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# ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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## PSYCHOLOGICAL ANTECEDENTS OF LAST CHANCE TOURISM

Last chance tourism (LCT) has received significant attention within the academic literature and popular press because of its controversial nature of bringing travellers to threatened places.

**Dr Alector Ribeiro**, **Christy Hehir** and colleagues used two theories to test the psychological antecedents of individuals intentions to participate in Last Chance Tourism.



# PSYCHOLOGICAL ANTECEDENTS OF INTENTIONS TO PARTICIPATE IN LAST CHANCE TOURISM: CONSIDERING COMPLEMENTARY THEORIES

**DR MANUEL ALECTOR RIBEIRO & CHRISTY HEHIR**

Last chance tourism (LCT) encapsulates tourists' strong desires to visit unique natural environments around the world. However, little theory has been applied to understand why travellers gravitate toward this controversial type of tourism. Hence, this work combines the value-belief-norm (VBN) model and theory of planned behaviour (TPB) framework to explain the intentions to participate in Last Chance Tourism (LCT). As such, the purpose of this research is to consider VBN constructs and

the theory of planned behaviour constructs to explain individuals' likelihood of participating in LCT. Through this work, we are able to better explain individuals' intentions to undertake LCT and the implications this may have for both theory and practice. In the way of the former, this work provides a robust theoretical consideration of the psychological antecedents underpinning individuals' intentions to participate in LCT.

## FURTHER READING:

Woosnam, K. M., Ribeiro, M. A., Denley, T. J., Hehir, C., & Boley, B. B. (2021). Psychological Antecedents of Intentions to Participate in Last Chance Tourism: Considering Complementary Theories.

*Journal of Travel Research.*

Link: [bit.ly/3kVj7vk](https://bit.ly/3kVj7vk)

Findings from this study can inform marketing approaches of DMOs concerning the ideal travellers for this niche form of tourism, and ways destinations can harness this type of tourism into a force for good that brings awareness to environmental problems and leverages the tourism economy associated with LCT to protect the very resources tourists are coming to see.