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Grzegorz GODLEWSKI*

<https://orcid.org/0000-0002-5860-1795>

Anna BODASIŃSKA**

<https://orcid.org/0000-0002-6830-1390>

A new culture of travel? Controversial forms of tourism in the perception of Polish consumers – pilot study

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Nowa kultura podróżowania? Kontrowersyjne formy turystyki w ocenie polskich konsumentów – badania pilotażowe

Streszczenie

Potrzeby konsumentów determinowane są przez wiele czynników, stąd ich charakter jest bardzo złożony. Część z nich pozostaje niewidoczna, co znacznie ogranicza możliwość ich eksploracji. Należą do nich potrzeby podświadomie istniejące w umyśle jednostki, instynktownie dążącej do ich zaspokojenia, oraz potrzeby, które jednostka świadomie ukrywa (przed społeczeństwem), stając się konsumentem produktów nietypowych lub kontrowersyjnych. Celem artykułu jest ocena poziomu zainteresowania wybranymi kontrowersyjnymi rodzajami turystyki, które składają się na dużą część zachowań zakupowych współczesnych konsumentów. Luka w badaniach na ten temat

* PhD, Faculty of Geographical and Geological Sciences, Adam Mickiewicz University in Poznan, Poland; e-mail: grzgod@amu.edu.pl (corresponding author)

** PhD, Faculty of Physical Education and Health in Biała Podlaska, Józef Piłsudski University of Physical Education in Warsaw, Poland; e-mail: anna.bodasinska@awf.edu.pl

skłania do prób naukowych wyjaśnień mechanizmów związanych ze stroną popytową sektora turystycznego. Metodologia badania została oparta na wykorzystaniu technologii śledzenia kliknięć (*click-tracking*). Respondenci najczęściej wybierali trzy rodzaje turystyki: turystykę imprezową, turystykę ekstremalną oraz turystykę seksualną. Badania specyfiki rynku turystycznego, w tym kontrowersyjnych rodzajów turystyki, mogą stanowić istotne wskazówki dla sektora turystycznego w zakresie wyborów dokonywanych przy segmentacji klientów oraz zmian w kategoriach produktów oferowanych potencjalnym klientom. Ilościowe mapowanie zachowań konsumentów daje jasny obraz tego, jak postrzegane są niektóre kontrowersyjne rodzaje turystyki.

Słowa kluczowe: kontrowersje w turystyce, polscy konsumenci, kultura podróży, *click-tracking*.

Abstract

Consumer needs are determined by numerous factors, hence their nature is very complex. Some of them are silent, which significantly limits the possibility of their exploration. These include the needs which exist subconsciously in the mind of an individual, who instinctively seeks to satisfy them, and the needs which an individual conceals (from the society), becoming a consumer of unusual or controversial products. The aim of this article is to assess the level of interest in selected controversial types of tourism, which make up a large part of the purchase behaviour of modern consumers. The gap in research on this subject prompts attempts to provide scientific explanations for the mechanisms associated with the demand side of the tourist sector. The research methodology was based on the use of click-tracking technology. The following three types of tourism were most frequently selected by the respondents: party tourism, extreme tourism and sex tourism. Research into the specificities of the tourism market, including controversial types of tourism, can provide vital guidance for the tourist sector as to the choices made when segmenting customers and changes in the categories of products offered to potential customers. The quantitative mapping of consumer behaviour provides a relatively clear picture of how certain controversial types of tourism are perceived.

Keywords: controversy in tourism, culture of travel, Polish consumers, click-tracking.

Introduction

Controversial tourism is one of the many aspects of today's tourism economy. Given the complexity of factors associated with controversial tourism, it can be analysed in terms of e.g. the knowledge about this form of tourism, its recognition by the public, and motivations of potential tourists wishing to use such market offerings.

