

# The role of self-expansion theory in tourist's fandom and behavioral intentions

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# The role of self-expansion theory in tourist's fandom and behavioral intentions

## **Abstract**

This study tests an empirical model formulated by extending the self-expansion model to examine the structural relationships among self-expansion, fandom, recollection, place attachment, and post-behavioral intentions in the field of pop-culture tourism in Korea. The statistical data indicates that the sector was expected to contribute 47% to travel and tourism revenue in 2017 with grow an average 21.3% per year. In response to competitive markets, destination marketers keep attempting to form sufficient conditions in which support their goals. This suggests that a better understanding of the critical factors relevant for determining the complex relationship is needed. By using a two-step SEM analysis, seven hypothesized relationships were supported; further, the findings from this study can provide not only theoretical contributions, but also practical implications that can be useful guidance for governments and destination marketers.

**Keywords:** *Self-expansion model; pop-culture tourism; Korea*

**Track:** Tourism Marketing