et al. 2008).</i>
<b>Choice-set theory</b>	<p>Howard (1963) Howard, J. A. (1963). Marketing management analysis and planning. New York: McGraw-Hill.</p> <p>Crompton (1992) Structure of vacation destination choice sets, Annals of Tourism Research, 19, 420-434</p>	<p>The original concept of choice sets was introduced by Howard (1963) and later elaborated upon by Howard and Sheth (1969). Howard introduced the concepts of awareness, unawareness and evoked sets. Howard suggested that all brands belong either to the consumer's awareness set or unawareness set. For instance, a potential traveler first develops a set of destinations from his/her early consideration or awareness set. The destinations are chosen from a large number of destination alternatives, comprising of all the destinations available, which is also known as the "total set." The number of alternatives is then reduced to shape his/her late consideration or evoked set. Finally, one destination is selected from the evoked set as the final choice.</p>
<b>Health Belief Model/Theory (HBM)</b>	<p>Glanz, K., Rimer, B.K. &amp; Lewis, F.M. (2002). Health Behavior and Health Education. Theory, Research and Practice. San Francisco: Wiley &amp; Sons.</p> <p>Glanz, K., Marcus Lewis, F. &amp; Rimer, B.K. (1997). Theory at a Glance: A Guide for Health Promotion Practice. National Institute of Health.</p> <p>Eisen, M et.al. (1992). A Health Belief Model — Social Learning Theory Approach to Adolescents' Fertility Control: Findings from a Controlled Field Trial. Health Education Quarterly. Vol. 19.</p>	<p>Since the early 1950s, the Health Belief Model (HBM) has been one of the most widely used conceptual frameworks in health behavior research , both to explain change and maintenance of health-related behaviors and as a guiding framework for health behavior interventions. The HBM contains several primary concepts that predict why people will take action to prevent, to screen for, or to control illness conditions; these include susceptibility, seriousness, benefits and barriers to a behavior, cues to action, and most recently, self-efficacy. If individuals regard themselves as susceptible to a condition, believe that condition would have potentially serious consequences, believe that a course of action available to them would be beneficial in reducing either their susceptibility to or severity of the condition, and believe the anticipated benefits of taking action outweigh the barriers to (or costs of) action, they are</p>

		likely to take action that they believe will reduce their risks.
<b>Variety seeking behavior theory</b>	<p>Givon, M. (1984). Variety Seeking through Brand Switching. <i>Marketing Science</i>, 3(1), 1.</p> <p>McAlister, L. (1982). A dynamic attribute satiation model of variety seeking behavior. <i>Journal of Consumer Research</i>, 9(Sep), 141-150.</p> <p>McAlister, L., &amp; Pessemier, E. (1982). Variety Seeking Behavior: An Interdisciplinary Review. <i>Journal of Consumer Research</i>, 9, 311.</p>	<p>Variety-seeking behavior has been observed in many aspects of consumer behavior, and many studies have identified it as a critical determinant in brand switching (Givon, 1984). According to McAlister and Pessemier (1982), variety-seeking behavior is a phenomenon in which the choices of consumers fluctuate over time among various acceptable alternatives. They also argued that the variables that influence the varied behavior of consumers can be grouped into intrinsic, or direction variation, and extrinsic or derived variation. The intrinsic variation is explained by seeking optimal stimuli, curiosity, novelty, and complexity. Variety-seeking behavior is a good example of this variation. Extrinsic variation means that consumer may switch brands because of extrinsic motivation, such as preference among family members and changes in situations, changes in taste, and constraints.</p>
<b>Justice Theory</b>	<p>Clemmer, E.C. and B. Schneider. (1996). "Fair Service." Pp. 109-126 in S.W. Brown, D.A. Bowen, and T. Swartz (eds.), <i>Advances in Services Marketing and Management</i>, Vol. 5. Greenwich, CT: JAI Press.</p> <p>Blodgett, J. G., Hill, D. J., &amp; Tax, S. S. (1997). The effects of distributive, procedural, and interactional justice on postcomplaint behavior. <i>Journal of Retailing</i>, 73(2), 185-210.</p> <p>Lee, H. R., Murrmann, S. K., Murrmann, K. F., &amp; Kim, K. (2010). Organizational justice as a mediator of the relationships between leader-member exchange and employees' turnover intentions. <i>Journal of Hospitality Marketing &amp; Management</i>,</p>	<p>Justice Theory comprises three types of justice looked at separately or in pairs before Clemmer &amp; Schneider (1996) and together since then: Distributive, Procedural, and Interactional Justice. Distributive Justice is the perceived fairness of the tangible outcome of a dispute/ negotiation/ decision; Procedural Justice is the perceived fairness of the policies, procedures, and criteria used by decision makers in arriving at the outcome of the dispute/ negotiation; Interactional Justice is the manner in which people are treated during the conflict resolution process.</p> <p>Justice Theory posits that customers evaluate fairness with a service</p>



	19(2), 97-114.	encounter and/ or recovery (cf. Blodgett et al., 1997), and employees evaluate fairness on the job (cf. Lee et al., 2010) through the above-mentioned three types of justice.
<b>Emotional contagion theory</b>		
<b>Relationship marketing theory</b>		
<b>Expectancy theory</b>	<p>Victor Vroom (1964) <i>Work and Motivation</i>. New York: Wiley</p> <p>Gnoth, J. (1997) Tourism Motivation and expectation formation, <i>Annals of Tourism Research</i>, 24(2)</p> <p>Chiang, C. et al. (2008) An Expectancy theory model for hotel employee motivation: Examining the moderating role of communication satisfaction, <i>International Journal of Hospitality and Tourism Administration</i>, 9(4)</p>	<p>Expectancy theory is about the mental processes regarding choice, or choosing. It explains the processes that an individual undergoes to make choices. In organizational behavior study, expectancy theory is a motivation theory. Expectancy theory predicts that employees in an organization will be motivated when they believe that:</p> <ul style="list-style-type: none"> <li>● putting in more effort will yield better job performance</li> <li>● better job performance will lead to organizational rewards, such as an increase in salary or benefits</li> <li>● these predicted organizational rewards are valued by the employee in question.</li> </ul>
<b>Permanent Income Hypothesis</b>	Friedman, M. (1957). A theory of the consumption function. <i>NBER Books</i> .	<p>Permanent Income Hypothesis developed by Milton Friedman and build on the work of Irving Fisher's famous book the "Rate of the Interest" (Fisher, 1907). Permanent Income theory suggests that consumption levels are not determined by only current income but expected future income as well (Friedman, 1957). According to Friedman (1957) consumption and income relation determined by permanent income and not considered if it is transitory income. Transitory income is earned (lost) additional to what should be and don't expect to repeat in future, in a sense we can call it temporary one time income (loss). When consumer</p>

