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The influence of motivations in tourists' involvement

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ABSTRACT

One of the main aspects in the consumer behaviour is the concept of involvement because it influences the decision rules used by tourists to reach the final decision. An empirical study of 600 international tourists reveals that motivation to relax, influences tourists' involvement with the trip. A structural model shows that when tourists are motivated to relax they get directly more involved with their trip (pleasure and information seeking). The motivation to relax also influences indirectly the tourist involvement with the evaluation and quality perception of the trip through its influence on involvement with the trip planning. Discussion centres on the implications of this model to theory and management specifically to the development of tourism and services strategies.

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Introduction

Tourism decisions are considered as highly risky due to the high monetary and non-monetary costs associated (Sirakaya & Woodside, 2005). So, the process of buying tourism products is very engaging, and tourists devote to it considerable effort and time (Seabra, Abrantes, & Lages, 2007). Additionally depending on the product or situation, tourists may be more interested, concerned or involved in the buying decision process.

In general, each buying decision process in tourism corresponds to the existence of a service encounter, which typically involves interpersonal relationships between the producer and the customer. In consequence, this situation requires a higher degree of involvement by the consumer (Varki & Wong, 2003) for various reasons (Laroche, Bergeron, & Goutaland, 2003): its production requires human interaction which introduces some uncertainty in their outcomes; the delivery, in most cases, is not possible without the participation of the consumer; and there is no transfer of ownership, so the buyer cannot sell or return the product to the seller.

Involvement is, in fact, the basis of the tourist purchase decision (Zaichkowsky, 1986b) and deeply affects the perceived value of the product and its evaluation (Bolton & Drew, 1991). This concept is a central issue in the study of consumer behaviour in general (Zaichkowsky, 1985, 1986a) and especially in the decision to purchase tourism products (Dimanche, Havitz, & Howard, 1991). Involvement is a key issue to explain what attracts consumers to products and how they make their buying decisions allowing them to distinguish between different types of consumers (Kassarjian, 1981). In turn, the study of involvement can help organizations to define strategies to influence consumers' decisions.

Research on involvement has been neglected in the services context, especially in tourism. Also, research should focus on what influences involvement, namely motivations. Motivations that underlie a trip have a significant influence on tourists' behaviours (March & Woodside, 2005; Morrison, 1996). Accordingly, the intrinsic forces that motivate tourists to travel, the push factors, have a significant impact on tourists' behaviours from planning to consumption and evaluation of tourism products (Moutinho, 1987).

Motivation is the set of internal forces that push people to undertake certain actions to achieve an end, so it explains why individuals decide to do something, for how long and with which commitment. In short, they represent the internal forces that lead individuals to action (Schiffman & Kanuk, 1997). Motivations are an important dimension in tourism research. It is a central concept in the comprehension of consumer behaviour and in the tourism decision process. Many key questions related with tourism activities can be answered through motivation study, namely "why people travel", "why do they visit some destinations and choose certain activities?" The understanding of those questions helps researchers to justify the comprehension of the higher or lower investment that tourists imply in their trips. The measuring of motivations allows identifying and categorizing tourists, also to understand and analyse trips patterns (Fodness, 1994).

Is not possible to make future decisions in marketing and promotion plans without evaluating what motivates tourists to travel and how those strengths influence their involvement on buying decision. To our knowledge there is no study that analyses specifically the linkage between the various dimensions of motivation and involvement in tourism products in an international context. So, it is our main goal to develop a model to measure the importance and the influence of tourism motivations on tourist buying involvement.

