INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES
https://e-journal.uum.edu.my/index.php/ijms

TOURIST DECISION-MAKING WHEN SELECTING A DESTINATION: AN ANALYTICAL HIERARCHY PROCESS ANALYSIS OF CONSUMPTION VALUES

[1]Bahar Turk, [2]Tuğba Yildiz & [3]Mehmet Tahir Dursun

[1,3]Denizli Vacational School of Social Sciences, Pamukkale University, Türkiye
[2]Demirözü Vacational School, Department of Transportation Services, Bayburt University, Türkiye

[3]Corresponding author:mtdursun@pau.edu.tr

ABSTRACT

Within the context of tourism-related activities, numerous factors may influence a traveller's choice of destinations. Therefore, it is crucial to understand which factors will mostly influence destination selection. It is common knowledge that in a destination selection process, people are likely to visit sites they believe are worthwhile. The Analytical Hierarchy Process (AHP) was used in the study, and the data were collected from twelve experts, including six academicians of tourism and destination marketing, and six tour guides with more than ten years of experience in the sector. The research aims to determine the priority order of consumption values in determining the preferences of tourists for the destinations they have selected. The results show that "epistemic value" was the most important factor in determining a tourist's choice of destination. Moreover, it was found that the following dimensions, namely functional value, i.e., "worth the money", emotional value, i.e., "feel secure", social value, i.e., "meet friendly and hospitable people", epistemic value, i.e., "providing novelty experiences", and conditional value, i.e., "personal safety" have also been given priority. By identifying the priorities of a tourist in the destination selection process, it is envisaged that tourism businesses operating in tourist destinations will be able to provide better value-added activities, such as in food and beverage, lodging, entertainment, and travel agencies. In providing theoretical and empirical information for those involved in the sector, a more efficient process is thus ensured. With the help of this knowledge of what is expected of tourists as consumers, it will be easier to develop comprehensive strategies and solutions.

Keywords: Destination selection, consumption value, multi-criteria decision making, analytical hierarchy process (AHP).

INTRODUCTION

One of the industries with the biggest growth rates globally is tourism. This phenomenon is especially so in Turkey. Since the number of visitors and tourism are growing on a global scale, it is crucial to comprehend the factors that influence traveller behaviour and choice of destinations. Since Turkey has become a highly competitive tourism destination in recent years, tourists' destination choices are becoming a subject that needs to be investigated (Ozdipciner et al., 2010). Just as in the case of Turkey, many destinations are recognized to be more than just tourism products that provide customers with an integrated experience; they are also perceptual concepts that are subjectively perceived by customers and rely on a variety of valuable factors (Buhalis, 2000). The decision-making process of a tourist is complex and diverse, affected by a variety of external and internal factors. The products and services consumers use and the circumstances in which they use them are determined by factors that impact consumer behaviour (Seyidov & Adomaitienė, 2016).

Consumption value is at the forefront among the important factors in destination selection. Especially when tourists decide to go on vacation in a destination, they focus on the functional, emotional, epistemic, social and situational value of the destination. Consumption value, in accordance with marketing literature, reflects the advantage obtained from selecting a product over its alternatives. Sheth et al. (1991) developed the theory of consumption values to determine whether consumption values affect customers' purchases and certain decisions about products and brands, and they have suggested that five consumption values affect product choice. These values are defined as functional, emotional, social, epistemic, and conditional. While functional value expresses the function that a product can perform, social value reflects an image that identifies with the norms of friends and relatives of consumers. On the one hand, emotional value refers to a variety of emotional states, positive or negative; epistemic value, on the other hand, is related to the desire for knowledge, such as the search for novelty or new experience. Finally, the concept of conditional value indicates that choices on a product vary depending on the different conditions' consumers confront. In light of the literature, this study has examined the choice of a tourist's destination using the analytical lens of consumption values. Specifically, the study aims to explore which values are important for tourists in selecting their preferred destinations and therefore, which of these values businesses should pay attention to and prioritize.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Consumption value theory provides an integrated analytical structure that includes components from various consumer value models that assume that consumer choice is a function of multiple consumption values. However, consumption value perceptions are specific parameters that measure consumer benefits across multiple dimensions. Individuals can benefit from consumption values in terms of money, social, conditional, and epistemic etc. Thus, value is a subjective concept that includes some internal needs, such as emotional aspects and knowledge anxiety, as well as some implicit factors, such as experiential need or prestige (Biswas & Roy, 2015). This theory concisely explains how consumers choose a product among many other alternatives using the following five consumption values: functional value, social value, emotional value, epistemic value, and conditional value. Although the theory has been beneficially appropriated in explaining many examples of consumer choice behaviour, there is a lack of evidence on the use of this theory in tourist choice behaviour (Tennakoon & Dassanayake, 2021). This theory provides a valuable framework for examining the complex dynamics

of consumer decision-making, sustainable communication, and message appeal, especially in the context of emerging trends, for example sustainable and green tourism. Within this dynamic framework, consumption value theory, which encompasses functional (i.e., destination brand quality) and experiential (i.e., perceived green value) aspects, remains an invaluable tool for understanding the multifaceted factors that influence destination choices (Japutra et al., 2024). Therefore, it is possible to assert that these values can also be seen in how travellers choose destinations. Just as it is effective on the preferences of the individual during a routine purchase, the values affect the decisions of the consumers during the choice of destination.

Destination value in the context of tourism refers to all the elements that make a specific location worthwhile to visit, see, and come to know (Chen & Tsai, 2007; Stienmetz & Fesenmaier, 2013; Crespo et al., 2022). However, rather than just the physical characteristics of a destination, the social elements of hospitality, the level of development of the tourism industry, the tourism business, and the ability of local managers to market the destination will also make a destination valuable (Milman, 2006). Tourism-related studies that highlight the value of the destination have focused on the satisfaction of the destination's tourist attractions (Jeong & Kim, 2020), service quality offered by the enterprises (Prentice & Kadan, 2019), climate (Halimton & Lau, 2006), social interaction involving residents (Shanka & Phau, 2008; Noyapak, 2009), organized events (Dias et al., 2022), and local gastronomic culture (Björk & Kauppinen-Räisänen, 2016). The multidimensional measurement of consumption values allows businesses to understand how to improve value perceptions of destinations in its various multi-dimensional aspects. Therefore, businesses should focus on the various potential ways to improve the value perceptions of their destinations. Marketing strategies should emphasize emotional, functional, and conditional values for consumer products or services. Understanding consumption values and their impact on destination and travel behaviour is important for a destination marketing program (Gómez et al., 2018). As a result, the choice of a decision may be influenced by any consumption value or a combination of the five commonly identified consumption values (Tennakoon & Dassanayake, 2021). Discussed below are the consumption values espoused in consumption value theory.

Functional Value

Functional value explains the preferences made in line with rational indicators such as the perceived quality, performance, and price of the product and/or service (Carlson et al., 2015; Kaur et al., 2021). Also, it indicates the benefit that an individual will get depending on the performance of functional features, and affects the choices held by tourists (Rahnama, 2017). Therefore, it is important for tourists who seek the maximum benefit at the lowest possible cost and give importance to physical characteristics (Yoo et al., 2013). On the other hand, functionality is concerned with the perceived satisfaction of a product or service in order to achieve the benefits of rational utility. In this regard, features such as durability, reliability, and cost come to the fore when choosing the travel destination (Khan et al., 2022). Functional value can be considered as quality monetary and benefit value. While the former is measured from the perspective of reasonable pricing, the ability to compare prices and the opportunity to benefit from promotional offers. The latter is evaluated in terms of convenience, consistency in providing benefits and a high level of benefits (Talwar et al., 2020). Functional values affect consumers' intentions to visit. Consumers consider quality and price when considering visiting a place (Ray et al., 2023). Price values are strong determinants that affect tourists' intentions to revisit and recommend (Gupta et al., 2023). A tourist may choose a destination based on functional values such as perceived quality. Destinations are increasingly focusing on sustainability awareness through tourism campaigns. In order to resonate more effectively with the target audience and ultimately

influence positive behavioural intentions among potential visitors, attractive elements related to the destination's quality benefits and experiential values can be presented with sustainability efforts (Japutra et al., 2024).

Additionally, functional value has an encouraging effect on tourists' destination satisfaction and loyalty (Zhou & Yu, 2022). In tourism, the physical aspects of the destination can be either natural (i.e., landscape) or man-made; the elements that will benefit from the consumption of souvenirs, food, and activities, are the functional value elements that affect the choices of tourists (Morgan et al., 2010). Therefore, elements that express functional value, such as affordability, attractiveness, comfort, and quality, are among the most popular destination values (Denys & Mendes, 2014; Ashton et al., 2015). Similar to how destinations promote better value for money and more convenience, this may influence the intent of potential domestic and international visitors to travel to a destination (Dewan & Kim, 2020).

