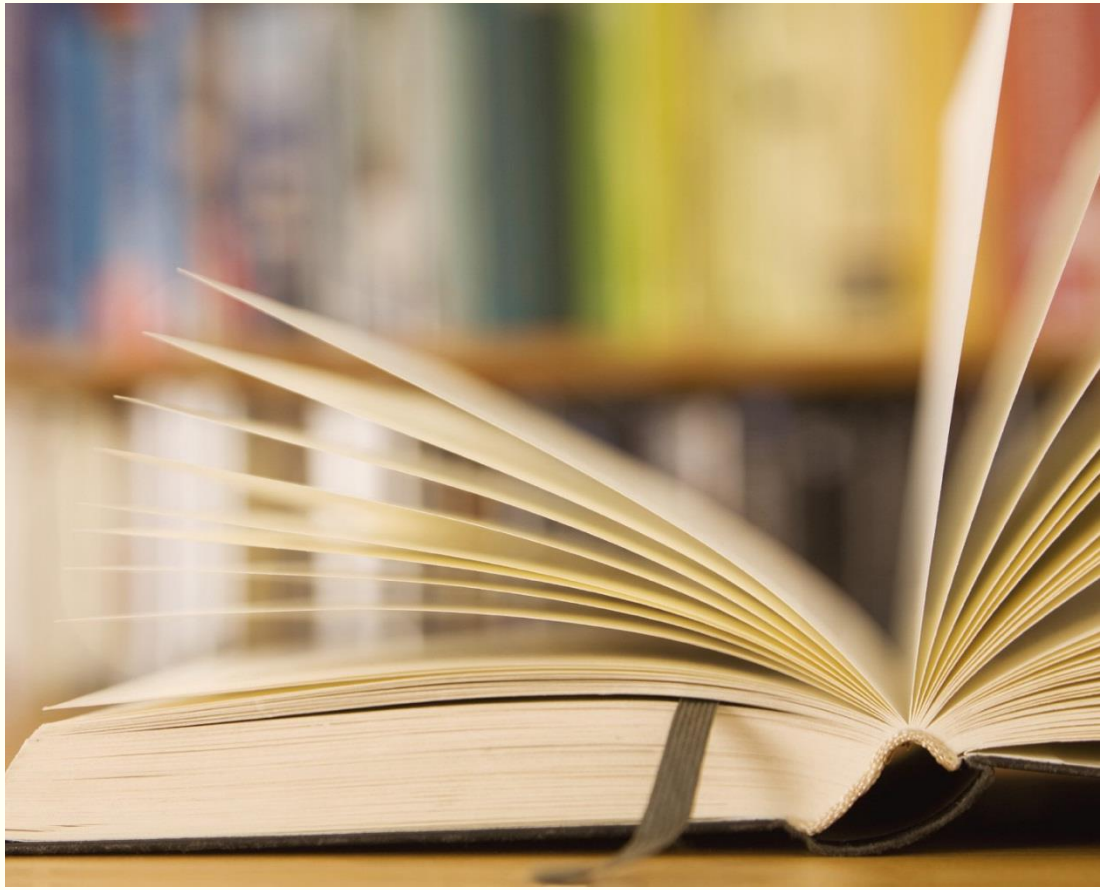
THE IMPACT OF TOURIST-TO-TOURIST INTERACTION AND EMOTIONAL IMPLICATIONS ON EXPERIENTIAL TOURISM

AUTHOR : CASANDRA-MARIANA MĂNICA

PHD COORDINATOR: PROF. UNIV. DR. GABRIELA ȚIGU



Introduction



- Tourist-to-tourist interaction and emotional implications are very important factors that affect the entire tourist experience.

- The emotions induced by tourists' participation in social interaction play an important role in tourists' behavioral intention.

- Emotions not only directly predict individual behavior, but also indirectly influence individual behavior through attitudinal variables (Zhou et al., 2023).