Publications about controversies in the tourism market analyse this subject from two perspectives. On the one hand, they are treated as a form of tourist behaviour which is contrary to the social norms in the cultural, environmental and economic spheres of life in a given destination. This type of behaviour is referred to as DTB (deviant tourist behaviour). Dysfunctional behaviour can also be observed in the case of tourist enterprises (e.g. those providing accommodation services or complementary tourist attractions) that fail to adhere to the norms existing in a given tourist destination with regard to the local cultural

model for newly established facilities or offer entertainment which is designed to artificially complement local attractions, i.e. the so-called tourist traps [28, 31,45]. On the other hand, controversies associated with the tourism market may concern all those types of tourism that are ethically questionable, controversial and ambiguous, e.g. drug tourism [43, 44], sex tourism [3, 7], medical tourism and its different types [48, 6,60, 36], slum tourism [15, 18] and slavery tourism, which was discussed by A. Yankholmes and B. McKercher [59] and S. Small [50].

This article focuses on the latter perspective and presents how potential consumers perceive this form of tourism. Such an approach offers a new perspective on the tourism economy. The clear gap in research on the subject discussed has prompted attempts to provide scientific explanations for the mechanisms associated with the demand side of the tourist sector, also in the context of its possible directions of development. This is all the more so as there are few publications on this research topic in the scientific literature. In the period of 1998-2020, only one monograph and 26 original scientific papers concerning the issues addressed in this article were published, mainly in the *Annals of Tourism Research* and *Tourism Management* (see Table 1).

Table 1. Research topics addressed in scientific papers published between 1998 and 2020, according to the Web of Science and Scopus databases, containing selected key words (controversy in tourism, deviant tourist behaviour) (as of 11 January 2021)

Year	Number of publications	Title of journal (number of citations according to the WoS/Scopus databases)	Research topics addressed
2020	5	Annals of Tourism Research (1/-) International Journal of Islamic and Middle Eastern Finance and Management (-/-) Journal of Hospitality and Tourism Insights (2/-) Tourism Management (-/-) Revista Cientifica Hermes (-/-)	<ul style="list-style-type: none"> - deviant behaviour of hunting tourists, families on holiday, also in the context of nature - interaction between the deviant behaviour of hotel guests and the behaviour of hotel employees, also in the context of religion
2019	4	Journal of Tourism and Cultural Change (-/-) Journal of Travel Research (1/2) Sustainability (-/-) Tourism Review International (3/2)	<ul style="list-style-type: none"> - stigmatisation of deviant tourist behaviour - reduction of tourist deviant behaviour intention - tourist behaviour in the context of the consumption of cannabis products and nature protection
2018	2	Hospitality and Society (3/2) Leisure Sciences (7/-)	<ul style="list-style-type: none"> - deviant behaviour of customers in the informal hotel sector - sexual experience of travelling women

Table 1. Research topics addressed in scientific papers... (cont.)

Year	Number of publications	Title of journal (number of citations according to the WoS/Scopus databases)	Research topics addressed
2017	2	Tourism Management (4/5) Tourism Management (3/5)	– deviant tourist behaviour
2016	2	Pacific Northwest Quarterly (-/-) Tourism Management (-/15)	– controversies surrounding tourism in protected areas – tourist vandalism
2014	1	Annals of Tourism Research (56/-)	– consumer behaviour and responsible tourism
2013	2	International Journal of Culture, Tourism, and Hospitality Research (-/39) Travel Medicine and Infectious Disease (6/-)	– dark tourism behaviour – sexual behaviour during tourism trips
2012	3+1 ^a	Annals of Tourism Research (41/43) Journal of Hospitality Marketing and Management (17/19) Medijska Istarzivanja (-/2)	– deviant behaviour of hotel guests in holiday resorts – deviant behaviour towards tourists – role of the Internet in tourist behaviour
2011	2	Annals of Tourism Research (34/39) Annals of Tourism Research (-/126)	– conceptualisation of deviant tourist behaviour from the perspective of psychodynamic sociology – tourist behaviour of backpackers
2010	1	Annals of Tourism Research (-/42)	– behaviour of nudist tourists
2006	1	Journal of Vacation Marketing (-/70)	– dark tourism behaviour
1998	1	Tourism Management (13/18)	– controversies in interactions between tourists and local residents

Notes^a – monograph on controversies in tourism

Source: own research.

