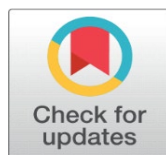


BEYOND PLANNING: THE ROLE OF MOTIVATION AND BEHAVIOURAL INTENTION IN TRAVELLERS' DESTINATION DECISION-MAKING — A STRUCTURAL EQUATION MODELLING APPROACH

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ABSTRACT

Travel decision-making is a psychologically complex process influenced by multiple behavioural determinants. This study investigates the factors shaping travellers' destination decisions by extending the Theory of Planned Behaviour (TPB) to incorporate motivation as an additional construct. Data were gathered from 322 domestic travellers visiting Virudhunagar District, Tamil Nadu, using a structured questionnaire measured on a seven-point Likert scale, and analysed through Structural Equation Modelling (SEM). The findings reveal that motivation is the most dominant predictor of both behavioural intention and actual visit behaviour, while behavioural intention strongly mediates the relationship between psychological antecedents and actual visitation. Although attitude and subjective norms did not significantly influence intention, subjective norms exerted a meaningful direct effect on actual visit behaviour, highlighting the persistent role of social influence in travel decisions. Perceived behavioural control demonstrated a significant negative effect on actual visitation, suggesting that perceived constraints inhibit travel activity. The study offers valuable theoretical extensions to TPB and practical insights for destination marketers, tourism planners, and hospitality professionals seeking to enhance traveller engagement and destination competitiveness.

Keywords: Tourism, Travel, Attitude, Motivation, Subjective Norms

1. INTRODUCTION

Throughout human history, the desire to explore new places has remained one of the most enduring characteristics of mankind. Travel and tourism rank among the most significant social pursuits that individuals engage in across cultures and generations. At its core, tourism refers to the movement of people away from their usual environment for short-term trips or excursions (Holloway, 2009). Beyond its social value, travel has also become one of the most powerful economic engines of modern civilization and widely recognized as both a rapidly expanding global industry and a cornerstone of

national economies (Garg, 2013). The development of the tourism sector contributes directly to wealth creation, employment generation, and the improvement of community livelihoods (Merli, 2019).

The process through which travellers arrive at a decision about where to go is, however, remarkably complex. It is shaped by a range of psychological and social forces, including personal attitudes (Garcia-Fernandez, 2018), the influence of social surroundings and reference groups, commonly termed subjective norms (Bui, T. T. B., 2024) and an individual's perceived ability to carry out the intended behaviour, known as perceived behavioural control (Han H. a., 2010). When it comes to actually choosing and returning to a particular tourism site, travellers are further swayed by the reputation and image associated with the destination (Seetanah, 2020), the standard of services available there (Zhang, 2018), and their assessment of whether the destination offers adequate value for their investment (Wang T. T., 2017). Given that tourism is one of the most fiercely competitive sectors worldwide, understanding what drives a traveller's intention to visit a destination is crucial for gauging its market appeal (Chen, 2007). Scholars have explored a variety of conceptual frameworks to explain and predict these travel intentions (Lee C. K., 2005).

Among the most widely applied of these frameworks is the Theory of Planned Behaviour (TPB), a psychological model designed to explain how and why individuals form intentions to engage in specific behaviours (Ajzen, 1991). According to this theory, a person's actual behaviour is largely determined by the strength of their intention or in the case of repeat visits, their repeat intention (Azmi, E., et al, 2023). Research evidence suggests that an individual's attitude, subjective norms, and personal motivation jointly shape their satisfaction with a destination visit and ultimately influence their willingness to return, while perceived behavioural control appears to have a limited effect on either satisfaction or visitation intent (Hasan, 2020).

