

Characteristics of the Decision-making Process During a Tourism Products Purchase

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Abstract

Decision theory examines the process of rational decision-making about something more or less uncertain, which should happen in the near or future. The decision-making methodology and methodology to be applied is conditioned by the significance that the decision has on the issuer. It should be taken into account that the degree of complexity of the decision-making will increase with the increase in the number of variables, especially if the data are insufficient or incomplete. Individuals, according to the educational level, life experience, psychological personality, develop individual techniques and procedures for problem-solving, some people need to hear others' experiences before making a final decision. A potential tourist is not viewed as an ideal, abstract subject that acts by economic theories of general exchange. Differences in purchasing behavior can be an indicator that the interpretation of available information is consistent with logical standards and that some other factors play an important role in the decision-making process for purchasing a tourism product. Different approaches and criteria for deciding models of decision-making. It is justifiable to assume that the average potential tourist is not familiar with several theories and models used in explaining the process of making the final decision. Before the future traveler, the look is simply a question: where and how to rest? This paper is an attempt to answer the question, what are the elements that will prevail in the decision-making process in the destination selection?

Keywords

Decision-making, Destination, Consumer, Tourism, Travel

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1. Decision-making Process and Decision-making Factors

Psychologists interpret the conclusion as a process "when from the given data and knowledge we have the opinion we come to new knowledge"[1]. The foundations of modern decision-making theory are set by John Dewey, distant 1910, through five steps of solving the problem [2]:

1. Identifying the problem
2. Define the character of the problem
3. Suggesting possible solutions

4. Evaluation of proposed solutions
5. Observation and experiment leading to the acceptance or rejection of the proposed solution

In 1960, Herbert Simon modified the five-step list set by Dewey. Simon's decision-making process reduces to three basic stages, [3]:

1. *Intelligence* - troubleshooting
2. *Design* - identifying possible solutions
3. *Choice* - choice of options offered

These decision-making theories are classified into sequential because they share the decision-making process on phases

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that are always in the same order, sequence, or sequence. Contrary to this sequential approach, Sven Ove Hanssen, in the decision-making process, Decision Theory, makes some other reflections on the decision-making process: "Some authors, as a reputable Witte (1972), criticized the idea that the decision-making process, in general, is consistently divided into phases. His empirical materials show that the "phases" occur in parallel rather than in sequences"[3]. In his article Field research on complex decision-making processes - the phase theorem, mentioned by Witte Eberhard, explains his view of the decision-making process: "We believe that human beings can not collect information without simultaneously developing alternatives. I can not avoid the current valuation of these alternatives, and by doing so, they are forced to make decisions. It is a set of operations, and its succession eventually becomes a complete decision-making process"[4]. In 1976, Mintzberg published *The Structure of Unstructured Decision Processes* with associates. Hanssen assesses this event as very significant in the development of the decision theory which says: "One of the most influential models meeting the criteria set by Witte is suggested by Mintzberg, Rajinghani, and Theoret. According to these authors, the decision-making process consists of different stages, but these stages are not in a simple sequential relationship. They also use three basic phases like Simon, but they give them new names: identification, development, and selection" [3].

The specificity of the tourist market implies a special approach to solving the dilemma regarding the choice of a tourist destination. Therefore the basic factors that will influence the decision making will be briefly discussed. In general, a large number of factors affect consumer behavior. It has long been clear that consumer decisions in the purchasing process cannot be explained only by economic factors, but that it is necessary to take into account the actions of other factors. Determinants that influence the outcome - the decision to purchase a tourist product can be divided into external ones that include: geographical, demographic, economic, sociological and political, and internal, or psychological factors.

1.1. Geographical Factors

Geographical factors represent a mixture of various elements that include climate, geographical position, relief, hydrographic elements, plant and animal world, the size of the settlement. These factors belong to a group of external factors that can influence the decision of a potential tourist on the destination's choice with their attractiveness. The characteristics of living conditions shape a general standard of living and style, among other things, the need for tourist travel and the culture of travel. The geographical position

determines the weather and climatic conditions of the region so that these factors can be emphasized as essential factors of attraction in promoting a specific tourist destination. The Oxford Dictionary defines weather conditions as the state of the atmosphere at a certain place at a given time, observing the temperature, cloudiness, humidity, sunshine, wind, rain [5]. Tourism is an important sector of the global economy and is strongly influenced by climatic conditions. A particular tourist destination of the climate is the natural source on which its tourism economy is based [6].

