

Malicious or Benign Envy to Travel? Developing and Validating the Travel Envy Scale (TES) and Its Application in Intention to Travel

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Abstract:

This study introduces a scale designed to measure tourists' envy related to travel and holidays. The scale was developed through a four-stage process, with empirical data collected from participants in Türkiye and China. The findings indicate that travel envy can be categorized into two sub-dimensions: malicious envy and benign envy. The research identifies specific factors and dimensions that shape and assess tourists' envy, shedding light on their motivations for travel and vacation. Additionally, the study provides a valuable tool for exploring the psychological dynamics influenced by social comparison, offering insights into how envy impacts tourists' decision-making processes.

Keywords:

Travel envy; Scale development; Benign envy; Malicious envy

Track:

Tourism Marketing