The Paper Structure

1. The first section provides a brief introduction of the approached subject
2. The second section provides a comprehensive literature review, summarising relevant research and studies
3. The third section explores the research methodology used, analysis, descriptive method and experimental method using the questionnaire as a quantitative research instrument
4. The fourth section presents the results obtained and their discussion within the research
5. The concluding section summarizes the paper's final findings

The Objective of the Research

- The objective of this research is to show the importance of tourist-to-tourist interaction and the emotional implications on experiential tourism as well as the various benefits obtained for their physical and emotional health when they participate in special trips.

- This research will be developed by following the specific research objectives.

- The specific objectives of the research are:





- identifying the relationship between tourist-to-tourist interaction and the emotional implications on experiential tourism resulting from tourist participation in certain tours and programs;

The Objective of the Research

- identifying and evaluating the emotional benefits resulting from trips and identifying the cultural, social, emotional and medical advantages that the participants can obtain during any trip;

- analysis of the scientific literature regarding the multiple advantages and implications of tourist-to-tourist interaction and emotional implications on experiential tourism and tourist emotional health;

- analysis of data collected through the quantitative research tool, the questionnaire; presentation of socio-medical and emotional benefits resulting from tourists' participation in certain trips;

- dissemination of the research results and the final conclusions.

Research Purpose and the Methodological Approach

- The purpose of the study is to show what are the impact of tourist-to-tourist interaction and the emotional implications experienced by tourists during and after visiting certain tourist destinations.

- The research methodology of this study was the analysis, the descriptive method and the experimental method using a quantitative research instrument, the questionnaire.

- I used the questionnaire to collect information about the social and emotional benefits resulting from participation of tourists in specific tours and programs.

- The questionnaire was created in Google Forms from the Google Docs ePlatform.

- The research was carried out between November the 1st 2024 and February the 1st 2025.

Research Purpose and the Methodological Approach

- The questionnaire was structured in such a way as to lead to obtaining relevant, correct and complete information to identify the beneficial and multiplying effects that can be achieved by each tourist following participation in cultural and religious tours and programs.

- The questions of the questionnaire were formulated in accordance with the mentioned objectives.

- In developing the questionnaire, I paid special attention to both the general rules recommended by theory for the realization of questionnaires, as well as those aimed at the form of presentation: formulation of questions, their sequence, balance between closed and open questions.

Key Results of the Research and Brief Discussions

- From the data collected on the tourists' responses to the questionnaire, it appears that:
  - 102 tourists participated in the study.
  - 79 women (77,5%) and 23 men (22,5%).
  - the larger number of women shows the greater inclination of the female gender towards trips, emotions and religion.
  - the respondents included in the study are aged between 18 and 75 years. 58,8% of the respondents who participated in this study are aged between 18 and 45 years old.

Key Results of the Research and Brief Discussions

- Related to the question:

How much do you like to travel, where 1 represents very little and 5 very much?

- 79,4% of respondents gave the maximum value 5
- 13,7% gave the value 4
- 5,9% gave the value 3
- only 0% of respondents gave the value 2
- only 1% gave the minimum value 1

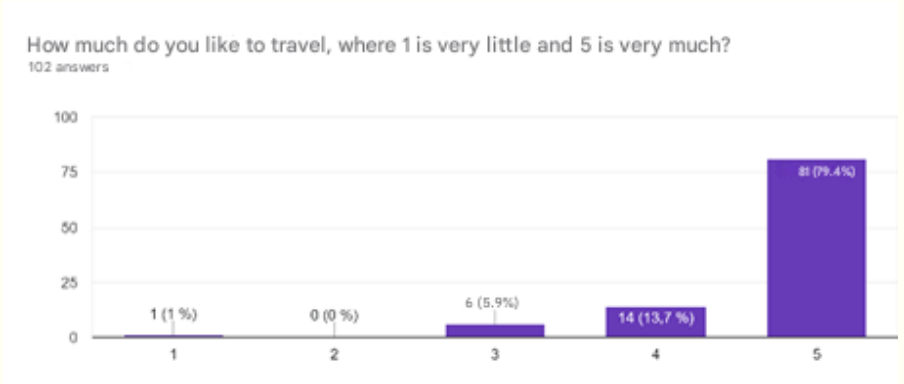


Figure 1. The respondent's percentage answers to the question: How much do you like to travel?
Source: created by the author

We can consider that the most participants of this study love to travel and interact with each other whatever the destination visited or the tourist attractions are included in the travel program.