2. ATTITUDE

Tourist attitude is understood to encompass three interrelated dimensions: cognitive (knowledge-based evaluation), affective (emotional response), and behavioural (action tendency) components (Page, 2014). When a traveller holds a genuinely favourable view of a destination, this positive disposition tends to translate into a stronger behavioural intention to visit (Wang, 2014). Interestingly, a study conducted within the Bangladeshi tourism context found that individual attitude had a comparatively limited role in driving visitation intent, whereas subjective norms, that is, the influence of other people's expectations proved to be a far more meaningful predictor of tourists' intentions to travel to Bangladeshi destinations (Hassan, 2014). In a separate study, researchers found that among college students, attitude played a meaningful positive role in shaping their destination selection behaviour (S. Ramesh Babu, 2021). These three attitudinal dimensions interact in a way where cognitive evaluation forms the initial attitude, affective responses determine whether a traveller is drawn toward or away from particular activities, and behavioural tendencies reflect the resulting action (Lee, 2009). Furthermore, an individual's personality traits have been found to shape destination choice preferences and positively affect the overall behavioural intent to travel (Karl M, 2020). Notably, a favourable attitude toward a destination also strengthens the likelihood of return visits, which in turn reduces the marketing burden on tour operators and destination administrators (Kim, 2013; Hossain, 2015).

3. SUBJECTIVE NORMS

Subjective norms can be understood as the degree to which an individual internalizes the values and interpersonal expectations of their social reference groups, which in turn shapes their readiness to act in a particular way (Venkatesh, 2003). When a contemplated decision receives the approval and encouragement of one's reference group, that social backing becomes a reliable and meaningful predictor of the person's intent to participate in a new experience. The normative beliefs held by individuals are what give rise to subjective norms (Chan, 2015), and these norms occupy a central position in personal decision-making processes. Prior research has consistently demonstrated a positive link between subjective norms and behavioural intention across various domains of consumer behaviour (Ye, 2017; Kumar, 2015). In the travel domain specifically, a traveller's subjective awareness and familiarity with a destination have been shown to positively influence their motivation to visit it (Tassiello, 2020). Subjective knowledge, defined as one's personal perception of how much they know about something (Brucks, 1985; Sharifpour, 2014) is conceptually distinct from objective knowledge and is known to directly shape decision-making processes as well as associated psychological states such as confidence and readiness to act (Hadar, 2014). Studies of Muslim travellers, for instance, have found that

they rely heavily on recommendations from social contacts and international online platforms when deciding to visit non-Islamic destinations (Ahmed M. Adel, 2020). More broadly, subjective norms in tourism contexts tend to be formed through interactions with friends, family members, and online review communities rather than through formal expert assessments or rankings, and they exert influence over both internal motivations and the perceived attractiveness of a destination (Catherine Lejealle, 2021).

4. PERCEIVED BEHAVIOURAL CONTROL

Perceived behavioural control refers to an individual's self-assessment of their capacity to successfully perform a given behaviour under specific circumstances, and this perception is shaped by a variety of internal and external factors (Ajzen, 1991). In general, the college students engage in tourism activities during their vacation. They selected the destination by considering the budget and the availability of time (Babu, 2021). The individual's perceived behavioural control is determined by the resources available, opportunity, and time to travel (H. Han, 2011).

5. MOTIVATION

Human beings are continuously driven by a wide range of needs in their everyday lives. In response to these needs, people adopt various behavioural strategies aimed at fulfilling them, a psychological drive that is broadly referred to as motivation. In essence, motivation can be described as an internal state or inclination that arises from an unmet need and propels individuals toward purposeful actions designed to address that need (LA, 2012). Within the tourism context specifically, both biological and psychological needs serve to awaken, direct, and sustain an individual's travel-related behaviours and decisions (Dhungana, S., Sharma, S., 2024). As travel infrastructure improves and becomes more accessible, personal motivation increasingly becomes the key factor that prompts people to embark on journeys. The needs that drive tourism consumption are not static, they evolve continuously in response to technological advancements, and travellers consistently gravitate toward destinations that are best positioned to satisfy their current preferences and aspirations (A. Yousaf, 2018).