The aim of the present study is to determine the degree of recognition of controversial types of tourism among Polish consumers and find out which controversial types of tourism they find most interesting, taking into account certain demographic variables. The key objective is thus to answer the following questions:

RQ1: Could a relatively new culture of consumption relating to controversial tourism products emerge in the Polish market?

RQ2: What differences can be observed between respondents in terms of their potential interest in controversial tourism products?

RQ3: What research directions and developments relating to the offerings of controversial types of tourism should be taken into account in future studies on the tourism market?

Different perspectives on the issue of controversies in tourism

The phenomena taking place in the tourist sector encompass a wide context of tourist behaviours. Given the complexity of the aspects associated with tourist behaviour (especially behaviour which does not have cultural legitimacy or is illegal), it is difficult to provide its homogenous classification [46]. Such different types of tourist behaviour as e.g. alcohol abuse, gambling, hooliganism of sports-fan tourists (e.g. in football), using the services of prostitutes or using psychoactive substances, should be regarded as a deviation from the traditional (fully acceptable) behaviour of tourists in tourism destinations. However, such behaviour exists and can be explained from the sociological perspective – it is a permissive area of social life which allows for a temporary suspension of customary moral rules of conduct [21, 49, 55, 58]. In light of the wide range of tourism phenomena, it should be noted that the existing literature concerning tourist behaviour, and especially non-normative behaviour, does not fully keep pace with the contemporary conceptualisations of tourism, which address such developments as a shift from differentiation of everyday life and tourism [56]. J. Larsen [32] refers to this mechanism as the de-exoticisation of tourism. The author explains the behaviour of tourists during tourism trips, emphasising the role of exogenous social interactions and ignoring the psychological aspect of the functioning of an individual (endogenous factors). Such one-sidedness seems to be a characteristic feature of studies on gambling [25, 34], violence [24], drug abuse [33] and sexual deviations [30]. These studies tend to be based on theories focusing on people with limited awareness and experience. However, tourists can hardly all be treated as people who do not know how to behave during travel to ensure that it is ethical.

Given the doubts prevailing among tourism experts and scientists as regards the definition of controversial tourism, this type of tourism could be viewed in the framework of tourist behaviour which is controversial, generates discussion and debate, gives rise to divergent opinions and is usually perceived negatively [53].

A. Panasiuk [42] stresses that while the assessment of controversial tourist behaviour is subjective in nature, observations of the social and economic environment provide a basis for generalisations which allow for the identification of those types of tourism which, along with the associated offerings, are objectively controversial.

Controversial types of tourism have a wide range of social, environmental, cultural and economic impacts [37]. Some controversies are strongly rooted in tourism, whereas others are new developments that emerge both unexpectedly and intentionally in association with tourism. Therefore, it is necessary to be able to recognise and assess those associations in terms of the relationship between the guest and the host, lawful and unlawful activity, functions and dys-

functions in the natural environment, and profits and losses arising from particular types of tourism, e.g. medical, sex, pharmaceutical and even nature tourism. The issues concerned are thought-provoking and undermine the idealised image of the sector, which is usually associated with pleasure, leisure and unpolluted landscape.

The diversity of views on controversies in tourism stems from the fact that they can be analysed from an endogenous and from an exogenous perspective (in the multidimensional context of the environment and civil society). Traditional controversies relating to, for instance, thanatourism, inadequate tourism planning, exploitation of workers, abuse regarding official tourism statistics, appropriation of cultural heritage components by businesses, lack of sustainability of tourism consumption, exceeded tourism-carrying capacity and absorptive capacity of a given tourism destination as a result of local events with large numbers of participants, sex tourism, organised crime and the commoditisation of culture have already been the subject of research and are relatively well described in the tourism literature. However, there are still many areas which have not been fully explored scientifically, including e.g. the increasingly growing medical, political, poverty and volunteering tourism sectors [37].

The developments associated with controversies in tourism are a complex issue, comprising relational economic, cultural and environmental aspects [4]. There are also controversial aspects to tourism and planning policies understood in the broad sense of the word. Decisions in this area may be determined by the diversity of the environment used for tourism purposes [23, 57, 26], involving various stakeholders – financial beneficiaries, local residents and companies, art and culture representatives, humanists, ethicists, conservationists, opinion leaders, and spatial planning and design professionals [22].