Speaking of the impact of the geographical position and climate of a region, Nordhaus points out their exceptional importance: "Early economists assumed that climatic conditions were one of the main determinants that reflected on differences in wealth among nations" [7]. The climate-time factor could be crucial to the destination. Looking at spa tourism, for example, weather conditions and climate can have a double impact on tourism. They can be considered as limiting, but also as a development factor for the tourism business. In this sense, access to precise bio-climatic information is very useful for improving the quality of the design of the tourist offer and service [6].

Climate and weather are important factors in the decision-making process for choosing a tourist destination and also affect the performance of tourism companies [8]. Naturally, winter tourist centers promote and offer their activities based on activities that take place mainly on the snow. Therefore, it is especially important that in the expected period, the period of opening of the tourist season, the destination will be covered with a sufficient amount of snow. Becken states: "Skiing is a prime example of how tourism activities depend on weather conditions: reliability in snowfall is the basic precondition for organizing this activity" [8]. The geographical position and the accompanying weather climatic characteristics can decisively influence the design of the tourist offer of the destination. A region along the coast, rich in beautiful coves and sandy beaches, with the fact that a strong wind blows for much of the year, eliminates it as a destination suitable for relaxing, swimming or diving. However, many surfers are persistently searching for bigger, more challenging waves and excitement of their sport. It is only necessary to promote the destination as an ideal destination for surfing, and what was the lack of a form of tourist offer, turning into convenience - the advantage of the destination.

1.2. Demographic Factors

In contrast to the world's demographic boom, Europe already has serious problems with natural population growth, of only 1.1% per year. The number of young people aged 15-24 from 12% in 2010, drops to 11.3% at the end of 2014. By

comparing statistical data from 1994, it can be seen that the number of young people decreases with the simultaneous increase in the number of elderly people. The average lifespan has increased to 83.3 years, so Europe is becoming an ever-older continent [9].

Combined with geographical data, demographic data, number, age, sex, education, marital status, will be of importance to marketing research for the analysis of the tourism market. The fact that the average life expectancy in developed countries has been considerably prolonged, that the educational level of tourists from these countries is increasing, will identify several specific target groups, i.e. segmentation of potential travelers.

An example of market segmentation is the venture of American company Claritas (*Claritas Inc*). They developed the *Nielsen PRIZM* segmentation system that combines demographic and geographic information, information on habits and consumer behavior that makes marketers significantly easier to identify, understand and target consumers. Prizm actually defines each household in America and classifies it into a group of consumers according to certain criteria, based on which they define a specific offer; annual income, lifestyle, consumer habits, geographical and demographic background [10]. Recent years have seen mass migratory movements caused by wars and the poor economic situation of some countries. Migrants are mainly trying to find shelter in the countries of the European Union. Among them, significant European tourist destinations are under pressure from a large number of asylum seekers from Africa and Asia. If this trend continues, the migrant influx will surely change the touristic visit to some destinations in Europe, primarily Turkey and Greece.

1.3. Economic Factors

Making a final decision on a place for rest means the rational combination and assessment of all available information on desirable destinations, but also the available money fund that can be allocated for this purpose. Categorizing and tagging hotels with stars can also help you consider, and orient a potential traveler in evaluating and comparing the offered arrangements. And the superficial tourist has a fairly clear idea of the difference in the quality of accommodation, services, and food in a one-star hotel, from hotels with four or five stars. Naturally, this difference in quality is quantitatively expressed by the corresponding price difference, as the basic reference conditional to the decision maker's payment ability. A consumer who behaves rationally tries to extract from the available income the maximum utility in consumption!

On a macroeconomic plan, the state of one economy can be

the fastest, and fairly reliable, by analyzing components of gross domestic product - aggregates that define key links on three interconnected macroeconomic balances. These are net savings, budget and net exports [11]. The economic situation of a society determines the economic power of the individual, which determines the tourist demand. The reflection of the individual's economic strength is its purchasing power, but its preference for consumption or savings should be taken into account. Measuring the purchasing power of an individual is a complex process. One of the indicators is national income per capita, but this is general information, talking about the standard of society as a whole, statistically equating the richest and the poorest and can not say anything about the structure of consumption. Therefore, data on available and discretionary income are more useful. The total cost of living can be seen through the consumer price index and purchasing power index. The Consumer Price Index (CPI) represents a special retail price index that is defined as a measure of the average change in the price of a standard basket of goods and services that average households purchase to meet their needs in the observed period. The Purchasing Power Index, (Buying Power Index - BPI), consists of weighted measures of disposable income, sales data and market factors for a given region.

A potential tourist cannot be regarded as an ideal, abstract subject that acts by economic theories of general exchange. Differences in consumer purchasing behavior can be an indicator that the interpretation of available information is consistent with logical standards and that in the process of deciding to purchase a tourist product, some other factors play an important role, primarily sociological and psychological.