Literature review

Tourists are becoming more demanding in their travel behaviour, which makes its study more complex. Also, the process of purchasing tourism products has some peculiarities (Gursoy & Gavcar, 2003): consumers buy and consume the products outside the places where they live (Sirakaya, McLelland, & Uysal, 1996); the decision-making process used is longer than in much of the tangible products (Gursoy & Gavcar, 2003); more often tourists don't receive anything tangible in return for their investment (Seabra et al., 2007); tourists deal with a high level of perceived risk due to their personal investment of time, effort and money (Teare, 1990); consumers plan and save money over a long period of time to be able to travel (Moutinho, 1987), which leads them to have a greater level of involvement in the decision-making, selection and purchase of such products (Gursoy & Gavcar, 2003).

The purchase of tourism products requires high involvement in the decision-making process (Swarbrooke & Horner, 1999), which makes involvement a central issue to understand and explain the buying and consumption of tourism products. Tourists individual features are important variables influencing involvement with buying and decision process (Hawkins, Best, & Coney, 1995), namely motivations. In general, motivation occurs when an individual wants to satisfy a need, which implies action (Goossens, 2000). Motivation refers to the inner forces which arouse and direct human behaviour (Beh & Bruyere, 2007). Motivations are the basis of all human behaviours (Fodness, 1994), including travelling.

Tourism motivation

Tourist motivation can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience" (Pearce, Morrison, & Rutledge, 1998; p. 137). Past research establishes that individuals are guided by socio-psychological motivation variables into making travel decisions (Sirakaya & Woodside, 2005). Travel motivations relates to why people travel and are an important issue in explaining tourist behaviour because they are the starting points of the travel decision and destination choice processes (Crompton & McKay, 1997).

Thus, investigating reasons or motivations for travel contribute to an understanding of tourists' behaviour as a social and psychological phenomenon, and offer practical managerial insights (Wight, 1996).

The push and pull framework has been most commonly used in the study of travel motivations (see: Crompton, 1979; Fodness, 1994; Uysal & Hagan, 1993). People travel because they are "pushed" into making travel decisions by internal, psychological forces and "pulled" by the external forces of the destination attributes (Crompton, 1979; Uysal & Jurowski, 1994).

Most push factors derive from individual's intangible or intrinsic desires (Baloglu & Uysal, 1996), such as desire for escape, sensation and adventure seeking, dream fulfilment, novelty seeking, rest and relaxation, health and fitness, prestige and socialization (Lam & Hsu, 2006; Silva, Abrantes, & Lages, 2009; Uysal & Jurowski, 1994). Therefore, push factors create a desire to travel (Crompton, 1979; Pearce & Caltabiano, 1983; Uysal & Hagan, 1993; Yuan & McDonald, 1990).

Travelling motivations can be divided in three major groups: knowledge, cultural and educational motivations (Ryan & Glendon, 1998); social motivations (Fodness, 1994); and benefits seeking which is escaping from the daily life and seeking sensations (Mitchell, 1998).

Consumers experience the inherent need to relax when on holiday because "tourism is essentially a temporary reversal of everyday activities – it is a no-work, no-care, no-thrift situation" (Cohen, 1972, p. 181). Relaxation represents a central distinguishing motivational theme (Kozak, 2002) and Crompton (1979) referred to it as escaping from the everyday environment. Relaxation and getting away from routine life are the first two psychological reasons for taking a vacation (Krippendorff, 1987). In fact, tourists are motivated to travel in order to escape from their everyday life (Crompton, 1979) and to rest and relax physically and mentally (Goeldner, Ritchie, & McIntosh, 2003).

Involvement

Involvement is the degree in which consumers are committed in different aspects of the process of consumption: product, demand for information, decision-making and purchase (Broderick & Mueller, 1999; Zaichkowsky, 1985). It is the basis of the purchase decision (Zaichkowsky, 1986a) and affects profoundly the perceived value of products and its evaluation (Bolton & Drew, 1991).

