

Millennials' Behavioural Intention to Visit Industrial Heritage Sites

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Abstract

This paper aims to enrich tourism research by uncovering the complex processes of how millennials' motivational drivers shape attitudes and translate into behavioural intention to travel in the context of industrial heritage. Anchored in Theory of Planned Behaviour and Self-determination theory, empirical analysis of 425 Hungarian millennials shows that three motivations: prestige, intellectual and nostalgia affect behavioural intention to visit differently. While prestige and intellectual motivations do not have a direct effect on attitude, nostalgia motivation influences both attitude and behavioural intention, and attitude fully mediates the relationship.

Track: Sustainability, CSR and Marketing