

CRITICAL REVIEW OF MULTIDESTINATION TOURISM LITERATURE

Abstract:

Most tourism demand studies adopt the assumption of single destination trips, although multidestination tourism trips accounts for a significant share of tourism activity. Different approaches are used in the literature to describe multidestination tourism, including the description of itinerary patterns, the relative position of destinations within these itineraries, and social network measures. The determinants of multidestination tourism trips consumption are studied through intuitive discussions, theoretical models, and empirical researches. Finally, some studies focus on destinations' complementarity within multidestination tourism trips through the concept of *cumulative attraction*. The objective of this study is to review these different approaches to multidestination tourism on an effort to integrate and consolidate the existent knowledge on this subject, also suggesting topics for future studies.

Keywords: multidestination tourism; destination choice; travel itinerary; characteristics model; tourism demand.