Involvement in tourism is defined as:

a psychological state of motivation, arousal and interest between an individual and a recreational activity, tourist destination, or related equipment at any given time, characterized by the perception of the following elements: importance, pleasure value, symbolic value, probability risk and consequences of risk. (Havitz & Dimanche, 1990, p.180)

The same authors later proposed another simpler definition: involvement is the unobserved state of motivation, arousal and interest in respect to a recreational activity or associated product. It is evoked by a particular stimulus or situation. Therefore, involvement refers to what tourists think about leisure and recreation which affects their behaviour (Havitz & Dimanche, 1997).

In this study, the concept of involvement is considered in all stages of the tourist buying process, according to the Theory of Information Processing (Bettman, Luce, & Payne, 1998). In this theory, the process is understood as an optimal alternative individual choice by a series of rational steps (Chen, 1997), from the pre-purchase stage, through the decision, consumption and to the evaluation or post-purchase:

- Involvement in pre-purchase or with the generic product: involvement occurs at the individual level and results from the interaction with products (Zaichkowsky, 1985). The focus in this research area relies on the relevance or importance that a product has for consumers, particularly the relevance that products have to the consumers' needs and values (Zaichkowsky, 1986a).
- Involvement with the decision to purchase the product: is the commitment to the decisions regarding the purchase or simply with the buying act. It is conceptualized as the behaviour that occurs when the consumer faces the situation of acquisition or consuming as personally relevant or important. When the buying is considered as important, consumers will spend more efforts to obtain information in order to reduce uncertainty (Zaichkowsky, 1986b). Tourists

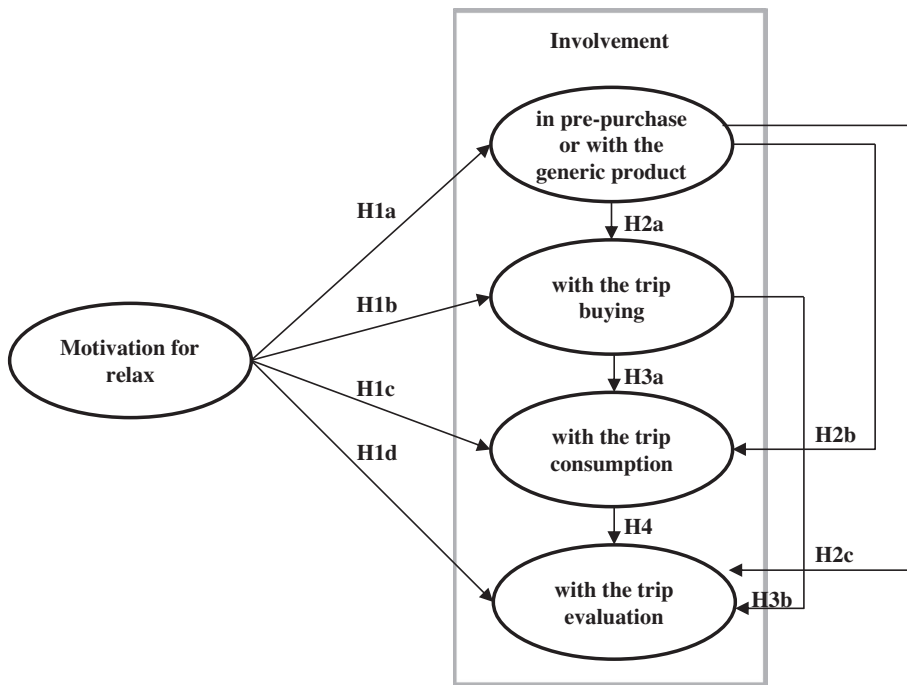


Figure 1. Hypothesized relationships.

use various amounts and types of information sources in response to internal and external contingencies to facilitate trip planning decisions for primary and secondary decisions (Fodness & Murray, 1997).

- Involvement with the products' consumption: tourism involvement level can be seen from the perspective of affection, in that it can be defined as "the intensity level of interest or motivation" (Ratchford & Vaughn, 1989, p. 28) with a specific tourism product and with certain consequences. This perspective assumes that involvement can be measured, directly or indirectly, by its consequences (Lehto, O'Leary, & Morrison, 2004).