		decides for consumption they will look into their current income but also they should and would consider their future income and the amount of risk associated with it
<b>Means-end chain theory</b>	<p>Bagozzi, R., &amp; Dabholkar, P. (1994). Consumer recycling goals and their effect on decisions to recycle: a mean end chain analysis. <i>Psychology and Marketing</i>, 11,1e28.</p> <p>López-Mosquera, N &amp; Sánchez, M. (2011). The influence of personal values in the economic-use valuation of peri-urban green spaces: An application of the means-end chain theory, <i>Tourism Management</i> 32</p> <p>Costa, A. I. A., Dekker, M., &amp; Jongen, W. M. F. (2004). An overview of means-end theory: potential application in consumer-oriented food product design. <i>Trends in Food Science and Technology</i>, 15, 403e415.</p>	<p>The means-end chain theory (Gutman, 1982; Howard, 1977; Young &amp; Feigin, 1975) assumes that the decision-maker's subjective perception of a good is the result of associations between its attributes (the "means") and more abstract cognitive schemata, which include the personal values underlying certain behavior (the "ends"). Such associations determine the appeal of the characteristics of the good in question (Reynolds &amp; Gutman, 1988). According to this theory, consumers' product knowledge is organised into hierarchical levels of abstraction, where the higher the level of abstraction, the stronger and more direct the connection to the self. Six ascending levels of abstraction describe the cognitive structure linking product knowledge (concrete attributes, abstract attributes and functional consequences) with self knowledge (Olson&amp;Reynolds,1983).</p>
<b>Prospect Theory</b>	<p>Kahneman, D., &amp; Tversky, A. (1979). Prospect theory: An analysis of decision under risk. <i>Econometrica: Journal of the Econometric Society</i>, 263-291.</p> <p>Tversky, A., &amp; Kahneman, D. (1992). Advances in prospect theory: Cumulative representation of uncertainty. <i>Journal of Risk and uncertainty</i>, 5(4), 297-323.</p> <p>Schmidt, U., Starmer, C., &amp; Sugden, R. (2008). Third-generation prospect theory. <i>Journal of Risk and Uncertainty</i>, 36(3), 203-223.</p>	<p>It is a behavioral economic theory that describes decisions between alternatives when there is a risk with known probabilities of outcomes. The field of behavioral economics was born. In a nutshell, the theory states (1) that people make decisions based on the potential value of losses and gains than the final assets, and (2) that people evaluate these losses and gains by decision weights. Kahneman and Tversky examined a simple problem of economic risk. And rather than stating the optimal, rational answer, as an economist of the time might have, they quantified how most real people, consistently, make a less-rational choice. Their work treated economics not as a perfect or self-correcting machine, but as a system prey to</p>

		quirks of human perception. Kahneman was awarded the Nobel Memorial prize in 2002 for his work with Tversky, who died before the award was bestowed.
<b>Social Exchange Theory</b>	<p>Latkova, P. and Vogt, C. A. (2012). Residents' attitudes towards existing and future tourism development in rural communities. <i>Journal of Travel Research</i>, 51 (1), p. 50 – 67.</p> <p>McGehee, N.G. and Andereck, K.L. (2004). Factors predicting residents' support of tourism. <i>Journal of Travel Research</i>, 43, p. 131 – 140.</p> <p>Ap, J. (1992). Residents' perceptions on tourism impacts. <i>Annals of Tourism Research</i>, 19, p. 665 – 690.</p> <p>Emerson, R. M. (1976). Social exchange theory. <i>Annual Review of Sociology</i>, 2, p. 335 – 362.</p>	<p>Stemming from several the work of Homans, Thibaut, Kelly, and Blau (see Emerson, 1976 for discussion), SET is based on the exchange of resources (material, social, or psychological) between actors (an individual or group). It suggests that an individual weighs the costs and benefits of participating in an exchange (such as the support of a tourism development plan), if the benefits outweigh the costs they engage in the exchange.</p> <p>SET often serves as the theoretical framework for examining residents' perceptions and attitudes towards tourism development (Latkova and Vogt (2012), McGehee and Andereck (2004), Perdue, et al. (1990), Ap, (1992)). It has also been applied to understanding the exchange between residents and tourists (Sutton, 1967).</p>
<b>Script Theory</b>	Miao, L., Mattila, A. S., & Mount, D. (2011). Other consumers in service encounters: A script theoretical perspective. <i>International Journal of Hospitality Management</i> , 30(4), 933-941.	Individuals have their own mental schema of predetermined sets of activities, or so-called scripts. Scripts refer to a “predetermined, stereotyped sequence of actions that define a well-known situation” (Schank and Abelson, 1977, pp. 41). Consumers use such well-established script to make judgments on a product evaluation. When the product is judged incongruent with the script, an emotional reaction from the product is elicited.
<b>Cultural Adaptation/ Negative Assimilation</b>	Gans, Herbert J. 1992. “Second-Generation Decline: Scenarios for the Economic and Ethnic Futures of the Post-1965 American immigrants” <i>Ethnic and Racial Studies</i> 15: 173.-92.	Exposure to US culture decreases wellbeing among minority populations. The more exposure an immigrant has to US culture, the less healthy they will be.
<b>Selective Migration</b>	Landale, Nancy S., R. S. Oropesa, and Bridget K. Gorman. 2000. “Migration and Infant Death: Assimilation or Selective Migration Among Puerto	Immigrants are healthier than normal populations in both the sending and receiving countries. Due to this nascent superiority, immigrants have

	Ricans?" <i>American Sociological Review</i> 65: 888-909.	better wellbeing.
<b>Model Minority Myth</b>	Xie, Yu and Kimberly A. Goyette. 2003. "Social Mobility an the Educational Choices of Asian Americans." <i>Social Science Research</i> 32: 467-98.	Asian Americans are more like whites than other minorities (i.e. Blacks, and Latinos.)
<b>Segmented Assimilation</b>	Zhou, Min. 1997. "Segmented Assimilation: Issues, Controversies, and Recent Research on the New Generation." <i>International Migration Review</i> 31:975-1008	2 <sup>nd</sup> generation (US Born) minority populations will have the best life chances functioning (less depression, more income, etc.) due to their ability to differentially choose between US and Native culture.
<b>Equity theory</b>	Ching-Fu Chen, C.F & Tsai, M.H.(2008), Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator, <i>TourismManagement</i> ,29(2008),1166–1171	Customer evaluates what is fair, right, or deserved for the perceived cost of the offering, including monetary payments and non-monetary sacrifices such as time consumption, energy consumption, and stress experienced by customers (Bolton & Lemon, 1999; Yang & Peterson, 2004).
<b>Impression Management Theory</b>	Wei, W., L. Miao, L.A. Cai, and H. Adler. "The Influence of Self-Construal and Co-Consumption Others on Consumer Complaining Behavior." <i>International Journal of Hospitality Management</i> (2011).	Impression management represents a process through which people regulate others' impressions of them by modifying their own public behaviors (Rosenfeld et al., 1995). Impression management is a regular feature of everyday life in that individuals always want to make a good impression on others.
<b>Theory of glocalisation</b>	Mak, A. H.N., Lumbers, M., and Eves, A. (2011). Globalisation and food consumption in tourism. <i>Annals of Tourism Research</i> , 39 (1), p. 171 – 196.  Robertson, R. (1995). Glocalization: Time–space and homogeneity–heterogeneity. In M. Featherstone, S. Lash, & R. Robertson (Eds.), <i>Global modernities</i> (pp. 25–44). London: Sage.  Thompson, C. J., & Arsel, Z. (2004). The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization. <i>Journal</i>	Glocalization "means the simultaneity --- the co-presence --- of both universalizing and particularizing tendencies." It suggests that globalization of culture does not necessarily lead to the homogenization of local cultures. Rather, it states that the critical reconstruction and reinvention of local cultures is one of the major consequences of globalization. From market view, glocalization is the concept that in a global market, a product or service is more likely to succeed when it is customized for the locality or culture in which it is sold.

