

Consumer Altruism in Evaluation of Package Holidays: Lessons for Tour Operators

Carmela Bosangit
Cardiff University
Stephanie Slater
Cardiff University

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Abstract

Research has suggested that understanding motivations for offering feedback is crucial as these motivations can shape content, tone and credibility of feedback, affecting its interpretation by both companies and other consumers. Adopting a qualitative research approach, this paper examines tourists' motivations for providing feedback on their holiday package experience and explores how these motivations can impact how and when they provide feedback. The preliminary analysis of in-depth interviews combined with a projective technique revealed consumers' altruism as drivers for providing evaluation of their holiday package experiences. These motivations have also influenced the platforms used (or avoided) with the aim of helping companies, by providing either positive or negative feedback. The findings have managerial implications for tour operators because they provide insights into what consumers value, or do not, from their package holidays and show how this informs the feedback they give.

Keywords: *holiday tour package; consumer feedback; tour operators*

Track: Tourism Marketing