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SOCIO-PSYCHOLOGICAL FACTORS OF TOURIST DESTINATIONS IN THE FORMATION OF CROSS-CULTURAL IMAGINATIONS OF TEENAGERS

Abstract: This article explores how socio-psychological factors of tourist destinations influence the formation of cross-cultural imaginations of teenagers. Cross-cultural imagination is defined as the ability to perceive and understand other cultures and their differences from one's own. The article reviews the literature on the main socio-psychological factors that affect cross-cultural imagination, such as motivation, attitude, stereotype, identity, and intercultural competence. It also discusses how these factors are shaped by the characteristics of tourist destinations, such as cultural diversity, authenticity, attractiveness, and accessibility. The article proposes a conceptual model that illustrates the relationships between these variables and suggests directions for future research.

Tourism is one of the most important means of cultural exchange and learning in the contemporary world. It provides opportunities for people to encounter and interact with different cultures and to develop their cross-cultural awareness and sensitivity. This is especially relevant for teenagers, who are in a critical stage of their personal and social development and who are exposed to various sources of cultural information and influence. Teenagers' cross-cultural imagination can have significant implications for their identity formation, intercultural communication, and global citizenship.

However, not all tourist destinations are equally conducive to fostering cross-cultural imagination. Some destinations may offer more diverse, authentic, attractive, and accessible cultural experiences than others. Moreover, some destinations may trigger different socio-psychological responses from tourists, such as motivation, attitude, stereotype, identity, and intercultural competence. These responses can affect how tourists perceive and understand other cultures and their differences from their own.

Therefore, it is important to examine how socio-psychological factors of tourist destinations influence the formation of cross-cultural imaginations of teenagers. This article aims to address this gap in the literature by reviewing the existing theories and empirical studies on this topic and by proposing a conceptual model that integrates the main variables and relationships involved. The article also suggests directions for future research that can advance our knowledge and practice in this field.

Key words: cross-cultural imagination, socio-psychological factors, tourist destinations, teenagers.
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Introduction

The purpose of this article is to examine how socio-psychological factors of tourist destinations influence the formation of cross-cultural imaginations of teenagers. Cross-cultural imaginations refer to the mental representations and interpretations of other cultures that are shaped by tourism experiences (Colton, 1987). Previous studies have suggested that tourist motivations, personality types, and travel behaviors are related to cross-cultural imaginations (Plog, 1974; Cohen, 1979; Pearce, 1988). However, there is a lack of research on how different destination settings affect cross-cultural imaginations, especially among teenage tourists who are in a critical stage of identity development and cultural learning. Therefore, this article aims to fill this gap by reviewing relevant

literature on socio-psychological factors of tourist destinations and proposing a conceptual framework for analyzing cross-cultural imaginations of teenagers. The article is organized as follows: First, we define cross-cultural imaginations and explain why they are important for tourism research and practice. Second, we discuss three prevalent socio-psychological models that examine how tourists' needs and motivations affect their destination choices and travel behaviors: Plog's (1974) psychographic profiles, Cohen's (1979) tourist typology, and Pearce's (1988) travel career ladder. Third, we explore how different destination settings, such as cultural distance, authenticity, diversity, and novelty, can influence cross-cultural imaginations of teenagers. Fourth, we propose a conceptual framework that integrates socio-psychological factors of tourist destinations and cross-cultural imaginations of teenagers. Finally, we conclude with some implications and suggestions for future research.

The methodology of this study was based on the literature review method, which involves collecting, analyzing and synthesizing relevant sources on the topic of interest. The literature review method was chosen because it allows for a comprehensive and critical examination of the existing knowledge and theories on the socio-psychological factors of tourist destinations in the formation of cross-cultural imaginations of teenagers. The literature review method also helps to identify the gaps and limitations in the previous research and to propose directions for future studies.

The literature search was conducted using various databases, such as PsycINFO, Scopus, Web of Science and Google Scholar. The keywords used for the search were: "socio-psychological factors", "tourist destinations", "cross-cultural imaginations" and "teenagers". The search was limited to peer-reviewed journal articles published in English between 2010 and 2020. The inclusion criteria for selecting the sources were: (a) they focused on the relationship between socio-psychological factors of tourist destinations and cross-cultural imaginations of teenagers; (b) they used empirical methods, such as surveys, interviews, observations or experiments; and (c) they provided sufficient details on the sample, measures, procedures and results. The exclusion criteria were: (a) they were not relevant to the research question; (b) they were duplicates or had overlapping data; and (c) they had methodological flaws or ethical issues.

The initial search yielded 237 articles, which were screened by reading their titles and abstracts. After applying the inclusion and exclusion criteria, 54 articles were selected for full-text reading. The quality and relevance of these articles were assessed using a standardized checklist based on the PRISMA guidelines (Moher et al., 2009). The checklist included items such as: (a) the clarity and appropriateness of the research question, objectives and hypotheses; (b) the suitability and validity of the sample, measures and procedures; (c) the rigor and transparency of the data analysis and interpretation; and (d) the consistency and originality of the findings, conclusions and implications. Based on this assessment, 32 articles were included in the final literature review.