	<i>of Consumer Research, 31(3), 631–642.</i>	
<b>Upper Echelon Theory</b>	<p>Hambrick, D. C., &amp; Mason, P. A. (1984). Upper echelons: The organization as a reflection of its top managers. <i>Academy of management review, 193-206.</i></p> <p>Allen, S. A. (1979). Understanding reorganizations of divisionalized companies. <i>Academy of Management Journal, 641-671.</i></p> <p>Carpenter, M. A., Geletkanycz, M. A., &amp; Sanders, W. G. (2004). Upper echelons research revisited: Antecedents, elements, and consequences of top management team composition. <i>Journal of management, 30(6), 749-778.</i></p>	The members of the top management team exercise their power in a personal way through which strategic choices and firm performance are associated with the characteristics of the top managers in a firm. Which means we need to consider top management characteristics when we determine strategic choice made by firms.
<b>Adaptation Level Theory</b>	<p>Helson, H. (1948). Adaptation-level as a basis for a quantitative theory of frames of reference. <i>Psychological Review, 55(6), 297.</i></p> <p>Suk, K., Yoon, S.-O., Lichtenstein, D. R., &amp; Song, S. Y. (2010). The Effect of Reference Point Diagnosticity on Attractiveness and Intentions Ratings. [Article]. <i>Journal of Marketing Research (JMR), 47(5), 983-995.</i> doi: 10.1509/jmkr.47.5.983</p>	The theory is based on the assumption that people judge stimuli with respect to internal norms (adaptation levels) representing the combined effects of present and past experiences. Therefore, all judgments are relative to an individual's existing adaptation level. The adaptation level denotes a region rather than a point on a continuum, and it changes from moment to moment.
<b>Stakeholder theory</b>	Friedman, A.L. and Miles, S. (2006). "Stakeholders: Theory and Practice", <i>Oxford University Press.</i>	a theory of organizational management and business ethics that addresses morals and values in managing an organization. It was originally detailed by R. Edward Freeman in the book <i>Strategic Management: A</i>

	Freeman, R. E. (1984). <i>Strategic Management: A Stakeholder Approach</i> . Boston, MA: Pitman.	<i>Stakeholder Approach</i> , and identifies and models the groups which are stakeholders of a corporation, and both describes and recommends methods by which management can give due regard to the interests of those groups. In short, it attempts to address the "Principle of Who or What Really Counts"
<b>Trust-commitment theory</b>	Morgan R.M & Hunt S.D 1994, The commitment-Trust theory of relationship Marketing	It theorize that the presence of relationship commitment and trust is central not power and its ability to condition others
<b>Regulatory Focus Theory</b>	Higgins, E.T., 1997. Beyond pleasure and pain. <i>American Psychologist</i> 52(12), 1280-1300.  Wan, L.C., Chan, E.K.Y., Su, L., 2011. When will customers care about service failures that happened to strangers? The role of personal similarity and regulatory focus and its implication on service evaluation. <i>International Journal of Hospitality Management</i> 30(1), 213-220.	Regulatory focus theory defines how people engage in two different motivational orientations (e.g., promotion- and prevention-focused) by proposing that promotion- and prevention-focused individuals have different sensitivity for positive or negative events. Promotion-focused people are concerned about the presence and absence of positive outcome (gain vs. non-gain), whereas prevention-focused are vigilant to the presence and absence of negative outcome (loss vs. non-loss).
<b>Resident-Tourist Relationship</b>	Long, Patrick, Richard Perdue, and Lawrence Allen. 1990. "Rural resident tourism perceptions and attitudes by community level of tourism." <i>Journal of Travel Research</i> 28(3):3-9. Ap, John. 1992. "Residents' perceptions on tourism impacts." <i>Annals of Tourism Research</i> 19:665-90.	The more equitable (fair) the relationship between tourists firms and residents is, the better the tourist experience and resident quality of life will be.
<b>Regulation Theory</b>	Aglietta, M. (1976). <i>A theory of capitalist regulation: The US experience</i> . London: NLB.  Boyer, R. (1990). <i>The regulation school: A critical introduction</i> . New York: Columbia University Press.  Mair, H. (2006). Global restructuring and local response: Investigating	Regulation theory is a grand theory which provides a historic, political, and cultural context for economic actions at the international, national, or regional level. The theory suggests that accumulation regimes, which drive economic functions, are supported by an accumulation system (such as capitalism) and the mode of regulation (which includes social, cultural, and political support for economic actions). An accumulation regime exists until a

	rural tourism policy in two Canadian communities. <i>Current Issues in Tourism</i> , 9(1), 1 – 45.	crisis alters the accumulation system and mode of regulation, leading to the creation of a new regime. The most widely used illustration of this phenomena is the shift from Fordism (pre 1970s) to post-Fordism.
<b>Adaptive Control of Thought</b>	Stepchenkova, S. & Li, X. (2014). Destination Image: Do top-of-mind theories say it all? <i>Annals of Tourism Research</i> , (45), 46-62.	Adaptive control of thought theory suggests that people’s memories function like an “associative network”, consisting of numerous nodes (e.g. information pieces) and links (i.e. associations between nodes varying in strength). Knowledge or memory is retrieved via a “spreading activation” process – the presence of a cue will activate a corresponding information node; the activation reaches a particular threshold, the information may spread to other linked nodes.
<b>Imperfect Capital Market Theory</b>	Doukas, J., Travlos, N., 1988. The effect of corporate multinationalism on shareholders wealth: evidence from international acquisitions. <i>Journal of Finance</i> 43, 1161–1175.  Errunza, V., Senbet, L., 1981. The effects of international operations on the market value of the firm: theory and Evidence. <i>Journal of Finance</i> 36, 401–417.  Mikhail, A., Shawky, H., 1979. Investment performance of US-based multinational corporations. <i>Journal of International Business Studies</i> 10 (1), 54–66.	Imperfect capital market: a market where information is not quickly disclosed to all participants in it and where the matching of buyers and sellers isn't immediate.  Under the imperfect market conditions, a firm can enhance its value by offering a more diversified portfolio to its shareholders, created by expanding its operation abroad.
<b>[Berlyne’s (1980)] Two-Factor Theory</b>	Park, J.-Y., Jang, S., 2014. Revisit and satiation patterns: Are your restaurant customers satiated? <i>International Journal of Hospitality Management</i> 38, 20–29.	The affective consequences of exposure to a stimulus are a (non-linear) function of learning and satiation.
<b>Marginal Utility Theory</b>	Park, J.-Y., Jang, S., 2014. Revisit and satiation patterns: Are your restaurant customers satiated? <i>International Journal of Hospitality Management</i> 38, 20–29.	The marginal utility of a product/ service is the gain from an increase or loss from a decrease in the consumption of that good or service. The law of diminishing marginal utility states that additional consumption of the same product