Emotional Value

Emotional value refers to the perceived usefulness of a product or service that activates emotions or emotional states (Sweeney & Soutar, 2001; Gonçalves et al., 2016; Rahnama, 2017). In other words, it is about the feelings and emotions a product/service evokes (Sánchez et al., 2006). Expressions that are used to quantify emotional value, such as "fun," "exciting," and "giving emotional pleasure," also demonstrate that emotional value is related and connected to people's expectations (Sweeney & Soutar, 2001; Denys & Mendes, 2014). Emotional interaction has a direct effect on tourists' behavioural intentions and an indirect effect through satisfaction. In addition, by carrying out activities that appeal to tourists' emotions, one can affect "satisfaction with accommodation", "satisfaction with hotel services" and "satisfaction with restaurant services" (Pestana et al., 2020). Petrick (2002) states that for the formation of emotional value, the activity of consumption should make the individual feel good and happy, arouse a sense of pleasure and joy, and give happiness. As soon as tourists feel that they will have fun, they will decide to visit. Also, tourists' conduct and loyalty are influenced by emotional value (Asshidin et al., 2016; Saad et al., 2021). Emotions such as fun, enjoyment and excitement are expressed as effective destination values (Carlson et al., 2015). Therefore, the emotional value of a destination is made up of tourists' emotions of relaxation, having a great time, and the local atmosphere (Ashton et al., 2020). Thus, it can be said that not only emotional elements have a positive effect on tourists remembering their experiences of destinations (Mendonça-Pedro, et al., 2021), but also, it is possible to state that emotional value has a positive effect on tourists' destination preferences. Marketing managers and destination management organizations can further consider emotional value in their advertising and promotions by displaying positive impressions, luxury, pleasure, and happiness (Hussain et al., 2023).

Social Value

Social value is the positive relationship of the product or service with its social aspects, such as demographic, socioeconomic, and cultural dimensions. In addition, it is the perceived product benefit that the individual obtains by positively defining the characteristics of the products or services in the social groups (Małecka et al., 2022; Naim, 2023) to which he belongs or wants to belong (Sheth et al., 1991). Moreover, the individual's social acceptance and approval, making a good impression on others, and improving his or her own image also contribute to the individual's acquisition of social value (Sweeney & Soutar, 2001). Social value reflects that individual behavior is affected by group influence (Gómez et al., 2018). In other words, social groups, social relationships, and peer pressure are key

factors that affect consumers' attitudes and behaviors during the adoption process. Social value explains that individuals care about how they are seen and try not to be left out of social networks. Service providers can increase social value by making all activities visible and thus perform as part of their corporate social responsibility. Such efforts can make users feel approved, connected, and accepted in their social networks (Kim & Jan, 2024). As a result, the decision of the individual to be accepted in the social context and to create a positive image in the environment reflects the importance of social value (Talwar et al., 2020). In order to appeal to the intrinsic motivation of tourists to travel, managers should pay attention to the factors related to tourists' leisure time and socialization by regarding these aspects as their main attractions.

Tourism organizations should make more efforts to anticipate the needs of different marketing segments and determine how to better satisfy the needs of tourists. Tourists can use digital channels to share their pleasant experiences with people in their environment. In this context, the availability and popularity of social media means that experiences can be shared very quickly (Pestana et al., 2020). Social value is an important driver of the intention to visit a place. In this regard, managers can carry out activities that will make them feel socially responsible and socially connected so as to attract consumers (Ray et al., 2023). Consumers feel satisfied when they are recognized as environmentally conscious in their social circles. When making choices, consumers also act with the satisfaction that comes from aligning with values that are important to them and their social groups (Chwialkowska et al., 2024). Additionally, social value plays a significant role in the formation of tourists' experiences (Morgan et al., 2010; Wong et al., 2019). Research demonstrates that destination loyalty is strongly impacted by social values (Xu et al., 2021; Zhou and Yu, 2022). Since social interaction and social value are closely related in the context of tourism, the definition of variables that might provide social value for tourists includes the welcoming and hospitable nature of tourism employees, a respectful approach, honest and helpful attention towards demands of tourists and visitors, and general helpfulness (Noypayak, 2009 as cited in Denys & Mendes, 2014). Furthermore, these elements are supplemented by the possibility of making friends and connecting with like-minded individuals (Shanka & Phau, 2008).

Epistemic Value

Epistemic value is considered to be the novel and unique features of the product or service perceived by individuals (Yoo et al., 2013). This value, which can be defined as the factors that arouse the desire to explore and learn, and encourage people to seek diversity and innovation, apart from arousing their curiosity and experiencing a sense of novelty (Wong et al., 2019; Kaur et al., 2021).

The epistemic value gained through the desire for knowledge and the consumption of an intriguing product is often provided by something new (Oe et al., 2023). Consumption value is extremely important in determining destination choice. Due to the positive impact of informational value on destination choice, this type of value should be emphasized for the novelty seekers segment (Ariffin & theirIshak, 2007). Additionally, since one of the strong drivers of action that influences people is curiosity, it is conceivable to assert that epistemic value influences tourists' behavioural intentions in this situation (Saad et al., 2021). Tourists are affected by the factors of aroused curiosity, providing innovation, acquiring new information, and providing experience about the destination they plan to visit (Ashton et al., 2020). Therefore, epistemic value is accepted as one of the main benefits that tourists expect from the tourism experience of a destination (Williams & Soutar, 2009). In other words, it is to obtain information about the historical, cultural, and local characteristics and touristic attractions of the destination visited within the scope of cultural tourism (Ashton et al., 2015). Also, it is effective for the purposes of discovering novel places, acquiring knowledge (a cognitive benefit) and accumulating

memories, escaping from routine, and having fun (positive emotions) that tourists gain from a tourism destination (Jiang & Hong, 2023).

Epistemic value is evaluated in terms of the tourist's ability to gain knowledge. Epistemic value has an important relationship with consumer behaviour in the context of tourism and hospitality in general (Talwar et al., 2020). It should ensure that visitors have the opportunity to learn something new and unique. In addition, managers should create an attraction that allows visitors to relax, to be able to offer a safe and attractive environment. In order to offer these benefits, managers should ensure that the staff is knowledgeable and to train them to be competent in providing services. Interactive and informative activities should be carried out for potential tourists (Suhartanto et al., 2020). In short, destination managers should support continuous innovations and provide training programs that will include new learning experiences when planning for staff development (Hussain et al., 2023).

Conditional Value

Conditional value suggests that tourists make decisions based on the options presented by their current circumstances (Kaur et al., 2021). Conditional value is considered an antecedent of behaviour (Gómez et al., 2018). In other words, conditional value, which means the perceived usefulness of a product or service in a particular situation or condition, may vary depending on the circumstances. Similarly, when the situational nature of the touristic product is considered, one can appreciate that the situation experienced by a particular tourist may differ from another in terms of experience and satisfaction (Gallarza et al., 2011). To a great extent, similar situations can be perceived differently under the influence of past experiences. Sheth et al., (1991) defined conditional value as the advantage derived from transient functional or social qualities that exist in specific circumstances. Just to illustrate, the utility gained from using an umbrella, is necessary when it rains (Furukawa et al., 2019).

In fact, the friendliness of the locals, personal safety, the value for money of the destination, and the benefit to be derived from a decent quality of life express the conditional value that tourists encounter in the destinations they visit (Shanka & Phau, 2008). Since it is positively related to tourist satisfaction with the place they have visited (Ashton, 2020), it is reasonable to assert that conditional values will influence destination selection by tourists (Rahnama, 2017; Kim & Jan, 2024). COVID-19 has fundamentally changed tourism and behaviour. Covid-19 has affected travel habits and has drawn tourists' attention to hygiene and health. Hygiene and health conditions at a destination have become key factors in travel decisions (Chebli, 2020, Hussain et al., 2023). To achieve a sustainable business in post-pandemic situations, the sector must now consider information system approaches that will convince tourists that they will be safe, and enjoy the warmest hospitality and services being offered with great care for hygiene at any destination of their choice (Srivastava et al., 2022).

METHODOLOGY

Aim, Scope and Limitations

The theory of consumption values can be used to describe the destination choice values of tourists as consumers. This theory attempts to establish a model about the tourist's choice of destination. It is an attempt to help us understand the desires and requirements of potential domestic and international tourists and in turn, to develop an effective strategy in the developing the tourism sector. In the present

study, functional value, emotional value, social value, epistemic value, and conditional value dimensions postulated by this theory are discussed.