Scholars have employed a range of theoretical models to examine what motivates people to travel, including the push-pull framework (GM, 1981), the escape-seeking paradigm (SE, 1991), and the travel career approach (Dabphet, S., 2024). Research indicates that younger travellers are particularly motivated by opportunities for flexible, activity-rich experiences and access to diverse shopping environments, as well as by the chance to gain cross-cultural exposure through their travel experiences (Crompton, 1979). Natural environments and meaningful interactions with local communities have also been identified as strong motivators for destination selection among the broader tourist population (Buffa, 2015). For college-going travellers in particular, the availability of recreational and fun-oriented activities plays a decisive role in destination preference (S. Ramesh Babu, 2021). Among female travellers, cleanliness and hygiene standards at a destination emerge as particularly important motivating factors (Han, 2017). In the case of Chinese tourists, the range of activities available, travel cost considerations, and time required to reach a destination all meaningfully influence destination choice whether decisions are made individually or within a group context (Ding, J. et al, 2025).

Motivational factors such as the pursuit of novel experiences and the desire for knowledge acquisition have been found to positively predict an individual's intention to visit a destination (Mohammad J Khan, 2018). A broad spectrum of travel motives including the exploration of unfamiliar places, intellectual curiosity, the need for rest and rejuvenation, adventure-seeking, and the desire for entertainment, all generate strong impulses toward destination visitation (LA, 2012; Jang S, 2009). Additionally, the prevailing climatic conditions at a destination have been identified as a significant environmental factor with a positive bearing on travellers' visitation intentions (Maria Jushtena, 2019). Drawing on the theoretical foundation of the Theory of Planned Behaviour, the current study extends the traditional three-construct model by incorporating motivation as an additional explanatory variable. On this basis, the following hypothesis is proposed:

H1: Travel motivation has a significant positive effect on travellers' intentions to choose a tourism destination.

6. METHODOLOGY

6.1. QUESTIONNAIRE DEVELOPMENT AND MEASUREMENT

The constructs and measurement items used in this study were identified through a systematic review of prior research and subsequently refined to align with the specific objectives of the current investigation. All items were assessed using a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The motivation construct was operationalized using items capturing relaxation, the desire to encounter new people, knowledge acquisition, seeking novel experiences, shopping, and entertainment (Cathy H. C. Hsu, 2010; Mohammad Jamal Khan, 2019). The measurement items for the remaining constructs are attitude (Han H. H.-T., 2010), subjective norms (Han H. a., 2010), and perceived behavioural control (Lam, 2006) were similarly drawn from existing literature and adapted to suit the context of this study.

7. DATA COLLECTION PROCEDURE AND SAMPLING

The study population comprised domestic travellers aged 20 years and above who had visited Virudhunagar district. It is historically rich and culturally significant district widely regarded as a business town in Tamil Nadu, India. The district attracts a substantial volume of visitors owing to its exceptional cultural heritage, distinctive architecture, intricate sculptures, and well-preserved historical monuments. Among its most celebrated attractions are the Andal Temple, the Kamaraj memorial house, Ayyanar waterfalls, the Boominatha Smay temple, and Sathuragiri Hills. The Andal temple holds particular global distinction, having been recognized by the logo of Tamilnadu state government and its recognition that draws both domestic and international visitors to the place.

Convenience sampling was employed as the data collection technique, with participation entirely voluntary. This approach is among the most frequently used methods in quantitative research; however, it is acknowledged that it does not guarantee an equal probability of selection for all members of the target population (Suen LJ, 2014). A total of 550 questionnaires were distributed, of which 353 were returned, representing a response rate of 64.18%. Following thorough review and screening of the returned questionnaires, 322 were deemed complete and suitable for further analysis. To address the potential concern of common method bias, Harman's single factor test was conducted. The results revealed that a single factor accounted for only 18.51% of the total variance — well below the 50% threshold commonly used to flag common method bias as a concern (Podsakoff, 2012). Prior literature indicates that a minimum of 100 observations is sufficient to reliably conduct Structural Equation Modelling (Reinartz W, 2009), confirming that the sample size of 322 in this study is more than adequate for the analytical purposes of the research.

