

A BEHAVIOURAL ECONOMICS APPROACH TO EXAMINE THE ROLE OF ADVERSE WEATHER ON TOURIST BEHAVIOUR

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Weather is an important element that shifts tourists' behaviours, and managers fail to recognise its importance, resulting in a severe loss of revenue. Weather is an essential element of tourism destinations that impacts tourists' satisfaction, activities, safety, and behaviours. By applying a Behavioural economics approach, our thesis aims to assess the impacts of adverse weather on tourism decision-making and behaviours.

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