This literature review provides the reader with an outline of the issue addressed in this article. As seen above, the subject may be approached in various ways – from theoretical divagations to attempts at an in-depth interpretation of the phenomena concerned.

Determinants of tourist consumer behaviour

Consumer needs are determined by numerous factors, hence their nature is very complex. Some of them are silent, which significantly limits the possibility of their exploration. These include the needs which exist subconsciously in the mind of an individual, who instinctively seeks to satisfy them, and the needs which an individual conceals (from the society), becoming a consumer of unusual or controversial products. At the same time, continuous advancements in

psychology and neurobiology deliver an increasing amount of significant information about the role of the conscious and unconscious mind [38].

Traditional economic concepts are closely associated with the paradigm of the rationality of human behaviour. They assume that businesses and consumers analyse carefully each activity in the market and are thus proactive and have common sense. However, such an approach was challenged by A. Tversky and D. Kahneman. Their studies and observations clearly demonstrated that the decisions of consumers are sometimes driven more by emotions than rationality, the latter being typical of *homo oeconomicus* [29]. Similar conclusions were reached by A. Damasio, who confirmed that emotions have a major impact on people's decisions [1].

Thus, the question arises whether behaviour that is not rational in a traditional sense should be considered irrational or nonsensical? It seems that such a conclusion is too far-fetched. Bounded rationality is an important element of consumer behaviour in the market, which allows for describing the decision-making process of consumers. This is all the more so as market standards are being increasingly replaced by social standards [47].

Close cooperation between representatives of different scientific disciplines allows for exploring the complex mechanisms of consumption. The skilful use of stimuli may invoke specific reactions and profile various behaviours. Consumers are usually more likely to notice things that are unusual, non-standard or unconventional. The very name of a product can make consumers become curious about it and feel pre-purchase tension. Tourist offerings and their components are subject to such mechanisms as well. The name of a dish, an optional trip or a well-designed advertising slogan are almost guaranteed to arouse the interest of customers. There are numerous controversial tourism products that meet these conditions. While this type of tourism raises ethical questions, it is intriguing, especially to the average consumer. This is a kind of atavism, i.e. things that are prohibited or not widely available are more interesting than things that are common.

The traditional approach to economic phenomena, which included the measures of price and revenue elasticity, offered a precise explanation of consumer behaviour. However, behaviourists believe this explanation was limited. Today, consumers are more sensitive to value than price. Such qualities as convenience, location and the empathy of hotel staff matter more than price. A similar phenomenon can be observed in market relations associated with controversial types of tourism. As the choice of controversial tourism products is limited, consumers make a decision more quickly. However, there may be a significant discrepancy between their declarations and their actual behaviour. In turn, consumers like to have a choice of offerings (and usually reject the extreme ones). It should, however, be emphasised that when dealing with highly complex

issues, people are unable to make reasonable calculations. This veiled freedom is still usually geared towards generating tangible benefits – especially for businesses. However, its use may support the common good. The bounded rationality in purchase decision-making should compel businesses to act more morally to the benefit of consumers. Customers focus on short-term goals and they spend their money without thinking twice. As pointed out by H. Mruk [39], “[...] a consumer is like a rookie playing chess with a professional chess player. Therefore, the products or services offered to them should be safe.”

Consumer behaviour involves a compilation of actions, decisions, ideas and experiences, which are aimed at satisfying one’s needs [52,13]. Consumer behaviour is synonymous with tourist behaviour and is one of the most frequently analysed areas of the tourism market. S.A. Cohen, G. Prayag and M. Moital [9] list several determinant factors with regard to consumer behaviour. These include decision-making processes, values, motivations, personality and identity, expectations and attitudes, perception, satisfaction, trust and loyalty, external factors, and ethical behaviour.

