

Measuring the Impact of Hofstede's Cultural Dimensions on Tourist Behaviour: A Systematic Literature Review

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Objectives | The main purpose of this study is to understand to what extent Hofstede's cultural dimensions impact tourist behaviour.

Methodology | This article is based on a systematic literature review regarding the impact of Hofstede's cultural dimensions on tourist behaviour. The review process resulted in a final sample of 19 papers (from 2000 to 2023), included in 16 different journals that were used in the analysis.

Main Results and Contributions | This study identified 19 tourist behaviours that are influenced by Hofstede's cultural dimensions, namely: dynamic tourist activities, passive tourist activities, central city accommodation, transport by car, travel in groups, high distance of movement, high planning of movement, prefer to move clockwise, acquirement of holiday packages, acquirement of guided tours, willingness to pay for luxury holidays, willingness to go to famous holiday destinations, visiting culturally similar destinations, travel constraints of Bangladeshi solo female travellers, ethical behaviours, visitor satisfaction, intention to revisit a destination, complaint through public actions and complaint through private actions. It also highlights the differences between national cultural dimensions and individual cultural dimensions.

National culture affects tourist motivations, attitudes, perceptions, and behaviours. The effect of national culture persists before, during and after holidays. Understanding the relations between national cultural values and tourist behaviours has substantial implications for the design of policy-making and managerial interventions, as well as the development and implementation of tourism marketing strategies.

Limitations | This systematic literature review presents some limitations. First, it is based on a sample of journals selected according to specific criteria retrieved from Scopus database and therefore does not cover the full range of academic journals related to the area of study that could also be available on other databases. Second, Scopus database is constantly being updated with new literature as it becomes published, therefore the data collected for this study represents a "snapshot" of the data available during the period of collection.

Conclusions | The present study focused on all six dimensions of Hofstede's Cultural dimensions, namely power distance, uncertainty avoidance, masculinity versus femininity, collectivism versus individualism, long-term versus short-term orientation and indulgence versus restraint.

A total of 19 tourist behaviours that are influenced by Hofstede's cultural dimensions were identified. Only behaviours associated with satisfaction presented relationships with the last dimension of Hofstede's model (indulgence versus restraint). This dimension was added in 2010 and only 12 of the articles included in this review (63%) were released after that date. However, not all these articles refer to this last dimension. Thus, it would be very interesting to understand the impact of this cultural dimension on the behaviours identified in this review.

This study also highlights differences between national cultural values and individual cultural values, and reports place of residence as the most robust predictor of behaviour. Consequently, it would be interesting to explore the impact of both national and individual cultural values on the tourist behaviours identified, factoring into research other variables, such as demographics and psychographics.

The results of this review cannot be generalised, since all results always depend on the context, such as the country being analysed, the cultural shock, the type of destination, whether it is urban or rural, among other factors that may cause the results to differ from those presented in this review. Also, it was verified that there are no studies measuring the impact of African culture on tourist behaviour, a very rich culture that could add value to the research conducted to date in this area.

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