Involvement in product evaluation or post-purchase: involvement is strongly correlated with the product evaluation activities. Several empirical studies have confirmed the influence of involvement in the processes of post-purchase. If the consumer is highly involved, products are evaluated in a deeper way (Richins & Bloch, 1991). The overall assessment in the post-purchase tourist experience includes the experience of travel or duration of stay, the perceived quality, perceived value and the intentions of future behaviour (Bolton & Drew, 1991).

Tourist products are highly engaging due to their intangibility and inseparability (Swarbrooke & Horner, 1999). When consumers are involved, they give attention and perceive the importance of a certain product and behave accordingly (Zaichkowsky, 1986b). Involvement is related to all stages of purchase, from the pre-purchase standards to the subsequent evaluations (Shaffer & Sherrell, 1997).

Conceptual model

Involvement and motivation are very close concepts. Involvement is a motivational state observably induced by related activated attitude and the consumer's ego. It is considered as an intermediate step in the explanation of the relationship between consumers' individual characteristics and behaviours (Bloch, 1982).

Consumers' specific characteristics, namely motivations, are considered as background to the consumer involvement. The individuals' system of values, experiences and motivations determines their greater or lesser degree of involvement with a product (Zaichkowsky, 1986b).

In line with the above it is proposed the hypothesis that motivation to relax and involvement in tourism are strongly related:

H1: Motivation to relax has a positive impact on tourists' involvement:

H1a: in pre-purchase or with the generic product;

H1b: with the trip buying;

H1c: with the trip consumption;

H1d: with the trip evaluation.

Also it is proposed that all the stages of involvement are related like in previous research (Seabra, Abrantes, & Kastenholz, 2014):

H2: Involvement in pre-purchase or with the generic product has a positive impact on:

H2a: the involvement with the trip buying;

H2b: the involvement with the trip consumption;

H2c: the involvement with the trip evaluation.

H3: Involvement with the trip buying has a positive impact on:

H3a: the involvement with the trip consumption;

H3b: the involvement with the trip evaluation.

H4: Involvement with the trip consumption has a positive impact on the involvement with the trip evaluation.

Involvement with a particular product or class of products relates strongly with motivational aspects related to the purchase and related decisions (Dholakia, 2001). The motivations that underlies a trip have a significant influence on the tourists' behaviour (March & Woodside, 2005; Morrison, 1996) and involvement from planning to consumption and evaluation of tourism products (Moutinho, 1987). In sum, Figure 1 summarizes all the relationships in the hypotheses previously proposed.

Methodology

The final data was collected from January 2009 to March 2009. Tourists were randomly selected *in loco* across three of the main international airports in Spain, Italy and Portugal – countries with the most important tourism receiving markets in Europe. In fact Spain, Italy and Portugal are in the top 15 countries with most important international tourism receipts in Europe (43.500, 32.100, 8.600 billion euros in 2012) (Turismo de Portugal, 2013). The questionnaires were applied in the three airports Madrid/Barajas, Lisbon/Portela and Milan/Malpensa, and fulfilled from those agreeing to participate in the study. However, only tourists who had undertaken an international trip were interviewed. The questionnaires were self-administered, which allowed to ensure that the data were not biased. A final sample of 613 questionnaires and a total of 600 valid ones, equally divided among the 3 international airports, were obtained.

In order to analyse possible bias due to “non-response”, a test was conducted to verify whether there were differences between early and late responding tourists (Armstrong & Overton, 1977). The 450 questionnaires obtained during the first three weeks define early responding tourists (75% of total respondents). The last 150 completed questionnaires define late responding tourists (remaining 25%). These last group represents individuals which did not respond to the questionnaire (Armstrong & Overton, 1977). It was compared with the two groups using *t*-test with regard to the means of all variables studied in Figure 1. No differences were found, thereby non-response bias does not appear as a problem for this analysis.