1.4. Sociological Factors

Life in a social community implies the impact of individuality on the individual's adopted and developed standards for a particular region or specific site. Social perception, as the basis for developing relationships in the community, is the perception of others, their evaluation, and comparison, both with each other and with their norms and attitudes. Psychologists and neurophysiologists are a segment related to the imitation of others, explained by the mechanism of neuronal mirrors.

Through time the community develops language, tradition, understanding, value criteria, lifestyle, in a word develops culture. Culture is the basic determinant of the behavior of individuals in general, and one of the explanatory factors in trying to understand consumers' decisions. It is a feature of the social community and characteristic features that underline the difference between the culture of others.

Armstrong and Kotler define culture as "A set of basic values, perceptions, desires, and behaviors that an individual has learned in the family and other important institutions" [12]. Consumers often take decisions on the members of a particular social class with whom they want to compare themselves, or they are seen as a reference group. A reference group can be a formal association, or simply a set of people who hang out based on similar interest, material status, attitudes, beliefs, social values. An individual does not have to be a member of a group but can strive to adopt its criteria and mimic the adopted values of its model. To preserve the self-imposed standard and the idea of self, individuals will give up, for example, going on vacation, and enjoying driving a higher-class car. Simply, it's a status symbol for them, a brand they do not want to give up. For others, the status symbol can be just a vacation, a highly concentrated tourist destination of their reference group.

This quasi-elitism is actually a reflection of a personal evaluation system, a priority order, or a personal preference scale. David Chaney, for the lifestyle of the modern pattern of social grouping and status differentiation, says that it is inherent in the culture of consumerism [13].

1.5. Psychological Factors

Unlike sociological interpretation that examines the influence of society - social groups and interpersonal relationships, psychology explains the behavior of an individual. The inclusion of psychology in the analysis of consumer behavior has raised the level of their understanding, which many marketers have adopted and created promotions by new knowledge. In recent years, the development of neuromarketing has been a new contributor to understanding consumers' behavior and decision-making, giving meaningful, psychological explanations for some seemingly irrational decisions.

Consumer behavior can be affected by the following psychological factors [14]:

1. Motivation
2. Perception
3. Learning process
4. Characteristics of personality
5. Beliefs and attitudes

Professor Rot motivation is defined as: "The process of initiating activities to achieve certain goals, directing activities to specific objects and regulating the way they will be handled" [1]. Abraham Maslow has shaped the theory of human needs, based on motives and goals in the process of meeting needs. According to Maslov, human needs are developed sequentially, in a certain order. The hierarchy of

factors that determine the consumer profile is based on basic, physiological needs, then on safety, social needs, respect, while on the top of the scale self-development [15].

Perception is a process by which an organism detects and interprets sensory information from the environment [16]. Perception is a complex process by which the brain arranges the data received from various receptors and interprets them in a meaningful and comprehensible whole. It is unconscious, automatic processing of sensory data, but as a consequence, it usually has a complete, conscious understanding of the nature of the stimulus from the environment. It should be emphasized that in addition to clear, consciously detected stimuli, there are stimulants that are of extremely low intensity, or occur very quickly (below the threshold of conscious perception), so they cannot be consciously observed. These stimuli are perceived at the level of unconscious - subliminal feces and are called subliminal stimuli or subliminal [17].

Perception is not only a simple sum of various stimuli from the environment, on the contrary, these stimuli actively connect with the experiences, compare, categorize, thus creating a unique subjective experience of a stimulating situation. For these reasons, the same stimulating conditions produce different perceptions, different experiences of individuals [18]. The learning process usually involves the deliberate memory of verbal material by repetition. This definition of the complex process of adopting new content is considered too short, so learning is defined as an ontogenetic adaptation, that is, learning implies changes in the behavior of the organism arising from the laws in its surroundings [19]. When choosing a destination, learning is a process in which information about a potential destination is collected. A future tourist tries to be informed in detail, using different methods and sources of information that should help resolve the issue of the final destination.

Personality is a complex organization of thought, emotional reactions, and behaviors that give direction and pattern to the life of an individual [20]. Characteristics of the personality are reflected in the peculiarities of the reactions to the stimuli of the environment, the manner of the response that will prevail upon the experienced stimulus, i.e.: "Different people react differently to the same event" [21]. The psychological explanation of diversity in reactions to the stimulus helps to understand the diversity of the impact of promotions on consumers of tourism products. Beliefs and attitudes are a product of a personality trait or a process of learning in the broader sense.

