

Profiling Tourists' Segments with types of Destination Love: Matching Emotions to Demographics

DIMITRA MARGIETA LYKOUDI

UNIVERSITY OF PIRAEUS

Georgia Zouni

University of Piraeus

MARKOS TSOGAS

University of Piraeus

Cite as:

LYKOUDI DIMITRA MARGIETA, Zouni Georgia, TSOGAS MARKOS (2023), Profiling Tourists' Segments with types of Destination Love: Matching Emotions to Demographics. *Proceedings of the European Marketing Academy*, (117194)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



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Abstract

Tourists have typically been segmented using socio-demographic and psychographic characteristics. Interestingly, there is a dearth of academic studies concerning the visitors' profiles based on their emotions towards destinations (Hosany & Prayag, 2013). This study is the first to identify destination love segments with respect to tourists' demographic variables. It was found that individuals from different socio-demographic backgrounds perceived destination love in a similar way, although there were some differences concerning the subdimensions of destination love. This study highlights these differences regarding which tourists' segments develop each type of destination love. Important academic and managerial implications are provided.

Keywords: *emotions, destination love, demographic characteristics*