8. RESULTS AND DISCUSSION

Table 1

Table 1 Respondents Demographics			
Variables	Classification	Frequency	Percentage
Gender	Male	142	44.1
	Female	180	55.9
Age	Less than 25	79	24.5
	25-34	80	24.8
	35-45	71	22
	More than 45	92	28.6
Marital Status	Married	101	31.4
	Unmarried	221	68.6
Education	UG	113	35.1
	PG	146	45.3
	Diploma	20	6.2

	Others	43	13.4
Occupation	Govt. job	42	13
	Private job	107	33.2
	Student	79	24.5
	Home maker	56	17.4
	Business	38	11.8
Family size	2 members	9	2.8
	3 members	64	19.9
	4 members	141	43.8
	More than 4 members	108	33.5
Family Monthly income	Less than 15000	7	2.2
	15000-30000	47	14.6
	30001-60000	103	32
	Above 60000	165	51.2

The sample comprises 322 respondents, with females forming a slight majority at 55.9% (n=180) compared to males at 44.1% (n=142). The age distribution is fairly balanced across all four categories, with respondents aged "more than 45 years" constituting the largest group (28.6%, n=92), followed closely by those in the 25–34 age bracket (24.8%, n=80), the under-25 cohort (24.5%, n=79), and those aged 35–45 (22.0%, n=71). The near-equal spread across age groups enhances the generalizability of the findings, though the dominance of older travellers (>45) hints that mature tourists may be a key market segment for destination planning. A substantial majority of respondents are unmarried (68.6%, n=221), with married individuals accounting for 31.4% (n=101). The predominance of unmarried travellers may reflect the greater travel flexibility and fewer household constraints that single individuals tend to have, making them a highly active demographic in tourism markets. Post-graduates represent the single largest educational group (45.3%, n=146), followed by undergraduates (35.1%, n=113), respondents in other educational categories (13.4%, n=43), and diploma holders (6.2%, n=20). The high proportion of educated respondents (UG + PG = 80.4%) indicates that the sample is well-informed and likely capable of making complex destination evaluations, which lends credibility to the attitudinal and motivational constructs measured in the study. Private-sector employees form the largest occupational category (33.2%, n=107), followed by students (24.5%, n=79), homemakers (17.4%, n=56), government employees (13.0%, n=42), and business owners (11.8%, n=38). The diverse occupational mix suggests that travel motivation and decision-making are not confined to any single professional group, though private employees and students together account for nearly 58% of the sample. Households with four members are the most common (43.8%, n=141), followed by those with more than four members (33.5%, n=108), three-member families (19.9%, n=64), and two-member households (2.8%, n=9). The prevalence of mid-to-large family units could have implications for destination preferences, as group or family-oriented travel packages, accommodation capacity, and budget considerations may drive their choices. Over half the respondents (51.2%, n=165) report a monthly family income exceeding ₹60,000, with those in the ₹30,001–₹60,000 bracket forming the next largest group (32.0%, n=103). Only 2.2% earn below ₹15,000 monthly. This upper-income skew suggests that the sample possesses adequate financial capacity for discretionary travel, which validates the study's focus on destination decision-making behaviour among economically capable travellers.

Figure 1

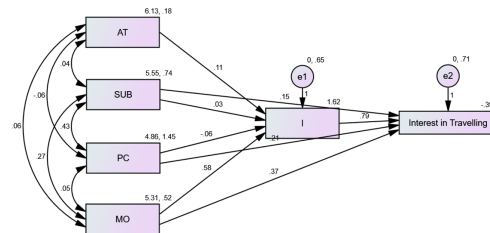


Figure 1 Travellers Destination Decision Model

Total Sample Size: 322
 Total Variables Considered: 8
 Number of exogenous variables: 6
 Number of endogenous variables: 2

