

DETERMINANTS OF MULTIDESTINATION TOURISM TRIPS CONSUMPTION: EMPIRICAL EVIDENCE FROM BRAZIL

Abstract

Destinations choice is a major issue in tourism research. Although multidestination tourism trips (MTT) account for a significant share of total trips in several cases, most tourism demand studies have assumed the single destination trips paradigm. This assumption may be unrealistic and misleading. Consumers' choices of MTT require further investigation, both in theoretical and empirical terms in order to allow for efficient management of tourism destinations and businesses. This paper proposes a theoretical model of consumers' choices of MTT based on the traditional microeconomic theory. In the sequence, the paper discusses how the propositions of this model are related to existent literature about the determinants of MTT consumption. Finally, the paper develops an empirical study explaining the choices of MTT for inbound tourists in Brazil. This application is done through a logit model and tests most theoretically proposed determinants of MTT consumption. The results confirm most propositions of the theoretical model.

Keywords: multidestination travel; destination choice; tourism demand; logit model; tourism in Brazil.