The research aims to determine the priority order of consumption values in determining the preferences of tourists for the destinations they choose. Although there were studies that dealt with these values in terms of destination selection, there has been no research on the effects of values and their ranking on destination selection, a matter crucial to the stated aims of the present study. In this regard, it is apparent that in identifying the priorities of a tourist in the destination selection process, it will help tourism businesses operating in tourist destinations, in matters such as food and beverage, lodging, entertainment, and travel agencies. This is because a more efficient process will be created that this development will provide theoretical and empirical information for those involved in the sector. It will be easier to develop comprehensive strategies and solutions with the help of this knowledge of what is expected of tourists as consumers. On the other hand, because of these constraints, the study's findings have a narrow range of applicability. Additionally, the information gleaned from the analytical technique used in the study was restricted to the assessments of the experts who were interviewed.

Population and Sample

The Analytical Hierarchy Process (AHP), a multi-criteria decision-making technique was used to achieve the purpose determined within the scope of the research. The proposed method, which is frequently used by many different disciplines, is widely preferred for facilitating decision-making processes and solving internal problems (Saaty, 2000). The AHP method is a type of mixed-criteria decision-making (MCDM) that can assess both quantitative and qualitative criteria. It can also incorporate individual or group preferences, experiences, intuitions, knowledge, judgments, and thoughts into the decision-making process. Furthermore, it can manage and solve complex problems in a hierarchical structure. When making a decision, the decision-maker may take both subjective and objective factors into consideration. As a result, this enables the decision-maker to identify the mechanisms behind their own decision-making. In the analytical hierarchy process, decisions about the stated criteria are obtained through a survey or interview with the decision maker. The interviewer has first-hand experience with the topic of the research and is recognized as an expert (Vaidya and Kumar, 2006). Decision makers make decisions with analytical approaches, using a multi-criteria decision-making process which is structured hierarchically (Jato-Espino et al., 2014). The expert assessments become a pairwise comparison matrix after being converted into numerical values, and this matrix is used for all calculations (Liaghat et al., 2013; Kumar et al., 2022).

In this study, criteria for destination preferences were established using functional, emotional, social, epistemic, and conditional value dimensions and sub-expressions from the literature (Tapachai & Waryszak, 2000; Denys & Mendes, 2014; Phau et al., 2014). The values discussed in the present research were used by adapting the method used in previous studies. Purposive sampling was used in the selection of experts. This method involves identifying and selecting experienced individuals who are knowledgeable about the subject of interest (Rai & Thapa, 2015; Etikan et al., 2016). The approach of purposive sampling was employed to guarantee the selection of persons possessing profound knowledge and proficiency in a certain field. Experts were chosen in accordance with the study's goals, considering both their professional experience gained from working in the travel and tourism sector for more than ten years, as well as their scholarly works in the same subject. These people were regarded as specialists because of their dual expertise in theory and practice about the behaviour of tourists.

In this process, the determining factor in the selection of experts is that the relevant candidates have experience, knowledge, and experiences that align with the aims of this research. Twenty people were contacted in total; however, only twelve of them accepted the invitation to participate in the study. As a result, a total of twelve experts were selected for the study, this included six academicians who taught topics related to travel and tourism and have published research in the area, as well as six tour guides with more than 10 years of experience in the industry. By considering the opinions of experts who were familiar with tourists as consumers in all the important aspects of the process, the present study has attempted to arrive at more definitive results. Online responses of the survey were gathered from April 4-14, 2023. A sample of a completed survey form was supplied to assist the respondents in completing the questionnaire. Also clarified in the context of destination choice were the aims of the study, the notion of consumption value, and the values as sub-criteria. The effects of the value dimensions on the choice of a destination were then compared among each other and then within each dimension by the experts selected for this study. The Saaty (1990) scale, a 9-point comparison scale, was applied for this procedure.

The identification of decision makers in AHP is a strategic process depending on the nature and scope of the decision and the parties to be affected. The selection of decision makers is a critical step as it directly affects the quality of the decision. 'Level of Expertise' in the process of determining the decision makers had considered the following issues: for example, whether AHP was to be used for material selection in a construction project, then experts such as engineers, architects and cost analysts would be selected; 'Representation of Interest Groups', for example, in a public project, public representatives, government officials and environmental organisations might be involved as decision makers; 'Diversity of Experts', for example, decision-makers were selected from a diverse group that could consider different aspects of the issue; and 'Previous Experience', for example, experienced people can make more effective decisions because they know the process well and therefore, this had to be taken into account.

Considering the criteria when selecting decision maker will ensure that objective decision-making is ensured. Decision makers from different fields of expertise and interest groups will provide a more balanced and impartial decision-making process, as decisions based on the bias of a single person or group can be prevented. In addition, inclusiveness and representativeness are ensured. It is important that the voices of everyone involved in a decision are heard. Decision-makers are carefully selected to increase the transparency and legitimacy of the decision process. This improves the subsequent applicability of the decision and ensures acceptance among stakeholders. The proper selection of decision makers helps to achieve more consistent results in pairwise comparisons. If the consistency between the experts is high, the calculated weights are more reliable. In summary, the selection of the selected persons by considering their expertise, representativeness and decision-making competences increases the quality of the decision and the acceptability of its results. This process contributes to making the decision more accurate, fair, and applicable.

FINDINGS

In the AHP application, the concept of consumption value has been discussed in detail in the foregoing section, comprising the functional, emotional, social, epistemic, and conditional value dimensions. The method's stages and formulas are only provided for the dimensions considered primary criteria because they are repeated at each stage. The dimensions were compared using exactly the same methodology.

Construction of the Hierarchical Structure

The first step in the AHP is to establish a hierarchical structure for the solution of the problem under consideration. This framework allows decision-makers to compare options using the selected criteria and, if applicable, sub-criteria. On the other hand, the AHP allows for ranking merely among alternatives, as was done in this study. The hierarchical structure established in these situations, is as illustrated below.

Figure 1

Hierarchical Structure of Consumption Values
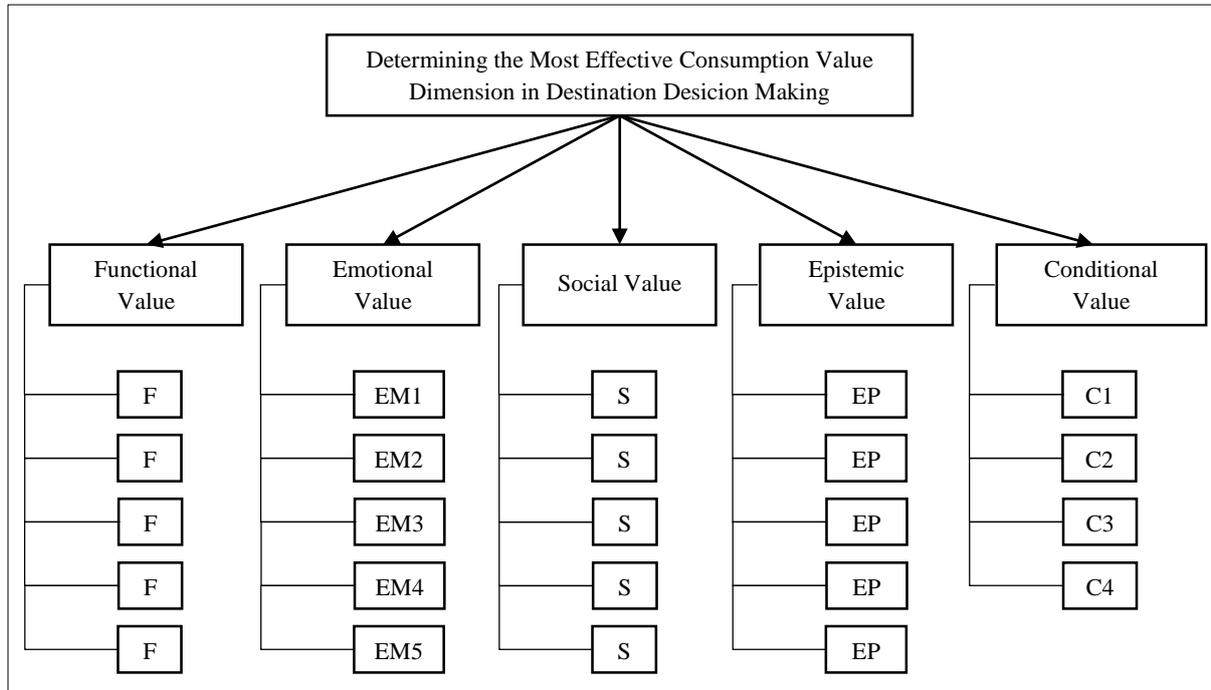
Note: *F: Expressions of functional value criteria; D: Expressions of emotional value criteria; S: Expressions of social value criteria; E: Expressions of epistemic value criteria; C: Expressions of conditional value criteria