An attitude can be interpreted as an emotional estimate of the object of the attitude, ranging from extremely negative to extremely positive [22]. The attitude is also prepared for a

positive or negative reaction to a particular object or phenomenon. The relationship between an individual or the social community, or public opinion towards a certain phenomenon, is most often determined by the stated positions. The formation of a bet is influenced by a large number of factors, primarily the closest family environment, education, work environment, friends, as well as personal ambition to acquire new knowledge that can significantly change the perspective.

The attitude can change, the truth is quite difficult, and especially the changes of resistant prejudice. The line of adjustment of the bet says: "Changing the attitude can cause different moments, but in principle, they are the same factors that create the formation of attitudes" [1].

1.6. Other Factors

In addition to the aforementioned general factors influencing decision-making, there are numerous individual factors that to a certain extent direct the decision to purchase a tourist product. According to heuristic theory, certain authors emphasize the importance of previous experience as a determining factor, calling such a process a mental shortcut in solving the task [23, 24]. Knowledge of the destination based on the positive experience and the satisfaction of the consumers of water by re-choosing a well-known destination, while the repeatedly chosen choice forms a habit which becomes the decisive factor of decision-making, not just the choice of destination, but also in the choice of food [25, 26]. Using the index of self-assessments of the habit of measuring the impact strength (developed by Verplanken and Orbel, 2003), Bjork and Jansen also evaluate the habit as an extremely important decision-maker in the process of choosing a tourist destination [27].

The years of life and individual differences among consumers - especially expressed through the level of education and socio-economic status, influence decision-making. Older people can have more confidence in the decision-making process, relying on knowledge and experience, which diminishes the ability to apply strategic models, De Bruin and associates conclude after respondents aged 18-88 resolved seven set tasks [28]. Cognitive weaknesses or prejudices can significantly affect the quality of the decision made. Cognitive bias is a form of thinking based on observation and generalization, which can lead to a mistake in memorization, followed by a wrong assessment based on which a decision is made [29]. Some events can significantly alter the financial status of a potential tourist and thus have a direct impact on the basic question: to travel or not? Career progress, a better-paid workplace can additionally generate the need to purchase a more attractive tourist product. On the other hand, a worse workplace or

even a loss of work directly reflect changes in the planned travel. A lottery gain or surprise succession can also significantly alter the purchasing power of the consumer and stimulate the desire for a tourist trip.

There are many variables that influence the decision to purchase a tourist product to a greater or lesser extent. From the angle of the consumer to someone who needs to make the final decision on travel and to take responsibility for the personal and safety of members of his family, we would add the aspect of security. Namely, numerous world attractions are located in the territory where turbulent internal turmoil occurs or is exposed to terrorist attacks. A particularly dangerous form of terrorism is random or random terrorism. The greatest number of victims are innocent passers-by, which is the basic goal of the action, as it results in a feeling of general insecurity and panic. Therefore, safety and security, not only the ultimate destination but also the transfer to the destination, are becoming more and more influential factors in the process of assessing and selecting a tourist product.

2. Characteristics of the Decision-making Process About Buying a Tourist Product

2.1. The Stages of the Decision-making Process

The complexity of tourist motivation for travel as well as the issue of destination selection is the subject of numerous research. The usual categorization of the journey through several recognizable stages began with the concept that in five phases breaks down this process [30]:

1. Anticipation, means planning and thinking about all the necessary elements
travel, when to start, how to get and how much to stay, accommodation.
2. Departure to the destination
3. Stay at the destination
4. Return trip
5. Reminder, sorting impressions, remembering

Special attention must be paid to the final stage, which includes returning from travel, as an important process that in turn connects the first and last phase with feedback. It must also be linked to the concept of satisfaction with staying at the destination [31].

The main disadvantage of this concept is that Clawson and

Ketch do not deal with the issues of destination choice, but the phases of the tourist trip are upgraded to the assumption that the destination selection decision has already been made.

The decision-making process of Clare Gunn explains through the following stages [32]:

1. Accumulation of mental perceptions about the upcoming journey
2. Modification of acquired performances under the influence of new information
3. Deciding on travel
4. Going on the road
5. Stay at the destination
6. Return
7. Re-accumulating performance based on acquired experience.

In the first phase, a potential traveler, using various sources of data, collects various information based on which he builds a certain performance, a picture of a destination. The performance is shaped as a result of the impact of new facts collected during the search. The image of the destination is transforming the post-production phase of the assessment of the experience. After that most of the impressions are faintly faded, through the time filter only the most memorable experiences pass based on which a permanent image of the destination is being built.