In traditional tourism models, decision-making is based on rationality. However, the models are criticised, mainly for the failure to capture the complexity of the process in the tourist sector. This is mainly due to the unique context in which tourist decisions are made [27]. The process of making holiday plans is a complex procedure determined by time and spatial factors (place of residence and tourism destination) [11, 8], economic factors as well as individual-related and group-related factors [2, 35]. Moreover, such situational variables as impulses, which may significantly distort the decision-making process, should also be considered. Researchers believe that capturing individual elements of the process is possible but does not provide the full, true picture of the mechanism. Therefore, it is worth focusing on the impacts of the decisions made rather than on the process itself [51].

Today, the information that consumers need to make a decision and that becomes available thanks to technological advancements plays an important role in consumer behaviour. However, information overload clouds the clarity of the situation, hindering the mechanism of choice-making. Therefore, it is necessary for consumers to rationally filter sources of information, both written and oral, during the entire tourism consumption process. Much of the contemporary research is focused on the impact of the emerging technology on tourist experience, especially in tourism destinations [12]. An increasing number of studies focus on issues like fairness and conscience as a counterweight to traditional consumer rationality.

Consumer behaviour ethics refers to the way purchasing decisions are made and followed through, and the experiences associated with them. These usually present a strong social and political element, underpinned by a belief that to-

day's consumers should be required to show restraint and resist the common culture of consumption, simplicity and lack of obligations [40, 10]. In tourism, trends called 'shopping for a better world' have even emerged. However, they are closer to ecotourism [5], rather than to controversial types of tourism.

Materials and methods

The methodology of the study presented in this article may be regarded as being slightly different from the generally accepted research techniques and tools used in social analyses. The main difference is that the research process is easy and convenient from the perspective of the respondents involved in the empirical data collection process. The idea was derived from marketing, where such research methods as eye-tracking or click-tracking are not new but, when appropriately modified, offer numerous analytical possibilities for researchers.

Difficulties in collecting empirical data related to controversies on the tourism market require effective tools for their collection. Especially those that will be an incentive for the respondents to participate in the survey, an incentive different from, for example, common questionnaires carried out in surveys. Therefore, it was decided to use this research technique.

The data collection process was primarily based on fixations, i.e. fixation of gaze on a particular element displayed on a computer screen. A slide with the names of different types of tourism was specially prepared for that purpose (Figure 1). The respondents focused on the slide, while listening to the instructions given by the researcher. The names of different types of tourism were distributed randomly on the slide, and there was no time limit for the participants to make their choice.

The research process comprised the following steps:

1. Instruction: Read the names of different types of tourism and their brief description (a slide with the material was displayed to the respondents, who were sitting in front of computer screens).
2. Instruction: Click on those types of tourism that you find most interesting (a slide with Figure 1 was displayed to the respondents, who were sitting in front of computer screens).
3. Analysis of the respondents' choices.

The study was carried out using tools and software from BioStat[®], which was involved in the data collection and quantification process, and in the preparation of heatmaps.

Several independent variables were included in the analysis of the research material – place of residence of the respondents (urban area/rural area), their

age and sex, number of tourist trips per year, and their average annual tourism expenditure. There were a total of 80 participants in the study (Table 2).