The use of a single key informant creates the potential for common method bias to influence any of the relationships observed (Huber & Power, 1985). To minimize this risk, it followed the procedures recommended by Podsakoff, MacKenzie, Lee, and Podsakoff (2003): respondents anonymity was guaranteed; respondents were assured that there were no right or wrong answers; and the order of the measurement of the independent and dependent variables was counterbalance.

The existence of common method bias implies that a confirmatory factor analysis (CFA) containing all constructs produce a single factor (Podsakoff & Organ, 1986). The goodness-of-fit indices for the Harman's one-factor model indicate a poor fit (CFI = .60, IFI = .60, TLI = .52), suggesting that common-method bias is unlikely.

Measures

We sourced measures from the literature and adapted them to the current research context (see Churchill, 1979). Constructs were first order and measured with multi-item scales. The scales used to measure the individual's motivation to relax were adapted from Beard and Ragheb (1983), Fodness (1994), Goossens (2000) and Ryan and Glendon (1998). Involvement, as explained before, was considered in four different facets.

- *Involvement with the (generic) product.* Respondents rated their level of agreement with statements regarding their knowledge, pleasure, risk probability and importance attributed to tourism products, namely travelling (adapted from Park, Mothersbaugh, & Feick, 1994 and Gursoy & Gavcar, 2003).
- *Involvement with the trip buying.* It was considered involvement with the decision to purchase the product in terms of information that tourists sought for preparing the trip. So, respondents had to classify the importance of several information sources to take the primary and secondary trip decisions. This scale is composed of personal sources, marketing communication sources, neutral and experience information sources and were adapted from Assael (1998), Fodness and Murray (1998) and Seabra et al. (2007).
- *Involvement with the trip consumption.* As far as tourism product consumption is concerned, it was considered the money tourists spent during their trip and also the activities that tourists undertook during their trip (Lehto et al., 2004).
- *Involvement with the trip evaluation.* Respondents had to rate their quality perception regarding four specific items of their trip namely hospitality, attractions, transportation and infra-structures (Chen & Tsai, 2007).

After selecting the scales from the literature, they were discussed with experts, namely international researchers from marketing and tourism and tourism professionals. The initial scales were translated into three languages: Portuguese, Spanish and German and then the instrument was back-translated to English. After revision, it was used a pre-test sample of 30 international travellers in order to test the scales (through Cronbach's alpha). The pre-test results were used to further refine the questionnaire.

Data profile

Tourists in this study sample were from 41 countries, from all over the world. The sample was mainly composed of men (56%). The most representative age group is between 26 and 35 years old (almost 50%) and about 25% of respondents had 36–45 years old. Approximately 74% had university education, 22% were middle and senior management, 20% were businessmen, about 19% were freelancers/self-employed and 15% students. The average income ranged from 2000 to 3000 Euros per. The sample was mainly composed of frequent travellers, who had undertaken, on an average, seven international trips in the last three years, lasting nine days each. There was a relatively high degree of familiarity with the destination visited; since tourists had in average visited the destination 3.5 times before. Each tourist used, on the average, 15 days to plan the trip, and referred to reservations planning with a period of 25 days in advance.

Table 1. Constructs, scale items and reliabilities.