Opinion on the importance of building a personal vision about the destination set by Gunn is fully shared and supported by John Hunt. In his work *The Performance as a Factor of Tourism Development*, favors the significance and impact of tourism promotion, he states: "Every year, states, cities, airlines, hotels and many, many others, spend millions of dollars in an attempt to build a picture of themselves and attract tourists " [33].

2.2. Decision Form

The general form of decision-making in the Kotler acquisition process takes place through five phases [34]:

1. Identifying the need
2. Search for information
3. Assessment of alternatives
4. Purchase Decision
5. Post-sale behavior

2.2.1. Identifying the Need

The purchasing process begins by recognizing the need, that is, the problem that can be solved by a specific purchase of a

product or service. According to Kotler, "the purchase decision is part of a much wider purchasing process that begins with identifying the problem, to how the customer feels after the purchase" [34]. Needs can be caused by internal stimuli, as one of the normal human physiological needs, or the result of an external stimulus. For example, a viewed ad with attractive sand beaches or a conversation with a friend can be an inspiration and start thinking about going on vacation. At this stage, marketers need to explore and discover what kind of needs are being developed, what it means to consumers, and how they will tell consumers to buy a particular product.

2.2.2. Search for Information

Recognized and defined problem-needs, introduces the customer into the second phase, which is to collect information about the subject of the purchase. Now a potential buyer of a tourist product is already very interested, he pays more attention to advertising agencies, more carefully and actively participates in conversations with friends about their experiences with certain destinations. There is no universally applicable form for making a decision on a tourist trip, but after a decision has been taken to undertake a tourist trip, all potential tourists must have concrete and precise answers about the basic elements of the planned trip, where and how to travel, where to accommodate, all in line with the available budget.

Generally, a consumer has at his disposal several different sources to be informed about the desired product or service. According to Kotler, this includes: personal resources, (family, friends, neighbors), commercial sources (advertisements, sellers, agencies, sales through the website), public sources (mass media, consumer organizations, the Internet), then experiential sources, personal use of the product/service), [34]. Commercial sources can provide specific data, but personal resources give a wider picture, that is, evaluate the product and give a quality assessment, which is very important, perhaps even crucial, for the future user.

2.2.3. Assessment of Alternatives

At this stage, a potential buyer, who initially has a strong purchasing intention, is transformed easily and starts making a purchasing decision. This phase is extremely interesting for marketers because they would be eager to find out how consumers make a decision and choose a particular brand? How a consumer behaves during the decision-making process at this stage depends on the individual characteristics of the consumer and the specificities of the purchasing situation. In one case, the consumer carefully calculates and logically thinks, while the other one, the same consumer, does little or nothing in the estimation, simply impulsively

and intuitively purchases. Marketers will explore consumers to discover how they actually choose one of the alternatives offered. If this process is revealed, marketers will take steps to influence customer decisions [34].

New approaches to researching consumer behavior will be reflected in the application of new techniques that can reveal elements in the decision-making mechanism, invisible and inaccessible to traditional research methods. One of these approaches is neuromarketing, which will be the subject of research, but the question of the existence of a universal pattern of buying behavior, as Walas Maelani, called it a "shopping button", will be open for a long time and difficult to solve the enigma.

2.2.4. Purchase Decision

The final decision to purchase a tourist product is a synergy of a large number of influential factors. In addition to the decision procedure, which does not always have to include all the steps, the decision can be corrected by some important unexpected influences. The first factor can be the attitude of others, or someone who is important to the customer at this stage, reminds him that he is being exposed to excessive cost and that he needs to buy a cheaper product. This suggestion can significantly influence and change the final decision. Another possibility of changing the plan is an unforeseen situation factor. A sudden event, such as a sudden change in price, a reduction in wages, a move to a worse workplace, injuries at work or in traffic, a family event, can significantly influence the change of a decision already made.

2.2.5. Post-sale Behavior

After the purchase, the consumer may be satisfied or dissatisfied, rarely indifferent to the purchase, which directly affects his post-sale behavior. A sense of satisfaction is a product of a relationship between consumer expectations and the delivered value of the product/service. What is the gap between the expectations and the performance of the purchased higher, the greater consumer dissatisfaction [34].

For companies, the post-consumer behavior is extremely important, because after making the purchase, the customer changes status, becoming a part of the word "mouth-to-mouth", or oral propaganda, in which he creates his vision of the product, and conveys further as personal experience of the quality of the purchased one.

2.3. Model of Tourist Destination Selection

Based on research by Freda van Raaij (1986) about perceptions and preferences of tourists, Woodside and Lyson develop a model of behavior, that is, deciding consumers in

tourism. On the proposed model Decrop, he added: "The general model of Woodside and Lysonsky (1989) about the choice of a tourist destination is probably the most popular concept to date"[35] so this model is chosen as a demonstration model (figure 1).