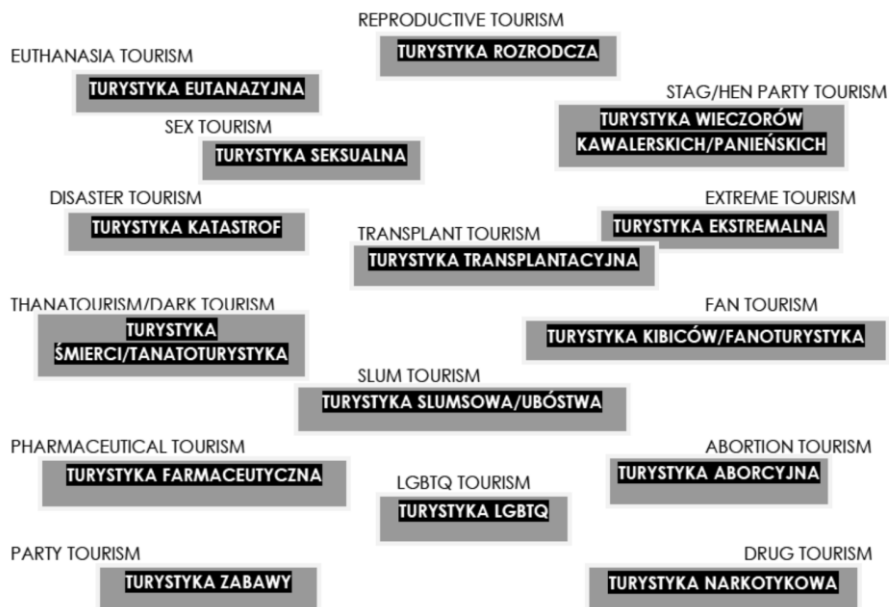


Figure 1. Slide with the names of controversial types of tourism used in the research

Source: own compilation.

Table 2. Characteristics of the respondents

Place of residence	number	percentage
urban area	61	76.25
rural area	19	23.75
Total	80	100.0
Sex	number	percentage
female	41	51.25
male	39	48.75
Total	80	100.0
Age (in years)	number	percentage
18–29	24	30.0
30–39	32	40.0
40–49	16	20.0
50 and over	8	10.0
Total	80	100.0

Table 2. Characteristics of the respondents (cont.)

Number of tourist trips per year	number	percentage
0	2	2.5
1–2	41	51.25
3–4	27	33.75
more than 4	10	12.51
Total	80	100.0
Average annual tourism expenditure	number	percentage
up to PLN 1,000	10	12.5
PLN 1,001-2,000	12	15.0
PLN 2,001-3,000	19	23.75
PLN 3,001-4,000	15	18.75
over PLN 4,000	24	30.0
Total	80	100.0

Source: own research.

The subject addressed in the study pertains to issues which are socially sensitive and often come in for criticism, which may have had a significant impact on the empirical data obtained. Moreover, the relatively small sample used in the study may, in a way, have distorted the results in terms of their representativeness for the entire population and the conclusions drawn. However, an increasing number of researchers believe that studies on small samples (segments) of the population are important as the starting point for population studies [17]. Such studies allow for the collection of precise data and, at the same time, explain why study participants behave in a given way, also in the context of external factors.

The basic function of the pilot studies is to obtain some initial, incomplete knowledge about the studied community, which may provide assumptions for further scientific research [41]. Quantitative and percentage indications were used in the analysis of the research results. They were sufficient for the evaluation of the phenomenon, obtaining answers to research questions, and allowed to draw final conclusions.

Results

The results of the study show interesting correlations between the types of tourism selected by the respondents and independent variables, i.e. the characteristics of the respondents. The overall findings show that the two controversial types of tourism that were most frequently selected by the respondents are 'party tourism' (56.3%) and 'extreme tourism' (33.8%). Other types of tourism that were rela-

tively frequently selected by the respondents are ‘sex tourism’ (23.8%) and ‘stag/hen party tourism’ (16.3%). Two types of tourism were not selected by any of the respondents. These were ‘drug tourism’ and ‘abortion tourism’ (Figure 2). When interpreted more narrowly, the controversial types of tourism may raise some doubts. Party tourism often involves behaviour associated with sex tourism or drug tourism, which were much less frequently selected by the respondents. This is probably due to the names used for those types of tourism – the term ‘party tourism’ has much more positive connotations than ‘sex tourism’. One surprising finding was the very small number of clicks on ‘thanatourism’, which was similar to the number of clicks on ‘transplant tourism’ and the number of clicks on ‘slum tourism’.

