



UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM
TIMISOARA
"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH
IN APPLIED LIFE SCIENCES"

13-14 November 2025



THEORIES OF DECISION-MAKING IN TOURISM

MIRIANICI LILIANA¹, MARINA DANIELA¹, MARIN CORNELIA DIANA¹, IOSIM IASMINA^{1*}

University of Life Sciences "Regele Mihai I" from Timisoara, Faculty of Management and Rural Tourism¹

**Corresponding author's e-mail: iasminaiosim@usvt.ro*

Abstract: *This paper presents the main theories related to decision-making in tourism. First, a distinction is made between decision-making in general and decision-making in tourism in particular. Then the main models/theories related to decision-making in tourism are presented – actor-network theory, attribution theory, choice set theory, demand theory, expected utility theory, nudge theory, process theory, the theory of planned behavior, and the theory of reasoned action – all based on a very rich Romanian and foreign bibliography. The conclusions emphasize the importance of understanding these models/theories for tourism managers/professionals and for tourism businesses.*

• Introduction

Decision-making is a structured process of choosing between alternatives through steps such as identifying the decision, gathering information, evaluating options, selecting the best choice, implementing it, and reviewing outcomes. In tourism, decision-making is more complex, influenced by financial constraints, group dynamics, destination image, social recommendations, sustainable tourism interest, marketing, accessibility, types of services and transport, personal preferences, trends, and socio-demographic characteristics. Understanding these factors and applying relevant decision-making theories allows tourism managers and professionals to better anticipate tourist behavior, optimize experience design, marketing strategies, and service offerings, and enhance overall visitor satisfaction.

• Material and method

The material used in this study consists of 32 articles and books on decision-making methods/theories in tourism, and the research method consists of content analysis of the results presented in these researches.



• Results and discussions

Research in tourism has focused on consumer decision-making, leading to theories that guide understanding and prediction of tourist behavior. Actor-network theory explains how interactions between visitors, activities, and artifacts co-produce experiences. Theories of reasoned action and planned behavior link behavior to attitudes, norms, and motivation, while attribution theory shows how tourists interpret experiences. Demand theory informs preferences, pricing, and sustainable growth, and nudge theory shapes choices through subtle interventions. Choice set theory describes how tourists select options, process theory highlights creativity stages, and expected utility theory aids decisions under uncertainty. Together, these frameworks help tourism managers optimize experience design, marketing, and visitor satisfaction.



• Conclusions

Understanding these patterns enables tourism managers and professionals to design experiences that enhance engagement, satisfaction, and repeat visits, while maximizing perceived value and minimizing uncertainty. It supports the development of effective marketing strategies, pricing models, and offers aligned with tourist interests, motivations, and risk perceptions. Additionally, it facilitates sustainable tourism initiatives, innovation dissemination, and stakeholder collaboration, helping predict consumer behavior and future needs. Overall, this knowledge allows tourism professionals to optimize destination attractiveness, experience design, revenue, and long-term growth strategies.