Woodside & Lysonsky for the proposed model says that there is solid evidence that supports the proposal that perceptions and preferences of consumers should be the basis of tourism marketing and research of tourist behavior [36].

The general model of destination selection according to Woodside and Lysonsky

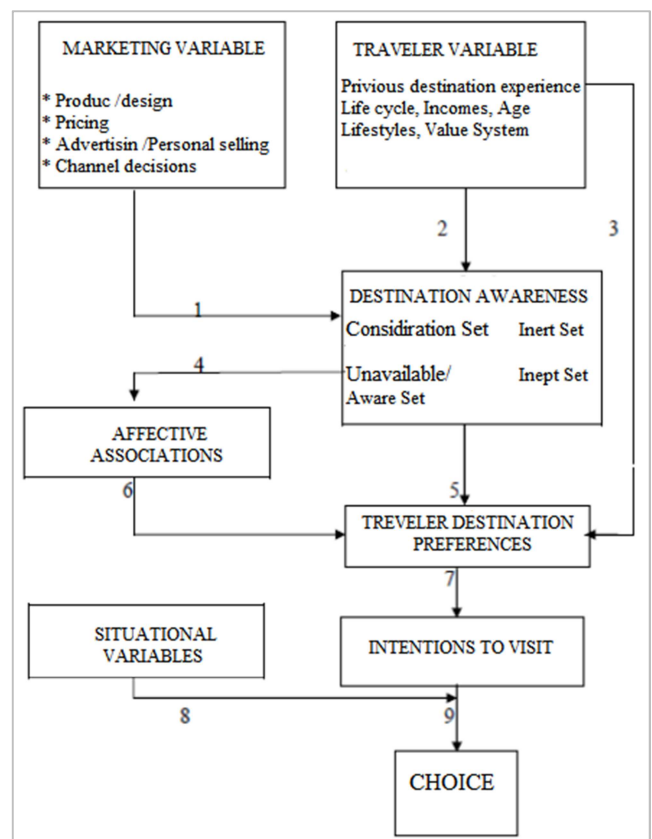


Figure 1. General model of selection by Woodside & Lisonky.

Source: Woodside & Lisonky (1989), A General Model of Traveler Destination Choice, Travel & Tourism Research Association: Journal of Traveler Research, 27 (4) pgs. 8-14.

Structural models are popular in consumer behavior research in tourism because they describe the main cognitive, affective and behavioral variables involved in the decision-making process and suggest the steps that link them. Model of the behavior of tourists who have established Woodside and Lisonky encompass eight groups of variables that make up nine interrelationships. (Arrows on figure 1 show that the variables are interconnected). The model is limited to several key variables, making it easy to understand and easy to use in

empirical studies and for managerial use. Comparison with some earlier models suggests that Woodside and Lisonsky add a few details, such as the mental categorization of the process between a spontaneous evocation of a destination, destination rejection, non-open destination destinations, and inaccessible destinations but are of interest [35]. During the process of collecting and mental processing of the destination data, Woodside and Lisonsky, all destinations for which the consumer is considering are classified into one of four categories: sightseeing destinations, inert set, inept set, and destinations are for various reasons unavailable, but are tempting and subject to interest and consideration [36]. Narayana & Markin defines an inept set as destinations for which the consumer has knowledge but does not take them into account during the decision-making process because of a negative perception based on personal experience or negative information [37].

Inert set includes destinations for which the consumer has an ambivalent, neutral attitude, mostly because of the lack of information about them, so they do not enter into the process of consideration. Regarding inaccessible destinations, these are usually attractive tourist sites that can be of interest, but real circumstances prevent consumers from visiting them. Limiting factors can be financial, geographic, administrative, visas or other obstacles [38]. Affective associations of the model, mean the specific feelings that the consumer is targeting for a destination, which may be related to a certain brand, is actually a performance that assumes a lot of sunshine, fun, beautiful beaches, quality restaurants. The relation to favorable destinations, that is, destinations that have priority, is based on these affective associations [39], [40]. Certain restrictions on this destination decision model are evident. The model, first of all, omitting the marketing-mix of process variables, the essential role of people associated with marketing services, the traditional 4P marketing mix [38].

2.4. Model Decision

The subject of decision-making is very diverse; there are numerous theories explaining decision-making in different areas [3]. The decision-making problem can be described as a process of mental calculation through which it is organized and predicted outcomes, often with multiple possibilities [41]. The foundations of the general decision-making model have established Brim with associates through the following steps [42]:

1. Identification of the problem
2. Collecting the necessary information
3. Choosing possible solutions
4. Assessment of selected options
5. Choice of the solution

Anderson represents the decision-making model (Anderson, 1965), which emphasizes, first and foremost, the importance of information on which the consumer is based on the decision-making process, but includes the phase of filtering the collected data, based on the beliefs, feelings, norms, and values of the decision-maker. Also, Anderson underlines the role of the consumer's attitude, that is, his satisfaction with the purchased, as a prerequisite for re-purchasing products/services [43].