The Construction of a Pairwise Comparison Matrix

After determining the hierarchical structure, it is necessary to create a pairwise comparison matrix in which the relative importance of each criterion is determined as compared to each another. The decision-maker evaluated the criteria and compared them in light of their knowledge and experience to determine how important each criterion was. The matrix was formed by averaging the expert opinions geometrically. The pairwise comparison matrix (A) formulated is as shown in Equations 1–3.

$$A = \begin{bmatrix} a_{11} & a_{12} & \dots & a_{17} & a_{1n} \\ a_{21} & a_{22} & \dots & a_{27} & a_{2n} \\ \vdots & \vdots & \ddots & \vdots & \vdots \\ a_{m1} & a_{m2} & \dots & a_{m7} & a_{mn} \end{bmatrix} \quad (1)$$

$$A^{-1} = \begin{bmatrix} 1 & 1/a_{21} & \dots & 1/a_{71} & 1/a_{n1} \\ 1/a_{12} & 1 & \dots & 1/a_{2} & 1/a_{n2} \\ \vdots & \vdots & \ddots & \vdots & \vdots \\ 1/a_{1m} & 1/a_{2m} & \dots & 1/a_{7m} & 1 \end{bmatrix} \quad (2)$$

$$A = (a_{ij}), i,j = 1,2,3,4,5,\dots n \ ve \ n = m, \text{ Eğer } a_{ij} = \beta \text{ ise } a_{ji} = \beta^{-1} \text{'dir } (\beta \neq 0 \text{ olmak üzere}) \quad (3)$$

At this point, the thing that should not be overlooked is that when determining the relative importance levels in the pairwise comparison matrix, it is $a_{ij} = a_{ij} = 1$ when it is of equal importance to a_i and a_j. In addition, $a_{ij} = 1$ for each i. In other words, since the criterion is compared with itself, the diagonal values of the matrix become 1. Moreover, if $a_{ij} = \infty$, it becomes $a_{ij} = 1/\infty$ and $\infty \neq 0$. This implies that half of the matrix's criteria will be in opposition to one another. If $a_{ij} = x$ then $a_{ij} = 1/x$ (Condon et al., 2003). As a result of all these procedures, Table 1 displays the pairwise comparison matrix of the primary criteria.

Table 1

Pairwise Comparison Matrix of the Main Criteria

	Functional Value	Emotional Value	Social Value	Epistemic Value	Conditional Value
Functional Value	1.00	0.45	0.66	0.37	0.71
Emotional Value	1.76	1.00	1.37	0.78	1.30
Social Value	1.52	0.73	1.00	0.49	1.00
Epistemic Value	2.27	1.29	2.02	1.00	1.77
Conditional Value	1.41	0.65	0.96	0.49	1.00
Total	7.95	4.13	6.02	3.13	5.78

Normalization and Determination of the Order of Importance

Following the process for constructing the hierarchy, the matrix should be acquired, and after that, the importance level should be established. For the ranking produced based on the responses of the decision-makers, the criteria matrix needs to be normalized (see Table 2). In this way, the criteria weights that will determine the ranking can be calculated. These steps should be taken in order to calculate the weights, as follows: Each of the components in the matrix should be divided by the total of the column to which it belongs after the values in each column of the binary comparison matrix have been added. The averages of the elements in each column should then be determined.

Table 2

Normalization Matrix of the Main Criteria

	Functional Value	Emotional Value	Social Value	Epistemic Value	Conditional Value
Functional Value	0.13	0.11	0.11	0.12	0.12
Emotional Value	0.22	0.24	0.23	0.25	0.22
Social Value	0.19	0.18	0.17	0.16	0.17
Epistemic Value	0.28	0.31	0.34	0.32	0.31
Conditional Value	0.18	0.16	0.16	0.16	0.17
Total					5.78

"Epistemic value" (0.31) is the most effective dimension in destination selection, according to the weight ranking created after comparing the main criteria (see Table 3). Emotional value (0.23) is second, social value (0.17) is third, and conditional value (0.16) is fourth, and it is noteworthy that the

weight ratios are quite close to each other. In the last row is the functional value (0.11). These findings highlight the importance of epistemic values, which embody the spirit of tourism and encourage curiosity, the learning of new things, and sharing new knowledge about traditions and practices. The fact that the emotional value was in second place demonstrates that tourists anticipate their destination to offer them both security and emotional pleasure, excitement, and fun. Contrary to expectations, the social and conditional values demonstrate that tourists in this study did not place as much emphasis on the attitudes and behaviours of the local populace as they did on more tangible aspects like social interaction and cultural convergence. It also matches with the functional value representing elements such as affordability and tourist attractions being placed last.

Table 3

Weights for the Main Criteria

Rank	Main criteria	Weight %
1	Epistemic	0.312
2	Emotional	0.233
3	Social	0.173
4	Conditional	0.165
5	Functional	0.117

Consistency Analysis

For the study to be accurate, it is crucial to verify the consistency of the experts' responses after the comparison procedure was finished. The consistency ratio (CR) must be calculated to assess how consistently the matrix's values are distributed. It will be possible to tell if the experts behave consistently throughout the comparison in this way. Accordingly, if the obtained result shows that the consistency ratio is within the acceptable range (CR < 0.10), the decision process continues. The comparison provisions must be revaluated and modified if it is not within the acceptable range (CR > 0.10) (Taylor, 2002; Türk & Erciş, 2017). Saaty (1990), had proposed that Equation 4 be used in calculating the consistency ratio:

$$CR = \frac{CI \ (consistency \ indicator)}{RI \ (Random \ Indicators)} \qquad (4)$$

Three calculations must be performed in order to determine the consistency ratio: (1) the weighted total vector; (2) the consistency index; and (3) the consistency ratio.

Calculating the sum of Weighted Vector
The sum of weighted vector had been calculated as given in Equation 5, which was the first step in computing the consistency.

$$W_{11}.\begin{bmatrix} P_{11} \\ P_{21} \\ P_{31} \end{bmatrix} + W_{21}.\begin{bmatrix} P_{12} \\ P_{22} \\ P_{32} \end{bmatrix} + W_{31}.\begin{bmatrix} P_{13} \\ P_{23} \\ P_{33} \end{bmatrix} = \begin{bmatrix} WS_{11} \\ WS_{21} \\ WS_{31} \end{bmatrix} \qquad (5)$$

Table 4

The Sum of Weighted Vector

	Functional Value	Emotional Value	Social Value	Epistemic Value	Conditional Value	Total
Functional Value	0.12	0.11	0.11	0.11	0.12	0.57
Emotional Value	0.21	0.23	0.24	0.24	0.21	1.13
Social Value	0.18	0.17	0.17	0.15	0.17	0.84
Epistemic Value	0.27	0.30	0.35	0.31	0.29	1.52
Conditional Value	0.17	0.15	0.17	0.15	0.17	0.80

Following this computation, the relative priority value assigned to each member in the vector would be divided by that value, and the resulting value was averaged. This amount was calculated as indicated in Equation 6 and was indicated by the symbol "λ max".

$$\lambda_{max} = \frac{\frac{WS_{11}}{W_{11}} + \frac{WS_{21}}{W_{21}} + \frac{WS_{31}}{W_{31}}}{n} \tag{6}$$

Calculating the Consistency Index

In order to ensure equality, the CI value, which has been expressed as the "consistency index/indicator", was calculated with the help of Equation 7 (Zhou & Shi, 2009).

$$CI = \frac{\lambda_{max} - n}{n-1} \tag{7}$$

Equation 8 was used to calculate the maximum eigenvalue (λ_{max}) in Equation 8.

$$\lambda_{max} = \frac{1}{n} \sum_{i=1}^{n} \frac{(AW)_i}{W_i} \tag{8}$$

Here, after multiplying the columns of the matrix with their relative importance degrees, they were summed, and the weighted total vector was obtained. The arithmetic means of the result gave λ_{maks} after the elements that made up the weighted sum vector were divided by their relative importance. Based on the related equations, the main criteria were calculated as $CI = (4.86 - 5)/4 = 0.03$.

Calculation of Consistency Ratio

The randomness index (RI) in the consistency ratio formula was seen as the consistency index value randomly generated from the comparison matrix. The Randy Index Values of Saaty (1990) listed in the Table 5 below were utilized to calculate this index. In addition, it should be known that the randomness indicator would change according to the matrix measure. It was found to be $n = 5$, $RI = 1.12$ and $CR = 0.03/1.12 = 0.02$ for the main criteria ($CR = 0.01 \leq 0.1$). The result obtained shows that the comparisons in the pairwise comparison matrix were consistent.