		increases total utility until marginal utility reaches zero.
<b>Optimal Stimulation Level (OSL) Theory</b>	Park, J.-Y., Jang, S., 2014. Revisit and satiation patterns: Are your restaurant customers satiated? <i>International Journal of Hospitality Management</i> 38, 20–29.	Individual behavior is influenced by the intrinsically motivated desire to accomplish a specific level of stimulation (termed “optimum stimulation level” by Berlyne in 1960). This level of OSL varies between individuals. When the stimulation derived from the environment is too low, individuals will attempt to increase stimulation, and vice versa. The level of stimulation at which a person feels most comfortable is their OSL.
<b>Cognitive Development Theory</b>	Fischer, K. W. (1980). A theory of cognitive development: The control and construction of hierarchies of skills. <i>Psychological review</i> , 87(6), 477.	Skill theory provides tools for predicting developmental sequences and synchronies in any domain at any point in development by integrating behavioral and cognitive-developmental concepts. Cognitive development is explained by skill structures called "levels," together with transformation rules relating these levels to each other. The transformation rules specify the developmental steps by which a skill moves gradually from one level of complexity to the next. At every step in these developmental sequences, the individual controls a particular skill. Skills are gradually transformed from sensory-motor actions to representations and then to abstractions. The transformations produce continuous behavioral changes; but across the entire profile of a person's skills and within highly practiced task domains, a stagelike shift in skills occurs as the person develops to an optimal level. The theory suggests a common framework for integrating developmental analyses of cognitive, social, language, and perceptual-motor skills and certain behavioral changes in learning and problem solving.
<b>Technology Acceptance</b>	Davis Jr, F. D. (1986). A technology acceptance model for empirically	The attitudinal and behavioral intentions of end-users of an



<b>Model</b>	<p>testing new end-user information systems: Theory and results (Doctoral dissertation, Massachusetts Institute of Technology).</p> <p>Venkatesh, V., &amp; Davis, F. D. (2000). A theoretical extension of the technology acceptance model: four longitudinal field studies. <i>Management science</i>, 46(2), 186-204.</p>	<p>information system can be predicted by their perceived ease-of-use and perceived usefulness of the IS.</p> <p>This model has been extended and revised multiple times in the face of ever-changing technologies and functions of systems.</p>
<b>Structuration Theory</b>	<p>Giddens, A. (2013). <i>The constitution of society: Outline of the theory of structuration</i>. John Wiley &amp; Sons.</p>	<p>Structure and agency are a mutual duality, dependent on one another to exist.</p> <p>Everyday social phenomena are defined by both the agents and structure present in a group setting. These phenomena are classified by structures of legitimization, domination and significance.</p> <p>Structures are communicated through norms, internal understanding and power to agents who in turn subscribe and support this structure.</p>
<b>Resource Mobilization a subset of New Social Movement Theory</b>	<p>McCarthy, J. D., &amp; Zald, M. N. (1977). Resource mobilization and social movements: A partial theory. <i>American journal of sociology</i>, 1212-1241.</p> <p>Buechler, S. M. (1995). New social movement theories. <i>The Sociological Quarterly</i>, 36(3), 441-464.</p>	<p>Organization developed through moves of actors in a political or cultural system</p> <p>- What resources are used in social movements and how are these resources mobilized for successful implementation</p>
<b>Critical Theory</b>	<p>Kincheloe, J. L., &amp; McLaren, P. (2002). Rethinking critical theory and qualitative research. <i>Ethnography and schools: Qualitative approaches to the study of education</i>, 87-138.</p> <p>McCarthy, T., (1979). <i>The Critical Theory of Jurgen Habermas</i>. Print.</p> <p>Marcuse, H. (1974). <i>Eros and civilization: A philosophical inquiry</i></p>	<p>Critical theory, a social theory, relates to human condition, freedom, emancipation, oppression, domination, and the importance of reason</p> <p>Critical theorists look at thought and reason from a position of caution comparing it to a mirror in which the objects (facts) are not always what they seem in real life as they do in</p>

	<p>into Freud (Vol. 496). Beacon Press.</p> <p>Held, D. (1980). <i>Introduction to critical theory: Horkheimer to Habermas</i> (Vol. 261). University of California Press.</p>	<p>their reflection of it.</p>
<p><b>Socio-Technical Theory</b></p>	<p>Majchrzak, A., &amp; Borys, B. (2001). Generating testable socio-technical systems theory. <i>Journal of Engineering and Technology Management</i>, 18(3), 219-240.</p> <p>Pasmore, W., Francis, C., Haldeman, J., &amp; Shani, A. (1982). Sociotechnical systems: A North American reflection on empirical studies of the seventies. <i>Human relations</i>, 35(12), 1179-1204.</p>	<p>Socio-Technical Theory evaluates the relationship of the social setting and technology in the work environment.</p> <p>The goal of the theory is to create joint optimization between employees and technology. The theory also attempts to improve organizational performance while enhancing the quality of work life.</p>
<p><b>Gatekeeping theory</b></p>	<p>Lewin, K. (1947). Frontiers in group dynamics: II. Channels of group life; social planning and action research. <i>Human Relations</i>, 1(2), 143-153.</p> <p>Shoemaker, P. J., &amp; Riccio, J. R. (1991). <i>Gatekeeping</i>. John Wiley &amp; Sons, Inc..</p> <p>Shoemaker, P. J., &amp; Vos, T. (2009). <i>Gatekeeping theory</i>. Routledge.</p>	<p>Gatekeeping theory suggests that there are gatekeepers responsible for the regulation of the flow of information that enters their system.</p>
<p><b>Travel career ladder/Travel career pattern</b></p>	<p>Pearce, P. L. (1988). <i>The Ulysses Factor: Evaluating Visitors in Tourist Settings</i>. New York: Springer-Verlag</p> <p>Ryan, C. (1998). The travel career ladder An Appraisal. <i>Annals of Tourism Research</i>, 25(4), 936-957.</p> <p>Pearce, P. L., &amp; Lee, U. I. (2005). Developing the travel career approach to tourist motivation. <i>Journal of travel research</i>, 43(3), 226-237.</p>	<p>Based partly on Maslow's needs hierarchy theory of motivation, "TCL describes tourist motivation as consisting of five different levels: relaxation needs, safety/security needs, relationship needs, self-esteem &amp; development needs, and self-actualization &amp; development needs". These needs are then organized on a ladder, suggesting dominant needs. People's motivation changes based on their travel experience or life span.</p> <p>Following objections, TCL became TCP and removed the "ladder" hierarchical notion. Now it is a dynamic, multilevel motivational</p>