Table 2

Table 2 Travellers Destination Decision Model	
Fit Indices	Value
Chi-Square	0.22
Probability level	0.639
Degrees of Freedom	1
CMIN/DF	0.22
Root Mean Square Error (RMSEA)	0
Goodness of Fit Index (GFI)	0.989
Adjusted Goodness of Fit Index (AGFI)	0.939
Normed Fit Index (NFI)	1
Comparative Fit Index (CFI)	1
Relative Fit Index (RFI)	0.994
Incremental Fit Index (IFI)	1.002
Tucker-Lewis Index (TLI)	1.024

The Structural Equation Model for Travellers' Destination Decision demonstrates a very strong overall fit to the observed data. The Chi-Square value of 0.220 with one degree of freedom yields a probability level of 0.639, which is well above the conventional 0.05 threshold, indicating that the hypothesized model is statistically consistent with the data. The CMIN/DF ratio of 0.220 is far below the accepted upper limit of 3.0, further confirming parsimony and goodness of fit. The Root Mean Square Error of Approximation (RMSEA) stands at 0.000, which is exceptionally low and indicates near-perfect model fit with minimal approximation error in the population (values below 0.05 are considered excellent). The Goodness of Fit Index (GFI = 0.989) and the Adjusted Goodness of Fit Index (AGFI = 0.939) either approach or exceed the 0.90 benchmark, signalling that the model explains a high proportion of variance in the covariance matrix. Absolute fit indices such as the NFI (1.000) and CFI (1.000) confirm perfect incremental fit relative to the null model. The Relative Fit Index (RFI = 0.994), Incremental Fit Index (IFI = 1.002), and Tucker-Lewis Index (TLI = 1.024) all meet or surpass the 0.90 threshold. Collectively, these indices provide robust evidence that the proposed SEM structure accurately captures the causal relationships among the study variables.

Table 3

Table 3 Variable Casual Relationship						
Path			Estimate	S.E.	C.R.	P
Intention	<---	Attitude	0.107	0.109	0.982	0.326
Intention	<---	Subjective Norms	0.028	0.065	0.434	0.665
Intention	<---	Perceived Behavioural Control	-0.062	0.042	-1.474	0.141
Intention	<---	Motivation	0.583	0.071	8.256	***
Actual Visit	<---	Intention	0.793	0.058	13.64	***
Actual Visit	<---	Motivation	0.372	0.081	4.598	***
Actual Visit	<---	Perceived Behavioural Control	-0.209	0.044	-4.797	***
Actual Visit	<---	Subjective Norms	0.147	0.067	2.186	0.029

Predictors of Behavioural Intention to Visit

Attitude towards Intention is ($\beta = 0.107$, $p = 0.326$). Attitude toward traveling to a destination exerts a positive but statistically non-significant effect on behavioural intention ($p > 0.05$). While travellers with favourable attitudes show a slight tendency toward forming visit intentions, this relationship is not strong enough to be conclusive. This finding suggests that attitude alone may not be a decisive driver of intention in the context of destination decision-making, possibly because travellers rely more heavily on other considerations such as motivation or external social cues.

Subjective Norms towards Intention is ($\beta = 0.028$, $p = 0.665$). The influence of subjective norms is, the perceived social pressure or encouragement from family, friends, and peers, on intention is positive but very weak and statistically non-significant ($p > 0.05$). This implies that travellers in this sample are relatively independent in forming travel intentions and are not substantially driven by what others think they should do.

Perceived Behavioural Control towards Intention is ($\beta = -0.062$, $p = 0.141$). Perceived behavioural control (PBC) shows a slight negative and non-significant relationship with intention ($p > 0.05$). The negative direction, though marginal, could suggest that respondents who feel they have greater control over their travel decisions do not necessarily translate that sense of control into stronger intentions, a nuanced finding that warrants further investigation.