Nicosia and Meyer's decision-making model (Nicosia & Mayer, 1976) highlights the company's intentions to communicate with consumers. It focuses on the relationship between the company's marketing communications mix and the consumer feedback that is reflected in the purchasing response [44]. The linear purchase model proposed by Mathieson & Wall, 1982 is actually a five-phase pattern (figure 2) that contains [45]:

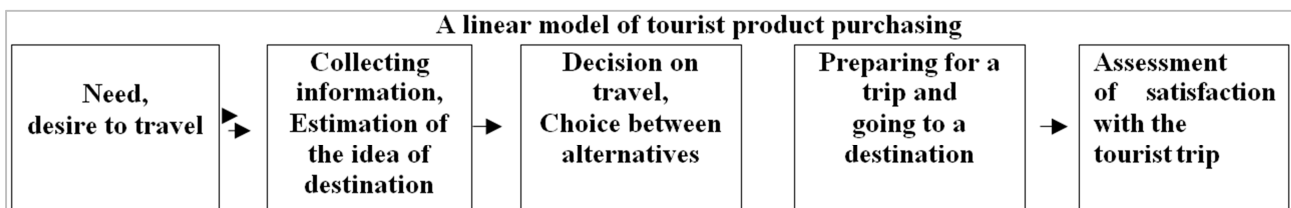


Figure 2. Linear model of purchasing.

Source: Mathieson & Wall, 1982: 95

In accordance with the decision model offered by Sheth, Newmen & Gross 1991, there are five consumer values (figure 3), which directly influence the choice of consumers. Individually or all five values can determine the decision [46].

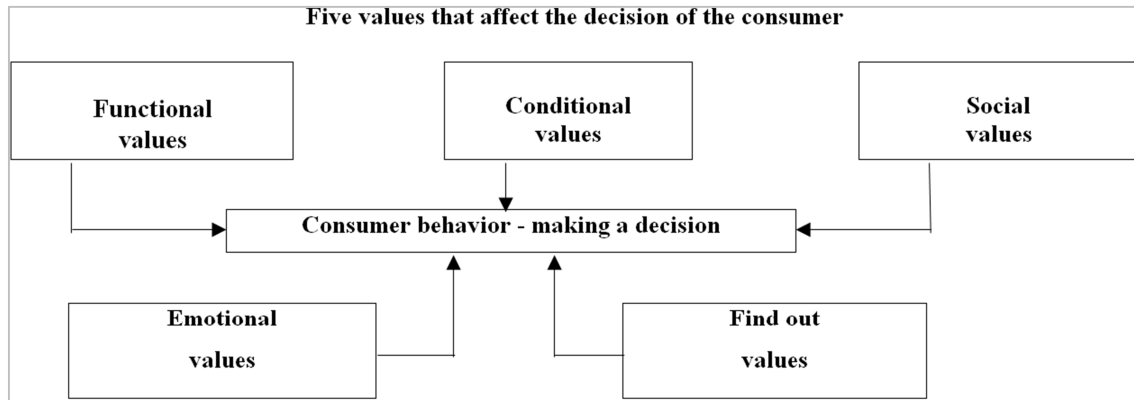


Figure 3. Values that affect the decision-making.

Source: Sheth, Newman & Gross, 1991: 160.

Traditionally, the functional value is seen as the precondition or the basic driver in the selection process. Identified basic product values (the benefits it provides), marketers point out through promotion as the most influential message carriers [47]. Conditioned values often depend on the situation. For example, a product (especially in tourism) has a seasonal value. Social value expressed as a perceived utility through socializing with the socio-economic and cultural-ethical group [46].

Emotional value is expressed as a capacity capable of stimulating emotions or linking with certain feelings, while the epistemological value is seen as a possibility of awakening curiosity, experiencing a new, or satisfying the desire for new knowledge [46].

Sirgy and associates offered an integrated model of self-coherence and functional coherence in explaining and predicting the behavior of tourists. Self Congruity is the agreement between the idea of a brand with the personal conception of consumers, while functional compliance refers to the agreement between the perceived features of the product/service and the consumer's desired or essential functional characteristics [48].