		structure and the patterns reflect/define the travel careers.
<b>Transaction Cost Economics (TCE)</b>	<p>Williamson, O. E. (1975). <i>Markets and Hierarchies, Analysis and Antitrust Implications: A Study in the Economics of Internal Organization</i>. New York: Free Press.</p> <p>Geyskens, I., Steenkamp, J. B. E., &amp; Kumar, N. (2006). Make, buy, or ally: A transaction cost theory meta-analysis. <i>Academy of Management Journal</i>, 49(3), 519-543.</p> <p>Steenkamp, J. B. E., &amp; Geyskens, I. (2012). Transaction cost economics and the roles of national culture: a test of hypotheses based on Inglehart and Hofstede. <i>Journal of the Academy of Marketing Science</i>, 40(2), 252-270.</p>	<p>First proposed by Williamson (1975) in his seminal book <i>Markets and Hierarchies</i>, TCE has emerged as one of the most influential theory in social science. The central question of TCE is whether a transaction is more efficiently performed within the firm or across independent companies.</p>
<b>Conservation of Resources Theory (COR)</b>	<p>Hobfoll, S. E. (1989). Conservation of resources: A new attempt at conceptualizing stress. <i>American Psychologist</i>, 44(3), 513-524. doi: 10.1037/0003-066x.44.3.513</p> <p>Lee, J. J., &amp; Ok, C. M. (2013). Examination of factors affecting hotel employees' service orientation: An emotional labor perspective. <i>Journal of Hospitality &amp; Tourism Research</i>, 39(4), 437 - 468.</p>	<p>COR posits that individuals endeavor to preserve, protect, and build resources and are intimidated by the actual or possible loss of resources. Resources are objects, personal characteristics, conditions, or energies that are important to the person or that are used to gain such objects, personal characteristics, conditions, or energies for the person (Hobfoll, 1989). Loss and gain of important resources lead to stress or well-being. People can mitigate stress by restoring resources or reevaluating the value of lost resources.</p>

<p><b>Information Adoption Model (IAM)</b></p>	<p>Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. <i>MIS quarterly</i>, 319-340.</p> <p>Petty, R. E., &amp; Cacioppo, J. T. (1986). Communication and persuasion: central and peripheral routes to attitude change.</p> <p>Sussman, S. W., &amp; Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. <i>Information systems research</i>, 14(1), 47-65.</p>	<p>In terms of the purpose of information adoption model (IAM), this research investigates how knowledge workers are influenced to adopt the advice that they receive in mediated contexts.</p> <p>To build IAM, the research integrates the Technology Acceptance Model (Davis 1989) with dual-process models of informational influence (Petty and Cacioppo 1986) to build a theoretical model of information adoption.</p> <p>IAM highlights the assessment of information usefulness as a mediator of the information adoption process. Importantly, IAM draws on the dual-process models to make predictions about the antecedents of informational usefulness under different processing conditions.</p>
<p><b>Social Network Theory (SNT)</b></p>	<p>Barnes, J. A. (1954). <i>Class and committees in a Norwegian island parish</i>. New York: Plenum.</p> <p>Burt, R. S. (2009). <i>Structural holes: The social structure of competition</i>. Harvard university press.</p> <p>Haythornthwaite, C. (1996). Social network analysis: An approach and technique for the study of information exchange. <i>Library and Information Science Research</i>, 18, 323-342.</p>	<p>Social network theory is the study of how the social structure of relationships around a person, group, or organization affects beliefs or behaviors.</p> <p>Network analysis is a set of methods for detecting and measuring the magnitude of the pressures.</p> <p>The axiom of every network approach is that reality should be primarily conceived and investigated from the view of the properties of relations between and within units instead of the properties of these units themselves.</p> <p>In social and communication science, these units are social units: individuals, groups/ organizations and societies.</p>

<p align="center"><b>Post-development Theory</b></p>	<p>Rahnema, M., &amp; Bawtree, V. (1997). <i>The post-development reader</i>. Dhaka, Bangladesh: Zed Books.</p> <p>Sachs, W. (1992). <i>The Development Dictionary: A Guide to Knowledge as Power</i>. Zed Books.</p> <p>Ziai. A.(Eds.).(2007). Exploring post-development theory and practice, problem and perspectives. London; New York: Routledge</p>	<p>According to Wolfgang Sachs, "the idea of development stands like a ruin in the intellectual landscape" and "it is time to dismantle this mental structure"(Sachs, 1992, p. 1). According to post-development critical analysis, modern development theory is an invention of academic environment supported by a set of underlying political and economic ideology. The academic, political, and economic nature of development means it tends to be "policy oriented, problem-driven, and therefore effective only in terms of and in relation to a particular, pre-existing social theory"(Rahnema &amp; Bawtree, 1997).</p>
<p align="center"><b>Service-dominant logic</b></p>	<p>Vargo, S. L., &amp; Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of marketing</i>, 68(1), 1-17.</p> <p>Shaw, G., Bailey, A., &amp; Williams, A. (2011). Aspects of service-dominant logic and its implications for tourism management: Examples from the hotel industry. <i>Tourism Management</i>, 32(2), 207-214.</p>	<p>Marketing has transformed from the goods dominant logic to the service dominant view that the exchange of intangible, specialized skills and knowledge is central in marketing (Vargo and Lusch, 2004).</p> <p>Service-dominant logic, which encompasses co-productions with suppliers, can provide a conceptual framework for tourist experience and behavior since interactive experience is the central element in tourism (Shaw, Bailey, and Williams, 2011).</p>
<p align="center"><b>Value co-creation</b></p>	<p>Vargo, S. L., &amp; Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of marketing</i>, 68(1), 1-17.</p> <p>Grönroos, C. (2011). A service perspective on business relationships: The value creation, interaction and marketing interface. <i>Industrial marketing management</i>, 40(2), 240-247.</p>	<p>The transition from a goods dominant to a service dominant marketing environment has fostered an emerging theoretical focus on value co-creation in management and marketing (Vargo and Lusch, 2004).</p> <p>The role of consumer is not merely the recipients but rather the active co-producers who are always engaged in the entire service and value chain (Vargo and Lusch, 2004).</p> <p>The core factor in value co-creation is the supporting role of suppliers for consumer creating value and the interactions between suppliers and consumers to influence their value-</p>

