My thesis is focused on the impact of values on behavior in a tourism context. The tourism context was chosen as it meets the conditions under which values are likely to be activated and to influence behaviour. Specifically, this research will examine the impact of values and of value-congruence on destination choice.

Initially, a pilot study will be conducted to elicit four destinations that are expressive of Schwartz higher-order values. These destinations will be the focus of two main studies. The first study will assess the impact of value-congruence on destination choice in different situations, using a revealed preference approach. The second will examine potential mediators of the value-behaviour relationship, using a stated preference approach.

Feedback is welcome.

Date: Wednesday, 20th August 2014
Time: 11:00am - 12:00pm
Venue: BUSN201 (Case Study Room)
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