Construct/items	Standardized loadings	t-value
Motivation to relax ($\alpha = 0.81$, $\rho_{vc}(n) = 0.59$, $\rho = 0.81$)	0.74	19.03
Scale: 1-not important at all; 7-very important	0.82	21.48
1. To relax mentally and physically	0.73	18.54
2. To avoid the hustle and bustle of daily life		
3. To be in a calm atmosphere		
Involvement with the generic product ($\alpha = 0.89$, $\rho_{vc}(n) = 0.68$, $\rho = 0.89$)	0.83	23.93
Scale: 1-totally disagree; 7-totally agree	0.87	25.65
1. It gives me pleasure to purchase a vacation	0.83	24.16
2. Buying a vacation is like buying a gift for myself	0.77	21.52
3. A vacation is somewhat of a pleasure to me		
4. I attach great importance to a vacation		
Involvement with the trip buying ($\alpha = 0.82$, $\rho_{vc}(n) = 0.60$, $\rho = 0.82$)	0.73	18.90
Scale: 1-not important at all; 5-very important	0.79	20.40
1. Travel clubs/books/magazines	0.81	20.99
2. Reports in TV, radio, press		
3. Welcome centres		
Involvement with the trip evaluation ($\alpha = 0.80$, $\rho_{vc}(n) = 0.58$, $\rho = 0.80$)	0.65	16.17
Scale: 1-very unsatisfied; 7-extremely satisfied	0.87	22.21
1. General infrastructure	0.75	18.78
2. Travel information		
3. Signs and indicators		

Notes: α = internal reliability; $\rho_{vc}(n)$ = variance extracted; ρ = composite reliability.

Table 2. Means, standard deviations and correlations among constructs^{a,b}.

Construct	Mean	Standard deviation	1	2	3	4
1. Motivation to relax	4.86	1.38	0.77			
2. Involvement with the generic product	5.20	1.40	0.43	0.82		
3. Involvement with the trip buying	2.05	1.15	0.18	0.16	0.78	
4. Involvement with the trip evaluation	4.85	1.30	0.13	0.22	0.15	0.76

^aAll correlations are significant at the 0.05 level.

^bThe diagonal (in bold) shows the square roots of the average variance extracted.

Results

To refine the measures and assess the reliability and validity of the constructs, the items were subjected to an exploratory factor analysis followed by a CFA, using full-information maximum likelihood estimation procedures in LISREL 8.8 (Jöreskog & Sorbom, 1996).

Measurement model

To assess the adequacy of the measurement model, it was examined initially the Cronbach's alphas from each construct of the conceptual model. In result, some factors were eliminated. Those were not included in the measurement because they presented alphas less than .7 and/or for revealing no significant values when tested to incorporate the final model. It also analysed individual item reliabilities, convergent validity and discriminant validity. After this process of the initial items remained only 13 (see Table 2). Specifically, the items eliminated in the involvement product construct were: knowledge, risk probability and risk importance dimensions; concerning involvement with the trip consumption construct, all dimensions were excluded.

The item reliabilities were assessed by examining the loadings of the individual items in the respective constructs.

In this model, each item is restricted to load on its priori specified factor, with the factors themselves allowed to correlate with one another. The overall chi-square for the model is significant ($\chi^2 = 213.69$, $df = 59$, $p < .00$). Four measures of fit were examined: the comparative fit index (CFI = .96), the

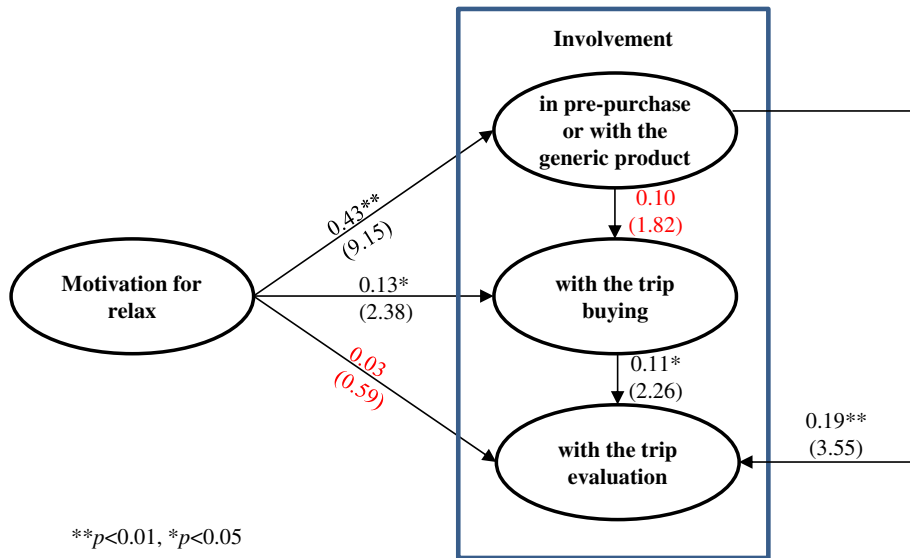


Figure 2. Final model.