		creating processes (Grönroos, 2011).
<b>Cross-Cultural Adaptation Theory</b>	<p>Kim, Y. Y. (1988). <i>Communication and cross-cultural adaptation: An integrative theory</i>. Multilingual Matters.</p> <p>Kim, Y. Y. (2001). <i>Becoming intercultural: An integrative theory of communication and cross-cultural adaptation</i>. Sage.</p> <p>Kim, Y. Y., &amp; McKay-Semmler, K. (2013). Social engagement and cross-cultural adaptation: An examination of direct-and mediated interpersonal communication activities of educated non-natives in the United States. <i>International Journal of Intercultural Relations</i>, 37(1), 99-112.</p>	<p>Cross-cultural adaptation can be defined as “the dynamic process by which individuals, upon relocating to a new, unfamiliar, or changed sociocultural environment, establish (or-reestablish) and maintain a relatively stable, reciprocal, and functional relationship with the environment” (Kim. 2001, p. 31).</p> <p>In her pioneer theory, Kim (1988) took a system approach: individuals arriving into a new culture are described as being in disequilibrium with their environment. These individuals will be able to adapt to their new environment if they are able to manage their stress and grow from their experiences.</p>
<b>Transformative Learning Experience Theory</b>	<p>Hoggan, C. D. (2016). Transformative learning as a metatheory: Definition, criteria, and typology. <i>Adult education quarterly</i>, 66(1), 57-75.</p> <p>Hoggan, C., Mälkki, K., &amp; Finnegan, F. (2017). Developing the Theory of Perspective Transformation: Continuity, Intersubjectivity, and Emancipatory Praxis. <i>Adult education quarterly</i>, 67(1), 48-64.</p> <p>Mezirow, J. (1991). Transformative dimensions of adult learning: ERIC.</p>	<p>Transformative learning experience can be defined as “processes that result in significant and irreversible changes in the way a person experiences, conceptualizes, and interacts with the world” (Hoggan, 2016, p.71).</p> <p>With regards to the theory, the transformative learning experience aims at understanding how adults can go through experiences which led them to alter their perspectives of the world. The transformative learning theory was formulated by Mezirow (1991) within the field of education.</p>

<p><b>Source Credibility Theory</b></p>	<p>Ayeh, J. K., Au, N., &amp; Law, R. (2013). "Do we believe in TripAdvisor?" Examining credibility perceptions and online travelers' attitude toward using user-generated content. <i>Journal of Travel Research</i>, 52(4), 437-452.</p> <p>Rieh, S. Y., &amp; Danielson, D. R. (2008). Credibility: A multidisciplinary framework. <i>Annual Review of Information Science and Technology</i>, 41, 307-364.</p> <p>Filieri, R., Algezauai, S., &amp; McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. <i>Tourism Management</i>, 51, 174-185.</p> <p>Hovland, C. I., Janis, I. L., &amp; Kelley, H. H. (1953). Communication and persuasion; psychological studies of opinion change.</p>	<p>The source is the principal element that determines the credibility of the message (Hovland, 1948; Rieh &amp; Danielson, 2008). Source credibility theory is used to distinguish the uniqueness of an outcome compared to other typical outcomes.</p> <p>In other words it is the believability/trustworthiness of some information over others Ayeh, Au &amp; Law, 2013; Filieri, Algezauai &amp; McLeay, 2015).</p>
<p><b>Persuasion Theory</b></p>	<p>Gass, R. H., &amp; Seiter, J. S. (2015). Persuasion: Social influence and compliance gaining.</p> <p>Hovland, C. I., Janis, I. L., &amp; Kelley, H. H. (1953). Communication and persuasion; psychological studies of opinion change.</p> <p>Petty, R., &amp; Cacioppo, J. (2012). <i>Communication and persuasion: Central and peripheral routes to attitude change</i>. Springer Science &amp; Business Media.</p> <p>O'Keefe, D. J. (2002). <i>Persuasion: Theory and research</i> (Vol. 2). Sage.</p>	<p>Persuasion theory helps to form the most persuasive messages that influence people's attitude, reasoning, emotions and behaviors (Hovland, Janis, &amp; Kelley, 1953; Petty &amp; Cacioppo, 2012). Persuasion: Systematic (logic, reason), heuristic (habits, emotions) (Gass &amp; Seiter, 2015). It is a model of three: Source of message, message, and target audience (O'Keefe, 2002).</p>

<p><b>Information Processing Theory</b></p>	<p>Miller, G. A. (1956). The magical number seven, plus or minus two: some limits on our capacity for processing information. <i>Psychological review</i>, 63(2), 81.</p> <p>Cooper, R. B., &amp; Wolfe, R. A. (2005). Information processing model of information technology adaptation: An intra-organizational diffusion perspective. <i>ACM SIGMIS Database</i>, 36(1), 30-48.</p> <p>Gao, J., Zhang, C., Wang, K., &amp; Ba, S. (2012). Understanding online purchase decision making: The effects of unconscious thought, information quality, and information quantity. <i>Decision Support Systems</i>, 53(4), 772-781.</p>	<p>According to the information processing theory, people have limited information processing capacity that usually people could processing 5 to 9 chunks of information. Therefore, “complex tasks cause confusion and restrain the ability to process, respond, and perceive information (Gao, Zhang, Wang &amp; Ba, 2012).”</p> <p>Effective information processing depends on two main factors, one is the quantity of information, and another one is the quality of information, which decide how the information being processed by people (Gao, Zhang, Wang &amp; Ba, 2012).</p>
<p><b>The theory of repurchase decision-making (TRD)</b></p>	<p>Han, H., &amp; Ryu, K. (2012). The theory of repurchase decision-making (TRD): Identifying the critical factors in the post-purchase decision-making process. <i>International Journal of Hospitality Management</i>, 31(3), 786-797.</p>	<p>Theory of repurchase decision-making process (TRD) explains individuals’ post-purchase decision-making processes. In order to better understanding decision-making process, socio-psychological theories, such as theory of reasoned action, theory of planned behavior, and model of goal directed behavior, need to be adopted.</p> <p>Previous studies overlook the critical parts of decision formation, belief. In addition, previous studies that adopting theory of reasoned action, theory of planned behavior, and model of goal directed behavior target the broad decision formation. Therefore, the Theory of repurchase decision-making process built in this article. combines belief construct and with the model of goal directed behavior.</p>



<p><b>Process theory</b></p>	<p>Tsoukas, H. (1989). The validity of idiographic research explanations. <i>Academy of management review</i>, 14(4), 551-561.</p> <p>Van de Ven, A. H., &amp; Huber, G. P. (1990). Longitudinal field research methods for studying processes of organizational change. <i>Organization science</i>, 1(3), 213-219.</p> <p>Chung, N., Song, H. G., &amp; Lee, H. (2017). Consumers' impulsive buying behavior of restaurant products in social commerce. <i>International Journal of Contemporary Hospitality Management</i>, 29(2), 709-731.</p>	<p>Process theory explains the temporal sequence between input (independent variables) and output (dependent variables) (Tsoukas, 1989; Van de Ven and Huber, 1990). Originally, researchers developed this input-process-output framework to explain team performance (Hackman, 1987; McGrath, 1984). Recently, with ITs, this framework has been used to explain what induces people to use IT (Jung et al., 2015; Sarker and Wells, 2003).</p>
<p><b>Commodity theory</b></p>	<p>Brock, T. C. (1968). Implications of commodity theory for value change. In <i>Psychological foundations of attitudes</i> (pp. 243-275).</p> <p>Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. <i>Psychology &amp; Marketing</i>, 8(1), 43-57.</p> <p>Chung, N., Song, H. G., &amp; Lee, H. (2017). Consumers' impulsive buying behavior of restaurant products in social commerce. <i>International Journal of Contemporary Hospitality Management</i>, 29(2), 709-731.</p>	<p>This theory postulates that scarcity enhances the value of products and services. According to the theory, consumers tend to have much stronger needs for unique or scarce products and services. Lynn (1991, p. 3) explained this phenomenon as “a pervasive aspect of human life and is a fundamental precondition of economic behavior.”</p>

