

MAY 2024 | VOLUME 5 ISSUE 13

ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



UNDERSTANDING THE TRAVEL DECISION-MAKING BEHAVIORS OF ETHNIC MINORITY TOURISTS

Why is it important for DMOs and tourism businesses to understand the travel decision making behaviours of ethnic minority travellers when designing, promoting and marketing tourism products and services?

Adopting a mixed methods approach, [Albert Kimbu](#), [Sumeetra Ramakrishnan](#) and [Prosanjit Saha](#) explore the critical role of psychological empowerment in moderating their travel decisions and consumption choices and discuss consequent implications for businesses.

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Editor: Dr Isabel Rodriguez | isabel.rodriguez@surrey.ac.uk



UNDERSTANDING THE TRAVEL DECISION-MAKING BEHAVIORS OF ETHNIC MINORITY TOURISTS: THE MODERATING ROLE OF PSYCHOLOGICAL EMPOWERMENT

Dr Albert Kimbu, Dr Sumeetra Ramakrishnan & Prosanjit Saha

Grounded on the concept of ethnicity, this paper explores the travel consumption and decision-making behaviors of ethnic minority travelers through the lens of psychological empowerment. We employ a quantitative-dominant concurrent nested mixed-methods approach - 951 surveys (404 white and 547 ethnic minority participants), 6 focus groups, and 10 semistructured interviews (with ethnic minority travelers) conducted in the UK.

The findings reveal the existence of prejudices and discrimination experienced by ethnic minorities during international and domestic travel, with ethnicity being a key factor. The paper identifies the need to adopt a multi-level empowerment approach, where psychological empowerment is found to be

key to understanding how negative experiences and perceived risks are accepted, feared, and/or transformed into sources of interactional and intrapersonal empowerment.

This has significant positive impacts on international and domestic travel intentions of ethnic minorities and why it is important for tourism businesses and DMOs to understand the importance of adopting an integrated and inclusive approach by collaborating/partnering with experienced ethnic minority travelers and content creators in the creation, (re)design and delivery of tourism, travel and hospitality experiences, products and services that are appealing, inclusive and can cater to the needs of diverse groups of travelers within these demographics.

Ignoring the value of ethnic minority travelers through a limited understanding of their travel motivations is a missed opportunity for tourism businesses and DMOs who lose out economically but also the potential DEI dividend.

Kim, Y. R., Kimbu, N.A., Ramakrishnan, S., & Saha, P. (2024). Understanding the Travel Decision-Making Behaviors of Ethnic Minority Tourists: The Moderating Role of Psychological Empowerment. *Journal of Travel Research*.

Link: bit.ly/3whJpks