incremental fit index (IFI = .96), the Tucker–Lewis fit index (TLI = .95) and the root mean square error of approximation (RMSEA = .066). The results suggest that the scale measures are internally consistent, able to provide a good fit of the factor model to the data.

Internal consistency was evidenced by composite validity (ρ) (Bagozzi, 1980). All the constructs passed the minimal acceptable values of .7 (Nunnally, 1978) and are valid presenting internal consistency above .80 and Cronbach's alphas of .80. Convergent validity is evidenced by the large and significant standardized loadings of each item on its intended construct (average loading size was .78). Discriminant validity among the constructs is stringently assessed using the Fornell and Larcker (1981) test; all possible pairs of constructs passed this test. Table 1 presents all the constructs, scale items and reliabilities.

Discriminant validity was assessed by observing the construct intercorrelations. The root of AVE for each construct was compared with the shared variance between constructs. The square root of the AVE should be greater than the correlation between a construct and any other construct (Fornell & Larcker, 1981) Table 2 provides an overview of the means, standard deviations and correlation matrix among the constructs. Adequate discriminant validity is evident since the square root of AVE between any two constructs (diagonal) is greater than the correlation between those constructs (off-diagonal).

Structural equation model

The conceptual framework depicted in Figure 1 was tested using structural equation modelling. Specifically, this model contains four constructs, 13 observable indicators, measurement and latent variable errors, and inter-correlations between the latent constructs. The results suggest a good fit of the model to the data ($\chi^2 = 213,69$, $df = 59$, $p < .00$, CFI = .96, IFI = .96, TLI = .95, RMSEA = .066).

The linkage between those eliminated constructs presenting low Cronbach's alphas and not included in the measurement model was not tested. The hypotheses relating the constructs fixed in the CFA model were tested. The following are the results (see Figure 2) through standardized parameter estimates, t -values and significance levels for the hypothesized paths.

Consistent with H1a and H1b, motivation for relax has a significant positive impact on involvement in pre-purchase or with the generic product ($\beta = .43$, t -value = 9.15), and involvement with the trip

buying ($\beta = .13$, t -value = 2.38). Contrary to expectations, no significant association is found between motivation for relax and motivation with the trip evaluation ($\beta = .03$, n.s.), thus H1d is rejected.

Surprisingly, no significant relationship is found between involvement in pre-purchase or with the generic product and involvement with the trip buying ($\beta = .10$, n.s.), thus H2a is rejected. In line with H2c involvement in pre-purchase or with the generic product has a significant positive impact on involvement with the trip evaluation ($\beta = .19$, t -value = 3.55).

Finally, consistent with H4, involvement with the trip buying has a significant positive impact on involvement with the trip evaluation ($\beta = .11$, t -value = 2.26).

One of the main advantages of using a path model is the possibility to explore the direct, indirect and total effects among latent variables (Lages & Montgomery, 2005). The indirect effect is determined by understanding the product of a particular variable on a second variable through its effect on a third intervening or mediating variable (Hair, Anderson, Tatham, & Black, 2010). Despite the non-significant direct impact of motivation for relax on involvement with the trip evaluation ($\beta = .03$, n.s.), the indirect effect of motivation for relax on involvement with the trip evaluation is positively statistically significant ($\beta = .10$, $p < .01$).