Table 5

Saaty's Random Index Values

n	1	2	3	4	5	6	7	8	9	10
RI	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

Weighting and Order of Importance for the Sub-Criteria of Functional Value

Each sub-criteria were subjected to a separate application of the processes used to determine the order of priority and consistency of the major criteria. Table 6, Table 7, and Table 8 list the outcomes of the operations for the functional value sub-criterion.

Table 6

Pairwise Comparison Matrix for the Sub-criteria of Functional Value

	F1	F2	F3	F4	F5
F1. Beautiful scenery	1.00	0.32	0.34	0.22	0.44
F2. Worth the money	3.15	1.00	0.99	1.51	2.33
F3. High quality service	2.96	1.01	1.00	1.23	2.84
F4. Cultural historical tourist attractions	4.62	0.66	0.81	1.00	2.47
F5. Economic holidays	2.27	0.43	0.35	0.41	1.00
Total	14.00	3.41	3.50	4.36	9.08

Table 7

Normalization Matrix for the Sub-Criteria of Functional Value

	F1	F2	F3	F4	F5	Weights (W)
F1	0.07	0.09	0.10	0.05	0.05	0.07
F2	0.23	0.29	0.28	0.35	0.26	0.28
F3	0.21	0.29	0.29	0.28	0.31	0.28
F4	0.33	0.19	0.23	0.23	0.27	0.25
F5	016	0.13	0.10	0.09	0.11	0.12
Total						1.00

Table 8

Weights for the Sub-criteria of Functional Value

Rank	Sub-Criteria	Weights (%)
1	F2. Worth the money	0.281
2	F3. High quality service	0.277
3	F4. Cultural historical tourist attractions	0.251
4	F5. Economic holidays	0.118
5	F1. Beautiful scenery	0.072

In the ranking obtained for the functional value sub-criteria, the most important factor was "F2. Worth the money spent" (0.28).

However, "F3. High quality service" (0.27) and "F4. Cultural historical tourist attractions" take the second and third places with very close ratios (0.25). This result shows that tourists were not very sensitive to the affordable price factor when choosing a place, as long as they considered the place to be worth the money they had spent and if the service quality was good.

The consistency of the functional value sub-criteria was checked, using the relevant formulas and table value; $CI = 0.02$ $RI = 1.12$ and $CR = \frac{CI}{RI} = 0.01$ were found. This result shows that the $(CR = 0.01 \leq 0.1)$ model was consistent.

Weighting and Order of Importance for the Sub-Criteria of Emotional Value

The results obtained as a result of the processes in determining the weighting and order of importance of the Emotional Value sub-criterion are as shown in Table 9, Table 10 and Table 11.

Table 9

Pairwise Comparison Matrix for the Sub-Criteria of Emotional Value

		EM1	EM2	EM3	EM4	EM5
EM1. Acquire emotional pleasure		1.00	0.64	0.83	0.80	0.76
EM2. Relax emotionally and physically		1.57	1.00	1.01	0.84	0.87
EM3. Feel secure		1.21	0.99	1.00	1.90	1.83
EM4. Feel excited		1.25	1.19	0.53	1.00	0.87
EM5. Have fun/feel enjoy		1.32	1.15	0.55	1.14	1.00
	Total	6.35	4.97	3.91	5.68	5.34

Table 10

Normalization Matrix for the Sub-Criteria of Emotional Value

	EM1	EM2	EM3	EM4	EM5	Weights (%)
EM1	0.16	0.13	0.21	0.14	0.14	0.16
EM2	0.25	0.20	0.26	0.15	0.16	0.20
EM3	0.19	0.20	0.26	0.33	0.34	0.26
EM4	0.20	0.24	0.13	0.18	0.16	0.18
EM5	0.21	0.23	0.14	0.20	0.19	0.19
					Total	1.00

Table 11

Weights for the Sub-Criteria of Emotional Value

Rank	Sub-Criteria	Weights (%)
1	EM3. Feel secure	0.264
2	EM2. Relax emotionally and physically	0.204
3	EM5. Have fun /Feel enjoy	0.193
4	EM4. Feel excited	0.182
5	EM1. Acquire emotional pleasure	0.156

Prominent in these sub-criteria was "EM3. Feel secure" (0.26), which could be interpreted as saying tourists would only tend to go to a destination, they thought was safe. Second place was "EM2. Relax emotionally and physically " (0.20), which was consistent with the feeling of safety and stands out compared to other expressions. According to this ranking, tourists felt safe and comfortable; they preferred these to feelings of fun, excitement, and pleasure. The consistency of the emotional value sub-criteria was checked, using the relevant formulas, the value $CI = 0.03$ $RI = 1.12$ and $CR = \frac{CI}{RI} = 0.02$ were found. This result shows that the ($CR = 0.02 \leq 0.1$) model was consistent.

Weighting and Order of Importance for the Sub-Criteria of Social Value

The results of the transactions for the social value sub-criterion are as seen in Table 12, Table 13 and Table 14.

Table 12

Pairwise Comparison Matrix for the Sub-Criteria of Social Value

	S1	S2	S3	S4	S5
S1. Meet friendly and hospitable people	1.00	2.52	3.61	0.89	1.81
S2. Meet people with common interests	0.40	1.00	1.32	0.44	0.97
S3. Improve self-image	0.28	0.76	1.00	0.60	1.23
S4. Follow recommendations	1.12	2.28	1.66	1.00	2.02
S5. Be respected by others /be socially accepted	0.55	1.03	0.81	0.49	1.00
Total	3.35	7.59	8.40	3.43	7.03

Table 13

Normalization Matrix for the Sub-criteria of Social Value

	S1	S2	S3	S4	S5	Weights (W)
S1	0.30	0.33	0.43	0.26	0.26	0.316
S2	0.12	0.13	0.16	0.13	0.14	0.135
S3	0.08	0.10	0.12	0.18	0.17	0.130
S4	0.33	0.30	0.20	0.29	0.29	0.282
S5	0.17	0.14	0.10	0.14	0.14	0.137
Total						1.00

Table 14

Weights for the Sub-criteria of Social Value

Rank	Sub-Criteria	Weights (%)
1	S1. Meet friendly and hospitable people	0.316
2	S4. Follow recommendations	0.282
3	S5. Be respected by others /be socially accepted	0.137
4	S2. Meet people with common interests	0.135
5	S3. Improve self-image	0.130

"S1. Meet friendly and hospitable people " (0.31), which ranked first, reflected the presupposition that tourists expect a warm welcome from the locals during their visit to the destination. In addition, the fact that "S4. Follow recommendations" (0, 28) ranked second has revealed the importance of the effect of comments on tourists' destination choices. The fact that the other three statements have lower weights than those in the first two rows can be interpreted as meaning that tourists did not attach importance to external appearance in choosing a destination and did not see the destination directly as a socializing environment.

The consistency of the social value sub-criteria was checked, using the relevant formulas, the value $CI = 0.02$ $RI = 1.12$ and $CR = \frac{CI}{RI} = 0.01$ were found. This result shows that the ($CR = 0.01 \leq 0.1$) model was consistent.

Weighting and Order of Importance for Sub-Criteria of Epistemic Value

The results of the operations performed for the epistemic value sub-criterion are as seen in Table 15, Table 16, and Table 17.

Table 15

Pairwise Comparison Matrix for the Sub-criteria of Epistemic Value

	EP1	EP2	EP3	EP4	EP5
EP1. Learn about local culture and traditions	1.00	0.87	0.89	0.29	0.40
EP2. Experience something different	1.15	1.00	1.34	0.70	0.73
EP3. Evoke curiosity	1.12	0.75	1.00	0.58	0.47
EP4. Provide novelty experience	3.51	1.43	1.73	1.00	1.64
EP5. Discover something new	2.50	1.37	2.11	0.61	1.00
Total	9.28	5.42	7.07	3.17	4.24

Table 16

Normalization Matrix for the Sub-criteria of Epistemic Value

	EP1	EP2	EP3	EP4	EP5	Weights (W)
EP1	0.11	0.16	0.13	0.09	0.09	0.116

(continued)

	EP1	EP2	EP3	EP4	EP5	Weights (W)
EP2	0.12	0.18	0.19	0.22	0.17	0.178
EP3	0.12	0.14	0.14	0.18	0.11	0.139
EP4	0.38	0.26	0.24	0.32	0.39	0.318
EP5	0.27	0.25	0.30	0.19	0.24	0.250
Total						1.00

Table 17

Weights for the Sub-criteria of Epistemic Value

Rank	Sub-Criteria	Weights (%)
1	EP4. Provide novelty experience	0.318
2	EP5. Discover something new	0.250
3	EP2. Experience something different	0.178
4	EP3. Evoke curiosity	0.139
5	EP1. Learn about local culture and traditions	0.116

With regard to notion of epistemic value, tourists expected a destination as "E4. Provide novelty experience "(0.31) and "E5. "Discover something new" (0,25) as these were perceived as more important than the others. Tourist expectations of having unique experiences and making new discoveries will continue to be important as long as the destinations delivered on what they had promised the tourists. In addition, it was clear that tourists wanted to experience the local culture and traditions and wanted to experience them with several visits.

