

Decoding Tourist Financial Decisions: Insights into Travel and Tourism Industry Dynamics

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ABSTRACT

This study examines the financial decision-making behaviors of tourists when choosing travel service providers through a quantitative survey-based approach. Findings highlight that cost-effectiveness, value for money, payment flexibility, and secure transactions are key factors influencing choices. Promotional offers, corporate reputation, and recommendations from influencers and peers further shape decisions. Demographic variables such as age, income, and travel preferences significantly impact financial choices. The study offers strategic insights for the tourism industry, emphasizing affordability, personalized services, digital marketing, secure transactions, and influencer collaborations. Additionally, sustainability and cultural engagement are increasingly valued by tourists, enhancing customer loyalty. This research provides a framework to help industry stakeholders improve competitiveness and customer satisfaction.

Keywords: Tourism, Financial Decision-Making, Pricing, Payment Flexibility.