Motivation towards Intention is ($\beta = 0.583$, $p < 0.001$). Motivation is the most powerful and statistically significant predictor of behavioural intention ($p < 0.001$, $CR = 8.256$). This strong positive path coefficient indicates that intrinsic and extrinsic motivational forces, such as the desire for leisure, adventure, cultural exploration, or relaxation are the primary drivers that push travellers toward forming a concrete intention to visit a destination. This is the dominant influence pathway in the model.

9. PREDICTORS OF ACTUAL VISIT BEHAVIOUR

Intention towards Actual Visit is ($\beta = 0.793$, $p < 0.001$). Behavioural intention is the strongest single predictor of actual visit behaviour ($CR = 13.640$, $p < 0.001$). This high coefficient confirms the central proposition of the Theory of Planned Behaviour, that intention is the most proximal antecedent of behaviour. Travellers who form a firm intention to visit a destination are highly likely to follow through with the actual trip, making intention cultivation a critical objective for destination marketers.

Motivation towards Actual Visit is ($\beta = 0.372$, $p < 0.001$). Beyond its indirect effect through intention, motivation exerts a significant and direct positive influence on actual visit behaviour ($CR = 4.598$, $p < 0.001$). This dual role includes both as a predictor of intention and as a direct driver of visit behaviour. It shows the centrality of motivation in the travel decision process. Destinations that effectively stimulate traveller motivation are more likely to see conversion from interest to actual visitation.

Perceived Behavioural Control towards Actual Visit is ($\beta = -0.209$, $p < 0.001$). Perceived behavioural control has a significant negative effect on actual visit behaviour ($CR = -4.797$, $p < 0.001$). This counterintuitive finding suggests that as perceived control increases, actual visitation decreases, possibly because highly self-regulated travellers are more selective, deliberate, or constrained by practical considerations (e.g., time, budget management) that ultimately inhibit travel. This finding calls for targeted strategies to remove perceived barriers that may be suppressing actual travel activity.

Subjective Norms towards Actual Visit is ($\beta = 0.147$, $p = 0.029$). Although subjective norms did not significantly predict intention, they do exert a statistically significant positive direct effect on actual visit behaviour ($p = 0.029$). This suggests that social influence, whether from family recommendations, peer experiences, or word-of-mouth, may bypass the intention stage and directly motivate individuals to visit a destination. Marketers can leverage testimonials, referral programs, and community travel narratives to activate this social influence pathway.

10. MANAGERIAL IMPLICATIONS

The findings of this study carry substantial practical relevance for destination marketers, tourism boards, travel agencies, and hospitality professionals. Given that motivation emerges as the most influential determinant of both travel intention and actual visit behaviour, destination management organizations may invest strategically in crafting compelling motivational narratives around their offerings. This means moving beyond generic promotional content and instead developing experiential marketing campaigns that resonate with travellers' intrinsic desires, such as cultural immersion, adventure, relaxation, and self-discovery. Targeted digital storytelling, immersive video content, and

personalized travel itineraries can serve as powerful tools to stimulate motivational arousal among prospective visitors. The strong pathway from behavioural intention to actual visitation further implies that converting interest into commitment should be a focal point of marketing strategy. Destination marketers can introduce nudge mechanisms, such as limited-time booking incentives, early-bird travel packages, and seamless online reservation systems, which reduce the psychological and logistical distance between forming an intention and making a confirmed travel plan. Loyalty programs and follow-up engagement campaigns can also sustain intention over time and prevent decision fatigue or cancellation. The significant direct influence of subjective norms on actual visit behaviour highlights the underutilized potential of social proof in destination promotion. Travel brands should actively cultivate user-generated content, peer testimonial platforms, and community-based travel forums where real experiences are shared and celebrated. Influencer collaborations with authentic travel personalities, particularly those whose audiences align with the study's dominant demographic segments such as educated, upper-income, and unmarried travellers can organically amplify word-of-mouth effects that directly drive visitation. Equally important is the negative relationship between perceived behavioural control and actual visit behaviour. This counterintuitive finding signals that practical constraints, whether financial, logistical, time-related, or informational may be suppressing travel activity among individuals who are otherwise motivated. Tourism service providers must therefore work proactively to dismantle these barriers. Offering flexible payment plans, transparent travel cost breakdowns, customizable itineraries for varying family sizes, and robust customer support can reduce the perceived difficulty of travel and translate motivation into measurable footfall at destinations.