Key Results of the Research and Brief Discussions

- Another representative question of this study asked to the respondents was:

How often do you travel on tours and tourist programs of any kind?

- 45,1% of tourists answered several times a year
- 19,6% of respondents travel on tours and tourist programs once a week or more often
- 12,7% of respondents answered two or three times a m
- 11,8% of respondents answered once a month
- 8,8% of respondents answered once a year or less
- 2% of respondents answered never

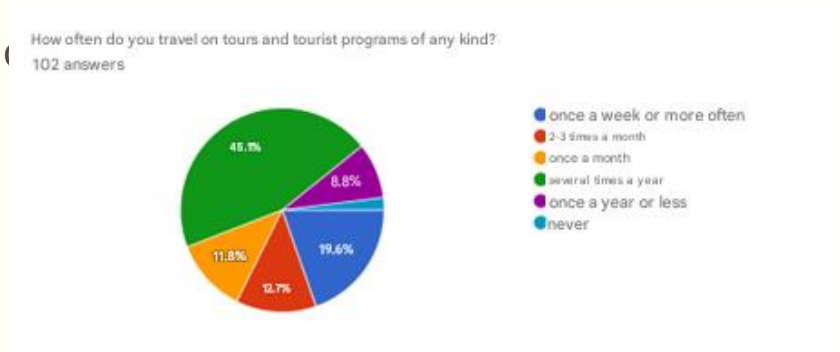


Figure 2. The respondent's percentage answers to the question: How often do you travel on tours and tourist programs of any kind?

Source: created by the author

Key Results of the Research and Brief Discussions

The obtained results demonstrate that:

- almost half of the people travel several times a year on tours and tourist programs of any kind (45,1%)
- a significant percentage of respondents (24,5%) travel one, two or three times on a month
- another significant percentage of respondents, namely 19,6%, travel on excursions and programs once a week or more often

If we consider the fact that most of respondents of this study are women and they are youngers or adults who put a particular emphasis on interacting with new people for more life experiences and pleasant memories, we can conclude that:

- the tendency to travel in any type of tourist programs is oriented more than a half towards younger or adult people aged between 18 and 45 years (58,8%)
- almost half towards elder people or retirees (41,2%)

Key Results of the Research and Brief Discussions

- At the question: When you go on vacation, do you choose certain tourist destinations to which you are emotionally attached, which have a sentimental meaning for you?

- 33,3% of respondents answered sometimes yes, sometimes no
- 30,4% of respondents answered yes, every time I travel
- 20,6% of respondents answered yes, many times
- 12,7% of respondents answered rare and only
- 2,9% of respondents answered no, I never choose a tourist destination that have emotional meaning for me you

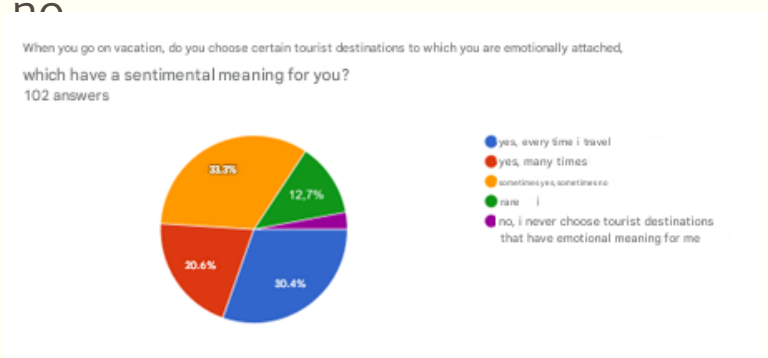


Figure 3. When you go on vacation, do you choose certain tourist destinations to which you are emotionally attached, which have a sentimental meaning for you?
Source: created by the author

Key Results of the Research and Brief Discussions

The results show that:

- the most of respondents, 51%, choose certain tourist destinations to which they are emotionally attached and which have a sentimental meaning for them.
- however, a percentage of 33,3% of respondents answered that they sometimes choose tourist destinations they are emotionally attached to and sometimes not. This means that when they choose the tourist destinations where they go on vacation, tourists are influenced by other decision-making factors besides emotional factors.
- and finally, only 12,7% of respondents consider that that there is no emotional factor in choosing their tourist destination.

