

A MICROECONOMIC MODEL OF MULTIDESTINATION TOURISM TRIPS

Abstract

In several cases a significant share of tourism trips includes more than one destination. Multidestination tourism trips (MTT) are of particular interest for product development and destinations' cooperative marketing. Despite the relevance of the topic, most theoretical tourism models and empirical studies assume the single destination trips paradigm. The only formal theoretical frameworks for explaining consumers' choices of MTT are Rugg (1973) and Tussyadiah, Kono and Morisugi (2006), both of them being based on Lancaster's (1966) characteristics theory. However, characteristics are not a key concept to explain why people have interest in visiting more than one destination in a single trip. Thus, this approach adds unnecessary issues to the MTT choice model. The present paper proposes a theoretical model for explaining consumer's choices within the MTT paradigm based on the traditional economic theory of consumption. Several particularities of the traditional model regarding MTT are discussed. For exemplification, a numerical simulation of the model is presented at the end.

Keywords: multidestination tourism; microeconomic models; destination choice; tourism demand; consumer choice.