

WEATHER AND TOURISTS' CHOICES AND BEHAVIOURAL INTENTIONS: CONTRIBUTIONS FROM COGNITIVE APPRAISAL THEORY AND CONSTRUAL LEVEL THEORY

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The growth of computer applications and information technology has increased the need to understand consumers and their behaviours better. Tourists are not an exclusion. Different factors are involved when choosing a destination to visit. In this regard, recommendation systems have been developed and deployed to support millions of tourists across several tourism industry sectors. However, there have been fewer destination recommender systems (DRS). To give a proper recommendation, we need to understand socio-demographic, psychometric characteristics, travel experience and information related to a future trip. This research provides a conceptual model for developing a DRS and explores the potential use of tourism information for future studies of travel behaviour and destinations visited.

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