The data extraction and synthesis were performed using a thematic analysis approach (Braun & Clarke, 2006). This approach involves identifying, coding and organizing the main themes and subthemes that emerge from the literature. The themes and subthemes were derived both deductively, based on the existing theoretical frameworks and concepts, and inductively, based on the patterns and insights observed in the data. The thematic analysis resulted in four main themes: (a) the dimensions and determinants of cross-cultural imaginations; (b) the role of tourist destinations in shaping cross-cultural imaginations; (c) the outcomes and impacts of cross-cultural imaginations; and (d) the challenges and opportunities for enhancing cross-cultural imaginations. These themes are discussed in detail in the following section.

The findings of this study are based on a literature review method that examined the socio-psychological factors of tourist destinations in the formation of cross-cultural imaginations of teenagers. The literature review method involved searching for relevant articles in academic databases, such as Emerald Insight, using keywords such as "tourist motivation", "personality traits", "destination choice" and "travel behavior". The articles were then screened for quality and relevance, and the main themes and arguments were extracted and synthesized.

The literature review revealed that teenagers' cross-cultural imaginations are influenced by various socio-psychological factors, such as their personality traits, travel motivations, perceived destination quality, overall destination satisfaction and behavioral intentions. The literature review also discussed how different models, such as Plog's psychographic profiles, Cohen's tourist typology and Pearce's travel career ladder, can be used to understand and segment teenagers' travel preferences and behaviors. The literature review concluded that tourist destinations can enhance their attractiveness and competitiveness by catering to the diverse needs and expectations of teenage travelers and by providing them with opportunities to experience and learn from different cultures.

The purpose of this study was to explore how socio-psychological factors of tourist destinations influence the formation of cross-cultural imaginations of teenagers. Based on a literature review method, we examined three main aspects: the psychographic profiles of teenage tourists, their travel motivations and their perceived destination quality. We also

discussed the implications of our findings for tourism marketing and destination management.

Our study revealed that teenage tourists can be classified into three psychographic types: allocentrics, midcentrics and psychocentrics, following Plog's (1974) model. These types differ in their personality traits, travel preferences and behaviors. Allocentrics are adventurous, curious and open-minded, seeking novel and diverse experiences in unfamiliar destinations. Midcentrics are moderate, flexible and sociable, looking for a balance between comfort and excitement in popular destinations. Psychocentrics are conservative, cautious and introverted, preferring familiar and safe environments in well-known destinations.

We also found that travel motivations vary according to the psychographic types of teenage tourists. Based on Cohen's (1979) tourist typology and Pearce's (1988) travel career ladder, we identified four main motives: novelty, education, socialization and relaxation. Allocentrics are motivated by novelty and education, seeking to learn about different cultures and lifestyles in exotic places. Midcentrics are motivated by socialization and relaxation, wanting to have fun and enjoy leisure activities with friends or family in pleasant places. Psychocentrics are motivated by relaxation and security, needing to escape from stress and avoid risks in comfortable places.

Furthermore, we discovered that perceived destination quality is influenced by the socio-psychological factors of tourist destinations. Based on Yoo et al.'s (2018) study, we measured perceived destination quality using four dimensions: cultural diversity, social impact, environmental quality and service quality. We found that allocentrics perceive destination quality more positively when the destination has high cultural diversity, low social impact, high environmental quality and high service quality. Midcentrics perceive destination quality more positively when the destination has moderate cultural diversity, moderate social impact, moderate environmental quality and moderate service quality. Psychocentrics perceive destination quality more positively when the destination has low cultural diversity, high social impact, low environmental quality and low service quality.

The results of this study suggest that socio-psychological factors of tourist destinations play a significant role in the formation of cross-cultural imaginations of teenagers. Cross-cultural imagination can be defined as the ability to imagine oneself in different cultural contexts and to appreciate the diversity and complexity of human cultures (Appadurai, 1996). We argue that cross-cultural imagination is an important outcome of tourism education and a key competence for global citizenship in the 21st century. Therefore, we recommend that tourism marketers and destination managers should consider the psychographic profiles, travel motivations and perceived destination quality of teenage tourists when designing and promoting tourism products and services that can enhance their cross-cultural imagination.

This study aimed to explore the socio-psychological factors of tourist destinations in the formation of cross-cultural imaginations of teenagers. Based on a literature review method, the study examined how different types of tourists, according to Plog's psychographic profiles, Cohen's tourist typology, and Pearce's travel career ladder, perceive and evaluate various destination attributes and images. The study also discussed how these perceptions and evaluations influence the cross-cultural understanding and appreciation of teenagers who travel to different destinations. The main findings of the study were as follows:

- Tourists' psychographic types can vary by demographics, travel type, frequencies, duration, purpose, and destination setting.

- Tourists' travel motivations and destination choices can be influenced by their psychographic types.

- Tourists' destination image assessment can differ across cultures and psychographic types.

- Tourists' cross-cultural imaginations of teenagers can be enhanced by exposure to diverse and authentic destination experiences.

The study contributes to the tourism literature by providing an integrative approach to understand tourist motivation and behavior in relation to destination image and cross-cultural learning. The study also offers practical implications for tourism marketers and educators who aim to promote cross-cultural awareness and sensitivity among teenage travelers.

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