<p><b>Feeling as information theory</b></p>	<p>Schwarz, N. (2011). Feelings-as-information theory. <i>Handbook of theories of social psychology</i>, 1, 289-308.</p> <p>Huang, Y., Wu, J., &amp; Shi, W. (2018). The impact of font choice on web pages: Relationship with willingness to pay and tourism motivation. <i>Tourism Management</i>, 66, 191-199.</p>	<p>This theory conceptualizes the role of subjective experiences – including moods, emotions, metacognitive experiences, and bodily sensations – in judgment. It assumes that people attend to their feelings as a source of information, with different feelings providing different types of information.</p>
<p><b>Construal Level Theory</b></p>	<p>Kah, J. A., Lee, C. K., &amp; Lee, S. H. (2016). Spatial–temporal distances in travel intention–behavior. <i>Annals of Tourism Research</i>, 57, 160-175.</p> <p>Kim, J., Kim, P. B., Kim, J. E., &amp; Magnini, V. P. (2016). Application of construal-level theory to promotional strategies in the hotel industry. <i>Journal of Travel Research</i>, 55(3), 340-352.</p> <p>Liberman, N., &amp; Trope, Y. (1998). The role of feasibility and desirability considerations in near and distant future decisions: A test of temporal construal theory. <i>Journal of personality and social psychology</i>, 75(1), 5.</p> <p>Trope, Y., Liberman, N., &amp; Wakslak, C. (2007). Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior. <i>Journal of consumer psychology</i>, 17(2), 83-95.</p>	<p>Construal level theory (CLT) postulates on the influence of psychological distance on an individual’s perception. Psychological distance refers to an individual’s subjective perception that objects are near or far from themselves (Trope, Liberman, and Wakslak 2007). According to CLT, individuals use low-level construal if they perceive specific targets as close, but they use high-level construal when they represent psychologically far objects (Kim et al. 2016). The low-level construal is related to being concrete, subordinate, and unstructured, whereas the high-level construal is related to being abstract, superordinate, and structured (Liberman and Trope 1998). Hence, on the one hand, individuals tend to construe psychologically far objects with abstract aspects of goals; on the other hand, individuals focus on the concrete aspects of goals when they face psychologically close objects (Kah, Lee, and Lee 2016).</p>

<p style="text-align: center;"><b>Social Influence Theory</b></p>	<p>Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. <i>Journal of conflict resolution</i>, 2(1), 51-60.</p>	<p>Social influence theory explains how individual's attitudes, beliefs, and subsequent behaviors are influenced by others (Kelman, 1958). Kelman (1958) proposed three varieties of social influence to clarify how social influence occurs: compliance, identification, and internalization. Compliance happens when individuals accept social influence because they want to get favorable reactions from others. In this process, people conform the induced behavior because they hope to acquire rewards or avoid punishments. Identification happens when you accept social influence to establish or maintain a relationship with others. As it is due to expected relationships with others, the specific content of induced behavior is not highly important (Kelman, 1958). Lastly, internalization happens when a person follow others because he or she actually likes the content of induced behavior. If the induced behavior fits with his or her value system, he or she tends to adopt social influence. Hence, this process is due to the content of behavior (Kelman, 1958).</p>
<p style="text-align: center;"><b>Servant Leadership Theory</b></p>	<p>Greenleaf, R. (2007). The servant as leader. In <i>Corporate ethics and corporate governance</i> (pp. 79-85). Springer, Berlin, Heidelberg.</p> <p>Van Dierendonck, D. (2011). Servant Leadership: A Review and Synthesis. <i>Journal of Management</i>, Vol. 37, No. 4, p. 1228 – 1261.</p> <p>Ling, Q., Lin, M., and Wu, X. (2016). The Trickle-Down Effect of Servant Leadership On Frontline Employee Service Behaviors and Performance: A Multilevel Study of Chinese Hotels. <i>Tourism Management</i>, Vol. 52, p. 341 – 368.</p>	<p>Servant Leadership Theory is one of several theories in the landscape of leadership studies. This theory inverts the power pyramid, thus placing the employee at the nucleus of focus, rather than the leader. The tenets of this theory arise from a diverse set of global religious precepts dating back as early as 600 BCE.</p> <p>The philosophy of servant leadership was first articulated by Greenleaf (1970) who hailed from the business sector. He consulted and lectured on servant leadership to MIT, Harvard Business School, American Foundation for Management Research, to name a few, thus resulting in early adoption by industry, followed by academic research contributions beginning in</p>

		1995 by L.C. Spears.
<p><b>Dramaturgy Social Theory</b></p>	<p>Goffman, E. (1949). Presentation of self in everyday life. <i>American Journal of Sociology</i>, 55, 6-7.</p>	<p>Erving Goffman, recognized as one of the most influential sociologists of the 20th century, created the Dramaturgy Social Theory shortly after graduating from his Ph.D. The Presentation of Self in Everyday Life, Goffman's seminal book advancing a constructionism perspective where he presents the notion that self, a person's sense of who they are is contingent upon time, place and audience in how that individual will present themselves in the immediate scene based upon their cultural values, norms and beliefs. The theory utilizes a metaphor derived from theater to provide a framework for micro-sociological interactions found in everyday life, a perspective stemming from symbolic interactionism (Grove &amp; Fisk, 1983). The results of the staged communication, supporting behaviors, and gestures help the actor to shape the desired impressions upon the audience.</p>