Various approaches that through modeling and structural impressions attempt to explain consumer behavior in tourism. It is difficult to encompass all aspects of complex decision making in tourism because of the specificity of the tourist product, that is, the particular context in which the decision to purchase a tourist product should be made [49]. Complexity is reflected in the fact that is deciding on the choice of destination, in fact, involves multiple decision making about the various elements contained in the tourist product [49-51]. Some decisions are related to the organization of travel to the destination; other dilemmas are solved by the arrival at the destination and during the stay at the destination, so that one can say that the majority of decisions are largely conditioned by situational factors [50].

Cohen and associates point out that such a high level of decision-making complexity in tourism can be comprehensively addressed through focusing on a comprehensive decision-making process [52].

Smallman and Moor suggest that the problem of decision-making can be better understood through less structured models, with the inclusion of a more detailed description, explanation of the decision maker activity [53]. There are opinions that some decisions are a product of a planned approach, while others are taking an unplanned or even impulse shopping [49], emphasizing such emotions as an important factor, significantly influencing decision making [54]. Bargeman & Van Der Poel argue that decision making in tourism is actually a more routine process than the models of rational choice [55]. Sirakaya and Woodside emphasize habit as an important determining factor [56]. The role and power of habits in the process of decision making about the purchase of a tourist product are emphasized by Verplanken and Orbel. The results of their research indicate that creating habits is a psychological construction rather than a simple repetition of behavior. They developed a scale with 12 self-report Habit Index (SRHI) scales, to measure the strength of habits on a daily and weekly level. A strong correlation between habit and frequency, or repetition in the behavior of respondents, was demonstrated [25, 26]. Using the SRHI scale, developed by Verplanken and Orbel in 2003, Bjork and Janson also introduce habits as an important decision-maker in the modeling decision-making model [27].

Decrop and Snelders organize a complex research venture that results in a decision-making typology in tourism. For one year, 25 households in Belgium were monitored. The results show that deciding to buy a tourist product is a long-term process, exposed to numerous influences. They made a typology that includes six categories of tourists [51]:

1. Tourists who make decisions based on habits; Those who repeat the same holiday program almost every year, or go

to the same place.

2. Rational decision-makers; Avoid risk, begin to think about vacation very early, January / February. They are characterized by careful planning of holidays; they are thoughtfully chosen and predictable in decision making.
3. Hedonists; They enjoy thinking, dreaming and talking about a holiday, which enhances their pleasure and excitement. They use every opportunity to gather as much information as possible on the upcoming tourist trip. Optimists are, emotions drive them more powerful than practical reasons.
4. Opportunists; They do not think and talk too much about vacation. They are the passive nature of the "wait-and-see" type. Partly informed, they are not active in seeking bids. They are waiting for an opportunity, often making decisions at the last minute, suddenly. Their plans are not stable; they often change their minds, actually unpredictable in the destination.
5. Suspended; The type of tourists who have to overturn the decision more often than they can control the choice due to the functioning of limiting, situational variables-finance, relocate, health problems. The pressure of family members, especially exposed children and elderly members who opt for a choice often disagrees with personal preferences.
6. Adaptive, readable; Loves holidays and holidays. They are thinking about a vacation, and they constantly have new plans. They easily adapt their projects and behavior to new conditions. They decide at the last time to wait for the best realistic conditions for their projects. A high degree of flexibility makes them very unpredictable in deciding.

Decrop presents additional findings during the process of selecting a destination in the group above, 25 households in Belgium. The data were collected by the method of interviewing, using open-ended questions. Through an analysis of the relationship between electoral kits, he concludes that the choice of choice is most often guided by the conditions and situational limitations [57]:

1. Awareness set; Destinations are known to tourists are not left the impression does
2. not intend a new visit.
3. Evoked set; Spontaneous reminders, with no special intention to repeat the visit.
4. Surrogate set; They are not a priority, but they can be a choice, a backup, an alternative to the type "never knows."
5. Exclusion set; excluded destinations from consideration.
6. Dream set; Destinations that are considered ideal, but are from various reasons out of reach.

7. Unavailable set; Attractive, subject to consideration, or currently unavailable.
8. Available set; Destinations on which feasible departure, after consideration.

3. Conclusion

Theories of the decision-making process on the purchase of a tourism product presuppose certain stages during which a decision is made. Some consumers simply skip certain phases, others through deciding models pass with more or less consideration and combination. Certain categories of potential tourists are influenced by some additional factors, such as habits. Situational sudden, unforeseen factors can significantly change the already adopted travel plan, including the possibility of canceling the planned venture. To a certain category of undecided potential tourists, a high degree of influence has suggestions and remarks from friends and relatives, which can additionally complicate, for them a very complex decision-making process for purchasing a tourist product.

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