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## Editorial

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**Biographical notes:** Ying (Tracy) Lu is an Assistant Professor at the University of Kentucky, USA. Her research focuses on tourist behaviour, particularly tourist engagement, loyalty, and interactive experiences in local communities and travel destinations. In a short period of time in academia, she has published nearly 40 refereed publications in leading journals and conference proceedings and has been awarded various grants in a total of more than \$100,000. She is the recipient of Best Paper Award at the International Convention and Expo Submit 2012 and WHTER/ICES Conference 2013. She is the Editor-in-Chief of the *International Journal of Hospitality and Event Management*.

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In recent years, growing attention in the field of tourism has been given to the impacts of current trends and emerging issues, such as changing economic situation, increasing environmental consciousness, and demographic changes. These new influencers are changing almost every aspect of tourist behaviour. In this vein, it is important to understand tourist behavioural changes and predict tourist behaviour in a new era. This issue opens up a dialogue to expand the extant understanding of tourist behaviour and identifies the areas where the knowledge of tourist behaviour can be applied.

This special issue of the *International Journal of Tourism Anthropology (IJTA)* brings together six papers selected through a peer-review. The paper by Dr. Nikolaos Boukas identifies the factors that influence youth cultural tourists' behaviour. Through interviews with youth cultural tourists of the archaeological site of Delphi, Greece, a framework is suggested for the analysis of youth cultural tourist behaviour based on their shaped motivation. The paper by Dr. Rachel Dodds seeks to profile the views and characteristics of travellers to Koh Phi Phi, an island in southwestern Thailand. The study concludes that travellers are prepared to take responsibility and to pay to help prevent further degradation of tourism resources. Travellers' willingness to pay for environmental improvements varies only marginally based on travellers' income levels. The paper by Ms. Banafsheh M. Farahani and Dr. Badaruddin Mohamed reviews Middle East tourists' behaviour according to their nationality. From the perspective of tour guides, results of the study show significant behavioural differences among tourists from different countries in Middle East. It argues that Middle East that consists of several countries cannot be treated as one unit when tourist behaviour is concerned. The paper by Ms. Xiaoxiao Fu, Dr. Xinran Lehto, Dr. Liping Cai and Dr. Alastair Morrison explores the dimensions and contribution of different components of island experience to the overall tourist satisfaction. A typology of six island vacation activities is revealed. Results also show that in comparison to the core aspect (activity satisfaction), the peripheral aspects (satisfaction with other aspects of the island experience) exert a greater

influence in generating tourists' overall satisfaction. The paper by Dr. Wujia Zeng, Dr. Li Cheng, and Dr. Liqun Ouyang incorporates the concepts from Taoism and points out that the philosophy of 'Tao follows its own way' provides a possible conscious approach to the ecological transformation of tourist behaviour and offers a new philosophical view for ecotourism development. The paper by Mr. Sangchoul Yi, Dr. Jonathon Day and Dr. Liping A. Cai examines determinants of accommodation demand and the effects of external economic changes among self-drive vacation travel market. The study also compares two mainstream segments of the self-drive vacation market: self-drive vacation staying at commercial lodging facilities (SDV-lodging) and self-drive vacation staying at a friend or relative's accommodations (SDV-FR).

Overall, these papers emphasised a global perspective of tourist behaviour and investigated the behaviour of tourists to Fiji, Thailand, Greece, Malaysia, Mainland China and the USA. Different aspects of tourist behaviour were highlighted, including attitudes towards sustainability, influence of Taoism, vacation experience and satisfaction, characteristics of self-drive travel market and behaviour of Middle East tourists according to their nationality. Various research methods were employed to achieve the objectives of the papers, such as semi-structure snowball interview, on-site surveys, analysis of secondary data and qualitative research methods. The findings and discussion contributed to the extant understanding of the current trends and issues of tourist behaviour. These papers are topical and reflect the contemporary changes in tourism behaviour and provide relevant evidence with appropriate implications for tourist management and destination marketing.

### **Acknowledgements**

The guest editor for this special issue take the opportunity to thank peer reviewers who acted on the deadline to give their comments that helped me in selecting the papers and also in improving the quality of the selected papers. Special thanks also go to the editor of this journal, Dr. Li Cheng, for his encouragement in putting together this volume.