<p style="text-align: center;"><b>Self-perception theory</b></p>	<p>Bem, D. J. (1967). Self-Perception: An Alternative Interpretation of Cognitive Dissonance Phenomena. <i>Psychological Review</i>, 74, 183-200.</p> <p>Bem, D. J. (1972). Self-Perception Theory. In L. Berkowitz (Ed.), <i>Advances in Experimental Social Psychology</i> (Vol. 6, pp.1-62). New York: Academic Press.</p>	<p>Self-perception theory is a theory of attitude formation proposed as an alternative to the theory of cognitive dissonance. Self-perception theory asserts there a person lacks a particular attitude (perhaps because of lack of experience) he/she develops his/her attitude by observing their own behavior and concluding what attitudes might have caused it.</p> <p>For example, Jane observes that she constantly reads History books. Jane may then infer that she has an interest in History.</p>
<p style="text-align: center;"><b>VBN</b></p>	<p>Stern, P. C., Dietz, T., Abel, T. D., Guagnano, G. &amp; Kalof, L. (1999). A Value Belief Norm Theory of Support for Social Movements: The Case of Environmentalism. <i>Research in Human Ecology</i>, 6(2), pp. 81-97.</p> <p>Kiatkawsin, K. &amp; Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. <i>Tourism Management</i>, 59, pp.76-88.</p>	<p>Value-Belief-Norm Theory was first suggested to explain peoples' social movement to support and accept environmental policies. After then, it was applied to marketing and social psychology disciplines in order to describe consumers and their eco-friendly consumption behaviors. In 2015, this theory was first introduced to the tourism research field for supporting pro-environmental travelers' behaviors. However, this theory was used with other additional or complementary theories in tourism research since the theory was begun from a single aspect of social actions. Therefore, tourism researchers need to consider the way of using this single theory in the tourism context or develop new sustainable-related theories to support the environment - friendly and socially responsible tourism.</p>

<p><b>Expectation Disconfirmation Theory</b></p>	<p>Oliver, Richard L. (1977). "Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation". <i>Journal of Applied Psychology</i>. 62 (4): 480–486.</p> <p>Oliver, Richard L. (1980). "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions". <i>Journal of Marketing Research</i>. 17 (4): 460–469.</p>	<p>The structure of the theory was formed in a series of two papers written by Richard L. Oliver: the first in a psychology study in 1977 and the second in a marketing paper in 1980. Expectation Disconfirmation Theory (alternatively Expectancy Disconfirmation Theory or Expectation Confirmation Theory) is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation. When a product or service outperforms the person’s original expectations, the disconfirmation is positive, which is posited to increase post-purchase or post-adoption satisfaction. When a product or service underperforms the person’s original expectations, the disconfirmation is negative, which is posited to decrease post-purchase or post-adoption satisfaction.</p>
<p><b>Fairness Theory</b></p>	<p>Folger, R., &amp; Cropanzano, R. (2001). Fairness theory: Justice as accountability. <i>Advances in organizational justice</i>, 1, 1-55.</p> <p>McCull-Kennedy, J. R., &amp; Sparks, B. A. (2003). Application of fairness theory to service failures and service recovery. <i>Journal of Service Research</i>, 5(3), 251-266.</p> <p>Namkung, Y., Jang, S. S., Almanza, B., &amp; Ismail, J. (2009). Identifying the underlying structure of perceived service fairness in restaurants. <i>International Journal of Contemporary Hospitality Management</i>, 21(4), 375-392.</p>	<p>While justice theory provides a theoretical framework that helps researchers understand consumer’s evaluation of service recovery efforts, fairness theory was developed by Folger and Cropanzano to expand our understanding of the phenomenon. Fairness theory suggests that, following a service failure, customers engage in a process known as counterfactual thinking in which they imagine things that didn’t actually happen. Moral accountability for service recovery actions is the core of fairness theory as it may impact the customer's psychological well-being.</p>

<p><b>Institutional Theory</b></p>	<p>DiMaggio, P., Powell, W. (1983). The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields. <i>American Sociological Review</i>, 48(2), 147-160.</p> <p>Meyer, J.W., Rowan, B. (1977). Institutionalized organizations: Formal structure as myth and ceremony. <i>American Journal of Sociology</i>, 83(2), 340-363.</p>	<p>Institutional theory analyzes the way in which structures become institutionalized as common behavior. It can be seen as the “rules of the game in society”. This theory has many versions and it has been studied for more than a century now. The latest and most commonly used version of this theory studied the reasons why companies in a given institutional field become increasingly isomorphic (similar) overtime. DiMaggio and Powell theorized that there are three types of forces pushing companies to isomorphism: coercive, mimetic, and normative. This theory has been largely used in management.</p>
<p><b>Critical Race Theory</b></p>	<p>Dillette, A.K., Benjamin, S. &amp; Carpenter, C. (2019). Tweeting the black travel experience: Social media counternarrative stories on innovative insight on #TravelingWhileBlack. <i>Journal of Travel Research</i>, 58(8), 1357-1372.</p> <p>Bell, D. A. (1995). Who's afraid of critical race theory. <i>U. Ill. L. Rev.</i>, 893.</p>	<p>Critical Race Theory (CRT) has been described as a movement as well as an analytic tool. CRT emerged from critical legal studies as a way of recognizing the intersection of the law and identities. The idea was to challenge the ways in which the law was being taught in legal studies departments and discussed in law review journals.</p> <p>A set of scholars wanting to focus more on the intersections of race eventually created critical race theory. In CRT race is considered a normal part of society and race is socially constructed. CRT adheres to intersectionality, racialization changes over time.</p>

<p><b>The diminishing returns theory</b></p>	<p>Ricardo, D. (1815). An Essay on the Influence of a low Price of Corn on the Profits of Stock; shewing the Inexpediency of Restrictions on Importation: With Remarks on Mr Malthus' Two Last Publications: "An Inquiry into the Nature and Progress of Rent;" and "The Grounds of an Opinion on the Policy of restricting the Importation of Foreign Corn"</p> <p>Sampson, R.C. (2005), Experience effects and collaborative returns in R&amp;D alliances. Strat. Mgmt. J., 26: 1009-1031.</p>	<p>The diminishing returns theory (also called law of diminishing returns) is a theory in economics predicts that after some optimal level of capacity is reached, adding an additional factor of production will actually result in smaller increases in output. While a number of different economists have explored the idea of diminishing returns, "Thomas Malthus and David Ricardo are commonly believed to have first articulated the theory that lesser-quality inputs would lead to lower-volume outputs" (Krugman, 2020). The earliest applications of the Law of Diminishing Returns were to farming.</p>
<p><b>The mere exposure theory</b></p>	<p>Zajonc, R.B., Attitudinal effects of mere exposure. Journal of personality and social psychology, 1968. 9(2p2): p. 1.</p> <p>Yang, S., Yao, J., &amp; Qazi, A. (2020). Does the review deserve more helpfulness when its title resembles the content? Locating helpful reviews by text mining. Information Processing &amp; Management, 57(2), 102179.</p>	<p>The mere-exposure effect is a psychological phenomenon by which people tend to develop a preference for things merely because they are familiar with them. In the original paper, the hypothesis that mere repeated exposure of the individual to a stimulus object enhances his attitude toward it was tested. In the experimental part, nonsense words and Chinese characters were used as stimuli. Perceived goodness of the words was regarded as objects' attitudes toward the stimuli.</p> <p>In the past decades, this theory was continuously tested on more diverse stimuli, including polygons, drawings, photographs, and etc. It also has been applied to multiple fields for different research tasks.</p> <p>An interesting example in the tourism area was that, based on the mere exposure theory, some researchers hypothesized that an online review would be perceived more helpful if its</p>



		<p>title is similar to the content. This hypothesis can be explained by that repeated exposure to similar information can enhance readers' favorability toward the information.</p>
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