The analytical results also allow to draw conclusions about the relative importance of the predictor variables used in the model. For the two endogenous variables that constitute involvement, the findings establish that motivation to relax has a stronger impact on involvement in pre-purchase or with the product pleasure ($\beta = .43$), than on involvement with the trip buying ($\beta = .13$). Additionally, for the endogenous variable involvement with the trip evaluation, the results show that involvement in pre-purchase or with the generic product ($\beta = .19$) has a stronger impact than involvement with the trip buying ($\beta = .11$).

Conclusion and implications

In this work, it undertook a literature revision of two important concepts in tourism study: motivation and involvement, namely in natural areas study. Results indicate that motivations are effectively related with involvement as can be seen in Josiam, Smeaton and Clements study (1999). Also, involvement can be related with some phases of consumer behaviour decision confirming previous studies (Seabra et al., 2014).

Motivation to relax influences involvement with the pleasure to travel and with the trip planning (Goossens, 2000). Motivation to relax implies personal involvement with the product in the pleasure dimension. When tourists travel motivated to relax, they face the tourism product as a gift that they buy with careful implying extra efforts in the planning stage namely searching for information. Relaxation is an important motivation that leads tourists to prepare and plan their trips in a more committed way (Becken & Wilson, 2007). Tourists that want to relax mentally and physically, to avoid the hustle and bustle of daily life, and to be in a calm atmosphere are more involved with the pleasure to travel and with the trip planning.

Tourist motivation to relax influence positively their search for information in sites like travel clubs, books, magazines, reports in TV, radio, press and in welcome centres. In this context, tourists experience more pleasure when they buy a vacation. To them, it is like buying a personal gift. Involvement with the pleasure to travel contributes positively to the trip evaluation involvement. When tourists are involved with tourism products and when they faced them as something with great meaning to them, they will be more critical in evaluation.

The results also confirmed the significant relationship between involvement with the trip planning and trip evaluation involvement. When tourists prepare their trips in an extensive way, they create high expectations. So, they will be more involved in the trip evaluation. Specifically, those related with general infrastructures, travel information, and with local signs and indicators.

Therefore, the selection of a strategy for tourism depends on how tourists connect with products and destinations. It is expected that through the understanding of how motivation and involvement are connected, tourism organizations may better understand the type of connection that tourists establish

with tourism and what its impact on tourists' decision-making. They could, as a consequence, use a framework to develop and implement strategies to increase the value associated with destinations and their services. These results may also provide some guidance on how to better pursue an information-oriented business strategy. By identifying tourists' levels connection with tourism it becomes possible to make choices regarding the best marketing strategies to address, such as identifying different market segments and corresponding differentiated strategies, or improving the destination's positioning.

These are important results for those tourism organizations which have products related with clients' relax as core business, namely those that offer a relaxing atmosphere to provide mental and physical relaxation to their clients. Those organizations and intermediaries in the marketspace and marketplace must understand that their clients consider a great importance to the purchase of such products, so, they must position them as a gift. Additionally, managers must provide information for their clients in promotion channels like TV, radio, press and in welcome centres. This way, companies may ensure that their clients will have a higher involvement with their trips evaluation.

Another important insight into this framework is the fact that tourists motivated to relax are more involved with the evaluation, which means that they are more critical in what regards to general infrastructures, travel information, signs and indicators. According to this, destination management organizations should be aware of those destination facilities and information, and improve the attractiveness to this kind of tourists.

There are however some limitations of the study to be considered. The first limitation is linked to the characteristics of the sample specifically the age, which may restrict the generalization of the results to a certain extent. It considered travellers that used only three European airports. Future studies with larger samples could allow for a comparison between tourists from different regions of the world, using multi-groups methodology, for example using the cultural background as a segmentation tool. Moreover, it need further research on the antecedents of motivation to relax and consequences of trip evaluation involvement, namely intention to buy and WOM generation. So, it suggests the implementation of the conceptual model to other services and other regions.

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