Therefore, a very large number of tourists choose to visit certain tourist destinations for emotional and attachment reasons.

Key Results of the Research and Brief Discussions

- And finally, at the question: How loyal are you in visiting certain tourist destinations, where 1 represents a little loyal and 5 a lot loyal?

  - 52,9% of respondents gave the maximum value 5
  - 9,8% gave the value 4
  - 13,7% gave the value 3
  - 16,7% of respondents gave the value 2
  - 6,9% gave the minimum value 1

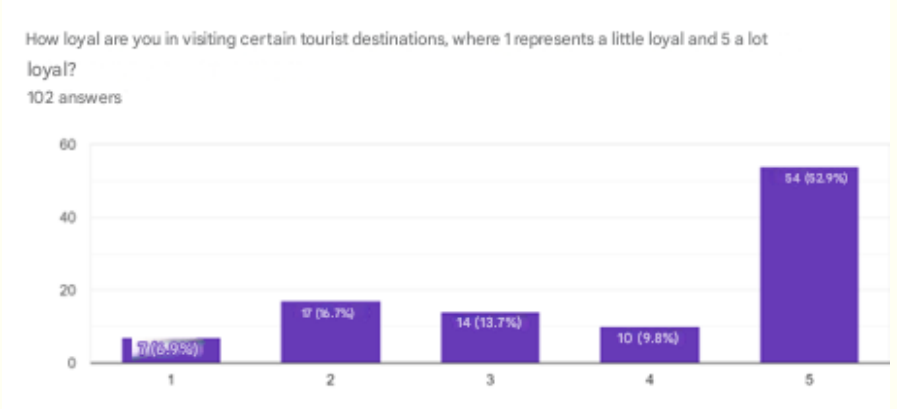


Figure 4. How loyal are you in visiting certain tourist destinations, where 1 represents a little loyal and 5 a lot loyal?

Source: created by the author

Key Results of the Research and Brief Discussions

- Therefore, we can conclude that:
  - most participants from this study are loyal in visiting certain tourist destinations;
  - they love to interact and visit various tourist attractions on which they are emotionally attached.
- The results show that the impact of tourist-to-tourist interaction and the emotional implications on experiential tourism are very important factors that affect the whole tourist experience.
- The study findings also highlight the salience of emotions in understanding tourist responses to hedonic services.
- Specifically, pleasure is positively linked to both satisfaction and loyalty behaviors.

Main Conclusions

- This research has shown that social interactions are related to positive physical and psychological health such as relieving stress and enhancing positive emotions.

- The visitors exhibited a variation in emotions depending on the places visited, their activities and the people they encountered.

- It is concluded that the ability to measure travelers' emotions in real time and in natural settings leads to new knowledge about the relationship between travelers' emotions and the physical and social environments, which, in turn, provides a useful basis for designing and managing tourism experiences.

- The findings of the research can contribute to the development of experiential tourism research from the perspective of tourist-to-tourist interaction and the emotional implications by examining the interaction impact among tourists.

Main Conclusions

- These findings contribute to the development of tourism experience research from the perspective of tourist-to-tourist interaction and the social interaction literature by examining the unique interaction mechanism between tourists.

- Also, the findings of this study are beneficial for understanding the social benefits of tourist-to-tourist interaction from the perspective of social psychology.

- The findings of the research can help tour operators develop and design tourism experiences that can improve the attractiveness of their offerings.

- Furthermore, the findings of this study are expected to provide further insight on how to improve benefits for both tourists and tourism service providers by managing tourist-to-tourist interactions.

Main Conclusions







- Consequently, future research is suggested to adopt interdependent, coevolutionary, and/or integrated perspectives to expand the current tourism literature.

- Thus, examination of tourist-to-tourist interaction, its antecedents and its impacts on tourists' experiences, attitudes and behaviors are critical for both academics and practitioners (Lin et al., 2019).

THANK YOU FOR THE ATTENTION!