The consistency of the epistemic value sub-criteria was checked, using the relevant formulas, the value $CI = 0,02$ $RI = 1,12$ and $CR = \frac{CI}{RI} = 0,01$ were found. This result shows that the ($CR = 0,01 \leq 0,1$) model was consistent.

Weighting and Order of Importance for Sub-Criteria of Conditional Value

The results of the operations for the conditional value sub-criterion are as seen in Table 18, Table 19 and Table 20.

Table 18

Pairwise Comparison Matrix for the Sub-criteria of Conditional Value

	C1	C2	C3	C4
C1. Friendliness of locals	1.00	0.55	0.50	0.68
C2. Personal safety	1.82	1.00	1.52	2.47
C3. Good value for money	1.99	0.66	1.00	1.37
C4. Good quality of life	1.47	0.41	0.73	1.00
Total	6.29	2.62	3.75	5.52

Table 19

Normalization Matrix for the Sub-Criteria of Conditional Value

	C1	C2	C3	C4	Weights (W)
C1	0.16	0.21	0.13	0.12	0.157
C2	0.29	0.38	0.40	0.45	0.381
C3	0.32	0.25	0.27	0.25	0.271
C4	0.23	0.16	0.19	0.18	0.191
Total					1.00

Table 20

Weights for the Sub-criteria of Conditional Value

Rank	Sub-Criteria	Weights (%)
1	C2. Personal safety	0.381
2	C3. Good value for money	0.271
3	C4. Good quality of life	0.191
4	C1. Friendliness of locals	0.157

For the conditional value, which is stated to vary depending on the conditions, "C2. Personal safety" (0.38) ranked first with a significant weight ratio. In second place, was the expression "C3. Good value for money" (0.27). Looking at these statements, it is understood that the highest expectation of tourists is the need for security, even if conditions change. Compliance with the budget, on the other hand, can be interpreted as a more appropriate expression for the variability understanding of conditional value.

The consistency of the conditional value sub-criteria was checked, using the relevant formulas, the value $CI = 0.02$ $RI = 0.90$ and $CR = \frac{CI}{RI} = 0.01$ were found. This result shows that the $(CR = 0.02 \leq 0,1)$ model is consistent.

The General AHP Ordering for All Main and Sub-Criteria

In the above applications, the order of importance was determined by comparing and weighting the main criteria and sub-criteria among themselves. To determine which sub-criteria were more important than others and to arrive at a general ranking, there was the need to look at the model as a whole. In this method, it was clear which value expression would influence travellers' preferences for destinations.

Table 21

The General Order of Importance for All Criteria

Functional Value		Emotional Value		Social Value		Epistemic Value		Conditional Value	
F1	0.008	EM1	0.036	S1	0.055	EP1	0.036	C1	0.026
F2	0.033	EM2	0.047	S2	0.023	EP2	0.055	C2	0.063
F3	0.032	EM3	0.062	S3	0.023	EP3	0.043	C3	0.045
F4	0.029	EM4	0.042	S4	0.049	EP4	0.099	C4	0.032
F5	0.014	EM5	0.045	S5	0.024	EP5	0.078		

When all the sub-criteria were prioritized, "EP4- Provide novelty experience" (0.099) was the most important one. It is important to note that "C2- Personal safety" (0.063) was in third position and "EP5- Discover something new" (0.078) was in second. Based on this observation, it is obvious that special experiences and innovations that have been discovered must be carefully marketed to influence the destination preferences of tourists. In the same manner, tourists anticipate the destination to be safe. As a result, these values and other rankings will be useful in the creation of marketing plans that will influence travellers' preferences for destinations.

DISCUSSIONS AND IMPLICATIONS

The decision-making process used by tourists as consumers of the tourism industry is well acknowledged to be quite complex. For years, studies have been conducted to better comprehend this process (Dijeri et al., 2014; Seyidov & Adomaitienė, 2016; Stankevich, 2017; Panwar et al., 2019). When consumers assume the identity of tourists, this process becomes much more complex. It is very challenging for tourist marketers to understand this entire intricate process without knowing which variables determine the tourist preferences of the destination to be visited. As a matter of fact, in many circumstances, knowing only the factors that influence the decision is insufficient; more specifically, knowing the various factors that will have the greatest impact on the decision-making process can be critical. As can be observed from the literature, numerous academics have studied the elements influencing travellers' choice of destinations. As a whole, there were fewer studies investigating the effect of "consumption values", which is the starting point of this study, on the determination of destinations (Denys & Mendes, 2014; Phau et al., 2014). To date, there has been no study carried out to evaluate which aspect of a consumption value is more useful in determining the key decision and how important it is. As a result, the aim of the present is to provide some insights into understanding why some of the tourist destinations have been more effective than others in attracting travellers, and the order in which tourist consumption values should be given priority when developing a marketing strategy. The research has focused on the importance of the emotional, social, conditional and epistemic values which visitors prioritize when deciding on a destination. These questions form the initial points of inquiry of the present research.

It is argued in the context of the present study that the main consideration tourists desire in tourist destinations is in their value affordance. Therefore, it is essential for the individual to evaluate his or her decision and to consider consumption values when deciding what is good and what is bad. However, consumption values vary, and each value dimension affects preferences for tourist destinations differently. In this study, functional, emotional, social, epistemic, and conditional values, which according to the literature review have determined in previous studies to affect destination preferences, were graded in terms of their effects on destination decision-making by means of the AHP.

As can be seen from the findings of this research, epistemic value was in first place, emotional value was in second place, social and conditional values were in the third and fourth places respectively. Functional value came in last. Epistemic value is seen as the utility that tourists provide when they seek new information to satisfy their desires or curiosity. As a result, epistemic value emerges as the factor that has the most impact on travellers' decisions when choosing a destination to increase their experience, knowledge, or cultural value. It is clear that tourists preferred destinations with epistemic value as they offered unique experiences for tourists who are in search of novel experiences. In other words, tourists choose their destinations because they want to experience new and different ways of

living, learn about socio-cultural surroundings, meet new people, sample new foods, and gain information (Kim et al., 2007; Andreu et al., 2006; Jang & Cai, 2002; Choe & Kim, 2018).

Tourists' expectations of destination safety appear to be associated with second-order emotional value. Therefore, it is necessary to ensure security in tourist destinations and prevent untoward incidents in these areas, especially if there were different locations with the same name as a particular destination. If security is not assured, tourists who are worried about their personal safety will not prefer the region. In terms of social values, it is understood that tourists give importance to warm human relations in their preferred destinations. It would therefore, be beneficial to promote a country, which is known for its hospitality, to highlight this valued aspect. In addition, encouraging tourists who have had previous experience of the destination to share their positive comments will create an important output.

With regard to the importance of the aspect of the conditional value as it was perceived by tourists, the concerns were related to issues such as personal security and budget. Although conditions differ, it is safe to state that travellers' personal safety comes first. There is no doubt that this is a valid and important priority. This outcome also matches the ranking of emotional importance. The fact that it is also an important consideration of the budget coincides with the perception of change according to the prevailing conditions. Knowing how much tourists will be willing to spend on which holiday regions or clarifying what price expectations they have for which periods can provide an important input in decision-making.

The functional value appeared in the list of major criteria favoured by tourists in the study, and expectations like the destination's value for money and the high level of service quality were brought into sharp focus. Looking at the expressions that make up the functional value, although there is a perception that tourists should attach serious meaning and importance to these values, the result demonstrates that tourists' expectations and views of the destination have changed. Looking at the expressions that make up the functional value, although there is a perception that tourists should attach serious meaning and importance to these values, the result demonstrates that tourists' expectations and views of the destination have changed. The priority of expectations is also impacted by the fact that the major values combine components like being worth the money and providing high-quality services.

In the end, when all the criteria are combined and weighted, "EP4- Provide novelty experience " (0.099) comes out on top. As can be observed, "EP5- Discover something new" (0.078) comes in second, followed by "C2-Personal safety" (0.063). This outcome is consistent with the value-based assessment adopted in this study.

CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH DIRECTIONS

Considering the results and motivation of this study, some suggestions can be made for future research. For example, the perceptions and attitudes of tourists towards the values highlighted in the ranking, which are limited to the answers of the experts selected as participants and the dimensions of consumption values, can be measured in future studies. By selecting a specific destination, an order of importance can be determined for the tourists who come here. In addition, in the context of destination value, consumption values can be compared for various locations and visitors. The characteristics of a destination may be analysed in light of the various forms of tourism, and it can be investigated which values withstand. The destination value should be included in the marketing plans of tourist sector stakeholders including hotel management, travel agencies, restaurants, and entertainment businesses.

In future research, it is recommended that expert opinion-based data be used, as well as direct surveys with tourists. This dual approach can provide a more comprehensive analysis by bringing together both the strategic perspectives of domain experts and the experiences of consumers. Tourists' expectations, preferences, and experiences play a critical role in the development of destinations. It is clear that conducting and analysing surveys on a regular basis will provide a better understanding of innovative approaches and changes in the sector. Furthermore, expanding the scope of the expert panel may also be important for the validity of the results. In addition to destination managers, hoteliers, and marketing experts, professionals from different disciplines in the tourism sector should be included. For example, the inclusion of cultural heritage experts, environmental analysts, and social scientists allows the findings to be assessed from a multifaceted perspective. This diversity will increase the applicability and general validity of the research to different tourism sectors. In addition to being a global industry, tourism is also an important part of cultural dynamics. Therefore, a cross-cultural analysis of consumption values can be considered as a critical dimension in future studies. Understanding the experiences and values of tourists from diverse cultural backgrounds is vital for developing marketing strategies for destinations. In this context, by making cross-cultural comparisons, a deeper understanding of the needs and expectations of tourists in different regions can be obtained. Thus, the tourism industry will have the opportunity to provide services that are compatible with local cultures and respond to tourists' desires. It is hoped that these suggestions will contribute to future studies that will be more effective, inclusive, and result oriented.

REFERENCES

Andreu, L., Kozak, M., Avci, N., & Cifter, N. (2006). Market segmentation by motivations to travel: British tourists visiting Turkey. *Journal of Travel & Tourism Marketing*, *19*(1), 1-14. https://doi.org/10.1300/J073v19n01_01

Ariffin, A. A. M., & Ishak, N. K. (2007). The relationships between corporate meeting planner's personality traits and their choices of meeting places. *International Journal of Management Studies,14*(2), 49-74.

Ashton, A. S., Limisariyapong, S., & Islam, R. (2020). The development of value perception toward cultural tourism destination: A northeast Thailand case study. *ESTEEM Journal of Social Sciences and Humanities, 4,* 243-252.

Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived quality and emotional value that influence consumer's purchase intention towards American and local products. *Procedia Economics and Finance, 35,* 639-643. https://10.1016/S2212-5671(16)00078-2

Biswas, A. & Roy, M. (2015). Leveraging factors for sustained green consumption behavior based on consumption value perceptions: Testing the structural model. *Journal of Cleaner Production, 95,* 332-340. https://10.1016/j.jclepro.2015.02.042

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, *28*(1), 177-194. https://10.1108/IJCHM-05-2014-0214

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management, 21*(1), 97-116. https://10.1016/S0261-5177(99)00095-3

Carlson, J., Rosenberger III, P. J., & Rahman, M. M. (2015). Cultivating group-oriented travel behaviour to major events: Assessing the importance of customer-perceived value, enduring event involvement and attitude towards the host destination. *Journal of Marketing Management*, *31*(9-10), 1065-1089. https://10.1080/0267257X.2015.1035309

Chebli, A. (2020). The impact of Covis-19 on tourist consumption behaviour: A perspective article. *Journal of Tourism Management Research, 7*(2), 196-207. https://10.18488/journal.31.2020.72.196.207

Chen, C. F. & Tsai, D. C. (2007). How destination image and evaluation factors affect behavioral intentions. *Tourism Management*, *28*(4), 1115–1122. https://10.1016/j.tourman.2006.07.007

Choe, J. Y. J. & Kim, S. S. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, *71*, 1-10. https://10.1016/j.ijhm.2017.11.007

Chwialkowska, A., Bhatti, W. A., Bujac, A., & Abid, S. (2024). An interplay of the consumption values and green behavior in developed markets: A sustainable development viewpoint. *Sustainable Development*, *32,* 3771–3785. https:// 10.1002/sd.2867

Condon, E., Golden, B. & Wasıl, E. (2003). Visualizing group decisions in the analytic hierarchy process. *Computers ve Operations Research*, *30*(10), 1435-1445. https://10.1016/S0305-0548(02)00185-5

Crespo, A. H., Gutiérrez, H. S. M., & Sánchez, M. (2022). The value of intelligent services and intelligent destination: From the perspective of residents. *Smart Tourism, 3*(1), 1-12. https:// 10.54517/stv3i1.1726

Denys, V. & Mendes, J. (2014). Consumption values and destination evaluation in destination decision making. *Journal of Spatial and Organizational Dynamics*, *2*(1), 4-22.

Dewan, N., & Kim, G. G. (2020). Foreign tourist attitudes and visit intentions for mountaineering tourism in Pakistan. *Journal of Spatial and Organizational Dynamics*, *8*(2), 173-186.

Dias, Á., Pereira, L., Costa, R. L. D., & Dutschke, G. (2022). Events and their influence on the destination value. *International Journal of Business Environment*, *13*(1), 1-34. https:// 10.1504/IJBE.2021.10040170

Djeri, L., Armenski, T., Tesanovic, D., Bradić, M., & Vukosav, S. (2014). Consumer behaviour: Influence of place of residence on the decision-making process when choosing a tourist destination. *Economic Research-Ekonomska Istraživanja*, *27*(1), 267-279. https://10.1080/1331677X.2014.952108

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1-4. https:// 10.11648/j.ajtas.20160501.11

Furukawa, H., Matsumura, K., & Harada, S. (2019). Effect of consumption values on consumer satisfaction and brand commitment: Investigating functional, emotional, social, and epistemic values in the running shoes market. *International Review of Management and Marketing*, *9*(6), 158-168. https://10.32479/irmm.8713

Gallarza, M. G., Gil-Saura, I., & Holbrook, M. B. (2011). The value of value: Further excursions on the meaning and role of customer value. *Journal of Consumer Behaviour*, *10*(4), 179-191. https:// 10.1002/cb.328

Gómez, M., Imhoff, B., Martín-Consuegra, D., Molina, A., & Santos-Vijande, M. L. (2018). Language tourism: The drivers that determine destination choice intention among US students. *Tourism Management Perspectives*, *27,* 125-135. https://10.1016/j.tmp.2018.06.001

Gonçalves, H. M., Lourenço, T. F., & Silva, G. M. (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research*, *69*(4), 1484-1491. https://10.1016/j.jbusres.2015.10.129

Gupta, V., Galati, A., & Sharma, S. (2023). Explore, eat and revisit: Does local food consumption value influence the destination's food image? *British Food Journal*, *125*(12), 4639-4661. https://10.1108/BFJ-10-2022-0844

Hamilton, J. M., & Lau, M. A. (2006). The role of climate information in tourist destination choice decision making. In S. Gössling, & C. M. Hall (Eds.), *Tourism and global environmental change* (pp. 243-264). Routledge.

Hussain, K., Abbasi, A. Z., Rasoolimanesh, S. M., Schultz, C. D., Ting, D. H., & Ali, F. (2023). Local food consumption values and attitude formation: The moderating effect of food neophilia and neophobia. *Journal of Hospitality and Tourism Insights*, 6(2), 464-491. https://10.1108/JHTI-08-2021-0214

Jang, S., & Cai, L. A. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel & Tourism Marketing*, 13(3), 111-133. https://10.1080/10548400209 511570

Japutra, A., Can, A. S., & Alphun, C. (2024). Environmental or personal benefit? The role of message appeal and information type in destination social media advertisements. *Journal of Travel Research*, 0(0), 1-19. https://10.1177/00472875241257271

Jato-Espino, D., Castillo-Lopez, E., Rodriguez-Hernandez, J., & Canteras-Jordana, J. C. (2014). A review of application of multi-criteria decision making methods in construction. *Automation in Construction*, 45, 151-162. https://10.1016/j.autcon.2014.05.013

Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940-960. https://10.1108/APJML-02-2019-0101

Jiang, Y., & Hong, F. (2023). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. *Tourism Recreation Research*, 48(2), 220-223. https://10.1080/02508281.2021.1915621

Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4),1129-1159. https://10.1108/IJCHM-05-2020-0477

Khan, R., Baloch, S., & Danish, M. (2022). Impact of functional, social and emotional values for consumption values on green purchase behavior among youth: Empirical study of cosmetic sector of Quetta-Pakistan. *Pakistan Languages and Humanities Review*, 6(3), 220-234. https://10. 47205/plhr.2022(6-III)19