11. ACADEMIC IMPLICATIONS

This study makes meaningful contributions to the theoretical and empirical literature at the intersection of consumer behaviour, travel psychology, and destination management. By integrating the Theory of Planned Behaviour (TPB) with motivation as an additional construct, the research extends the conventional three-factor TPB framework and demonstrates that motivation operates both as a direct antecedent of behavioural intention and as an independent driver of actual visit behaviour. This dual-pathway role of motivation challenges the assumption that intention fully mediates the influence of psychological drivers on behaviour, and invites future researchers to revisit the completeness of TPB-based models in tourism contexts. The non-significant effects of attitude and subjective norms on behavioural intention present a theoretically stimulating departure from classic TPB predictions. This divergence suggests that the standard TPB constructs may require contextual recalibration when applied to destination decision-making, where hedonic, experiential, and emotionally charged considerations often override rational attitudinal evaluations. Scholars are encouraged to investigate whether domain-specific moderators, such as travel experience, destination familiarity, or cultural orientation interact with these constructs in ways that either suppress or amplify their predictive strength. The negative and statistically significant influence of perceived behavioural control on actual visit behaviour is a particularly novel contribution that merits deeper theoretical exploration. Future studies could disaggregate perceived behavioural control into its constituent dimensions, internal efficacy and external controllability, to determine which facet is responsible for the inhibitory effect observed in this study. Additionally, longitudinal research designs could help establish whether this relationship holds across different stages of the travel planning cycle or varies with shifts in macroeconomic conditions, health-related travel restrictions, or destination accessibility. From a methodological standpoint, the near-perfect SEM fit indices validate the structural integrity of the proposed model and offer a replicable framework for cross-cultural and cross-destination comparative studies. Furthermore, the study's demographic richness, particularly the significant representation of educated, higher-income, and unmarried travellers, provides a valuable sampling benchmark for future survey-based tourism research.

12. CONCLUSION

This study set out to examine the behavioural determinants that govern travellers' destination decision-making by testing a structural model grounded in the Theory of Planned Behaviour and enriched with the construct of motivation. The findings unambiguously establish that motivation is the most commanding factor in shaping both the intention to visit a destination and the act of visiting itself, reinforcing the view that travel is fundamentally a goal-directed, emotionally energized behaviour rather than a purely rational calculus. Behavioural intention, in turn, functions as the critical psychological bridge between inner motivational states and outward travel actions, confirming the sequential

logic of intention-behaviour relationships in leisure consumption. While attitude and subjective norms failed to reach statistical significance in predicting intention that adds nuance to the universal applicability of the Theory of Planned Behaviour, subjective norms on the other hand demonstrated a meaningful direct influence on actual visit behaviour, emphasising the quiet but persistent power of social influence in shaping real-world travel decisions. The negative effect of perceived behavioural control on actual visitation stands as one of the more thought-provoking outcomes of this research, suggesting that self-regulatory tendencies and perceived constraints may paradoxically restrain travel activity even among those who are internally motivated to travel. The demographic profile of the sample dominated by educated, relatively affluent, and unmarried respondents reflects the contemporary traveller archetype that is increasingly shaping global tourism trends. Their behavioural patterns, as captured through this model, offer a window into the evolving psychology of modern tourists who seek meaningful, motivation-aligned travel experiences rather than standardized mass tourism products. Taken together, the empirical evidence presented in this study provides a coherent and practically actionable framework for understanding how travellers move from awareness and desire to actual destination visits, and offers a valuable foundation upon which both practitioners and scholars can build richer strategies for the growth and sustainability of the tourism sector.

CONFLICT OF INTERESTS

None.

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