Kim, H., & Jan, I. U. (2024). Consumption value factors as determinants of use intention and behaviour of car-sharing services in the Republic of Korea. *Innovation: The European Journal of Social Science Research*, 37(2), 462-480. https://10.1080/13511610.2021.1890551

Kim, K., Noh, J., & Jogaratnam, G. (2007). Multi-destination segmentation based on push and pull motives: Pleasure trips of students at a US university. *Journal of Travel & Tourism Marketing*, 21(2-3),19-32. https://10.1300/J073v21n02_02

Kumar, R., Kansara, S., Bangwal, D., Damodaran, A., & Jha, A. (2022). Motivating factors to promote tourism in India: Using AHP methods. *International Journal of Logistics Systems and Management*, 42(3), 407-426. https://10.1504/IJLSM.2022.124193

Liaghat, M., Shahabi, H., Deilami, B. R., Ardabili, F. S., & Seyedi, S. N. (2013). A multi-criteria evaluation using the analytic hierarchy process technique to analyze coastal tourism sites. *Apcbee Procedia*, 5, 479-485. https://10.1016/J.APCBEE.2013.05.081

Małecka, A., Mitręga, M., & Pfajfar, G. (2022). Segmentation of collaborative consumption consumers: Social identity theory perspective. *International Journal of Consumer Studies,* 46(6), 2445-2465.

Mendonça-Pedro, R., Mendes, J., de Matos, N., Ascenção, M., & Pinto, P. (2021). How tourists perceive, create and encode the memorable tourism experience. *Journal of Spatial and Organizational Dynamics,* 9(4), 296-325.

Milman, A. (2006, November 20-22). *The role of theming in destination development.* [Oral presentation]. New Perspectives and Values in World Tourism and Tourism Management in the Future, Alanya, Turkey.

Morgan, M., Lugosi, P., & Ritchie, J. B. (Eds.). (2010). *The tourism and leisure experience: Consumer and managerial perspectives.* Multilingual Matters.

Naim, A. (2023). Consumer behavior in marketing patterns, types, segmentation. *European Journal of Economics, Finance and Business Development,* 1(1), 1-18.

Noypayak, W. (2009). Value dimensions of Thailand as perceived by U.K. Tourists. *RU. International Journal, 3*(1), 141-154.

Oe, H., Yamaoka, Y., & Ochiai, H. (2023). Personal and emotional values embedded in Thai-consumers' perceptions: Key factors for the sustainability of traditional confectionery businesses. *Sustainability*, *15*(2), 1-18. https://10.3390/su15021548

Ozdipciner, N. S., Li, X., & Uysal, M. (2010). An examination of purchase decision-making criteria: A case of Turkey as a destination. *Journal of Hospitality Marketing & Management, 19*(5), 514–527. https://10.1080/19368623.2010.482850

Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, *15*(1), 36-44.

Pestana, M. H., Parreira, A., & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination Marketing & Management*, *16*(100332), 1-9. https://10.1016/j.jdmm.2018.12.006

Petrick, J. F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*, *34*(2), 119-134. https://10.1080/00222216.2002.11949965

Phau, I., Quintal, V., & Shanka, T. (2014). Examining a consumption values theory approach of young tourists toward destination choice intentions. *International Journal of Culture, Tourism and Hospitality Research*, *8*(2), 125-139. https://10.1108/IJCTHR-12-2012-0090

Prentice, C., & Kadan, M. (2019). The role of airport service quality in airport and destination choice. *Journal of Retailing and Consumer Services, 47,* 40-48. https://10.1016/j.jretconser.2018.10.006

Rahnama, H. (2017). Effect of consumption values on women's choice behaviour toward organic foods: The case of organic yogurt in Iran. *Journal of Food Products Marketing, 23*(2), 44-166. https://10.1080/10454446.2017.1244790

Rai, N., & Thapa, B. (2015). A study on purposive sampling method in research. *Kathmandu: Kathmandu School of Law*, *5*, 1-12.

Ray, A., Das, B., & She, L. (2023). What affects consumers' choice behaviour towards organic food restaurants? By applying organic food consumption value model. *Journal of Hospitality and Tourism Insights*, *0*(0), 1-21. https://10.1108/JHTI-04-2023-0238

Saad, M., Kamarizzaman, N. A., Ishak, N., & Pratt, T. J. (2021). Do consumption values in heritage food play a role in the development of behavioural intentions? *Journal of ASIAN Behavioural Studies*, *6*(19), 1-14. https://10.21834/jabs.v6i19.392

Saaty T. L. (1990). How to make a decision: The analytic hierarchy process. *European Journal of Operations Research, 48*(3), 9-26. https://10.1016/0377-2217(90)90057-I

Saaty T. L. (2000). *Fundamentals of decision making and priority theory.* RWS Publications.

Sánchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, *27*(3), 394-409. https://10.1016/j.tourman.2004.11.007

Seyidov, J., & Adomaitienė, R. (2016). Factors influencing local tourists' decision-making on choosing a destination: A case of Azerbaijan. *Ekonomika*, *95*(3), 112-127. https://10.15388/Ekon.2016.3.10332

Shanka, T., & Phau, I. (2008). Tourism destination attributes: What the non-visitors say–higher education students' perceptions. *Asia Pacific Journal of Tourism Research*, *13*(1), 81-94. https://10.1080/10941660701883383

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research, 22*(2), 171-186. https://10.1016/0148-2963(91)90050-8

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, *23*(7), 867-879. https://10.1080/13683500.2019.1568400

Srivastava, P. R., Sengupta, K., Kumar, A., Biswas, B., & Ishizaka, A. (2022). Post-epidemic factors influencing customer's booking intent for a hotel or leisure spot: An empirical study. *Journal of Enterprise Information Management*, *35*(1), 78-99. https://10.1108/JEIM-03-2021-0137

Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of International Business Research and Marketing*, *2*(6), 7-14. https://10.18775/jibrm.1849-8558.2015.26.3001

Stienmetz, J. L., & Fesenmaier, D. R. (2013). Traveling the network: A proposal for destination performance metrics. *International Journal of Tourism Sciences*, *13*(2), 57-75. https://10.1080/15980634.2013.11434673

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, *77*(2), 203-220. https://10.1016/S0022-4359(01)00041-0

Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). Why do people purchase from online travel agencies (OTAs)? A consumption values perspective. *International Journal of Hospitality Management*, *88*(102534), 1-11. https://10.1016/j.ijhm.2020.102534

Tapachai, N., & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research, 39*(1), 37-44. https://10.1177/004728750003900105

Taylor, B. W. (2002). *Introduction to Management Science.* Pearson Education.

Tennakoon, T. M. P. A. B., & Dassanayake, D. M. C. (2021). Chinese tourists' food souvenirs selection behaviours and consumption values: A conceptual discussion. *Wayamba Journal of Management*, *12*(2), 450-469. https://10.4038/wjm.v12i2.7548

Türk, B. & Ercis, A. (2017). Tersine Lojistik Kapsaminda E-Atik Sorunu Çözümüne Yönelik Davranişsal Değişim Stratejilerinin Derecelendirilmesi. *Ataturk University Journal of Economics & Administrative Sciences*, *31*(3), 16-34.

Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research, 36*(3), 413-438. https://10.1016/j.annals.2009.02.002

Wong, K. H., Chang, H. H., & Yeh, C. H. (2019). The effects of consumption values and relational benefits on smartphone brand switching behaviour. *Information Technology & People*, *32*(1), 217-243. https://10.1108/ITP-02-2018-0064

Xu, F., Tan, J., Lu, L., Li, S., & Qin, L. (2021). How does value co-creation behavior affect destination loyalty? A role switching perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(5), 1805-1826. https://10.3390/jtaer16050101

Vaidya, O. S., & Kumar, S. (2006). Analytic hierarchy process: An overview of applications. *European Journal of Operational Research*, *169*(1), 1-29. https://10.1016/j.ejor.2004.04.028

Yoo, J. J., Divita, L., & Kim, H. Y. (2013). Environmental awareness on bamboo product purchase intentions: Do consumption values impact green consumption? *International Journal of Fashion Design, Technology and Education*, *6*(1), 27-34. https://10.1080/17543266.2012.758318

Zhou, J., & Shi, J. (2009). RFID localization algorithms and applications—a review. *Journal of Intelligent Manufacturing, 20,* 695-707. https://10.1007/s10845-008-0158-5

Zhou, M., & Yu, H. (2022). Exploring how tourist engagement affects destination loyalty: The intermediary role of value and satisfaction. *Sustainability*, *14*(3), 1-17. https://10.3390/su1403 1621