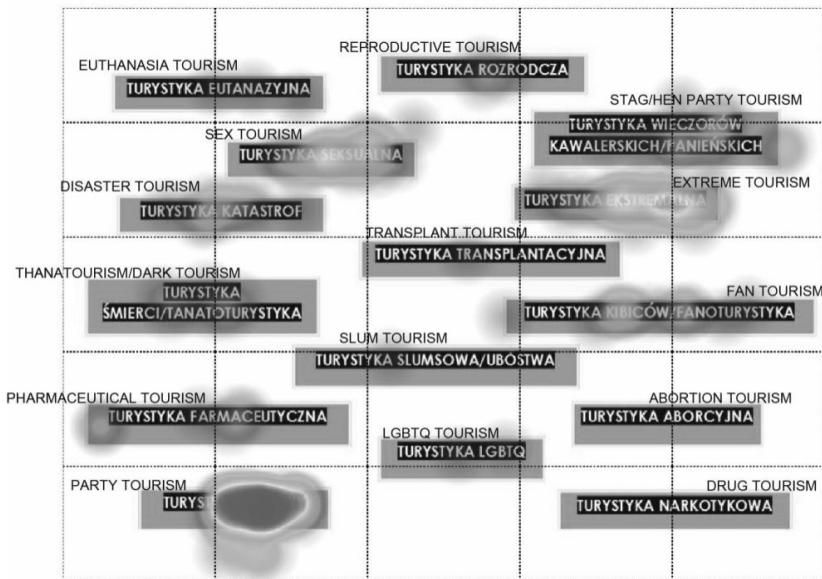


Figure 2. Types of tourism that the respondents found most interesting – click-heatmap

Source: own research.

The respondents’ choices differed depending on their place of residence (urban area – rural area). Respondents living in urban areas selected ‘stag/hen party tourism’, ‘sex tourism’ and ‘fan tourism’ significantly more often than those living in rural areas. Moreover, two respondents living in urban areas clicked on ‘LGBTQ tourism’ (Table 3). It seems that there is a simple explanation to this finding. Towns offer significantly more opportunities for satisfying one’s needs related to these types of tourism compared to rural areas. One interesting, yet somewhat paradoxical, finding was that none of the respondents living in rural areas clicked on ‘thanatourism’ (which also covers such activities as visits to burial sites/cemeteries). It would seem that people living in rural areas are

greater traditionalists, who assiduously cultivate their customs and religious practices. However, such reactions among the respondents living in rural areas may be due to the fact that they feel the need to be more 'modern' and identify with the hedonistic consumerism of experiences.

The analysis also revealed interesting results regarding the sex variable. Women selected 'sex tourism' and 'fan tourism' significantly less often than men. Female respondents tended to select 'stag/hen party tourism' and 'extreme tourism'. Interestingly, more women than men selected 'disaster tourism'. Identification with and empathy towards the victims and their families may have been a subconscious reason for the choice of this type of tourism.

As for the association between the types of tourism selected by the respondents and their average annual tourism expenditure, there were no significant differences between particular sub-groups. As in the case of the overall findings for the entire group of respondents, the two types of tourism that received the highest number of clicks in all the sub-groups were 'party tourism' and 'extreme tourism'. However, 'euthanasia tourism' was selected only by those respondents who spend between PLN 1,001 and PLN 2,000 on tourism trips. This sub-group was the most diverse in terms of their choices, as nearly all types of tourism were selected by these respondents. This diversity may be due to the relatively limited amount of money these respondents can spend on tourism trips. As these individuals rationally plan their trips, they choose those types of tourism that they find most interesting as they may not be able to go on another trip in a given year due to money constraints.

It seems that there is no similarity between the age of the respondents and the types of tourism they find interesting. The two types of tourism most frequently selected by respondents in each age group were 'party tourism' and 'extreme tourism'. In the case of the two youngest age groups (18-29 and 30-39), very few respondents clicked on 'reproductive tourism', whereas none of the respondents in the oldest age group (50 and over) selected 'sex tourism'.

The number of tourist trips the respondents make every year proved to be a factor that differentiated consumer choices. While 'party tourism' was the most frequently selected type of tourism in all three sub-groups, there were slight differences between them in terms of 'extreme tourism'. Namely, a relatively large proportion of the respondents who travel 1 or 2 times a year and those who travel 3-4 times a year selected 'extreme tourism', whereas this type of tourism was significantly less frequently selected by individuals travelling more than 4 times a year. A similar trend can be observed for 'sex tourism' – the more trips the respondents make a year, the less likely they were to select this type of tourism. Thus, it seems that a higher number of travels translates into a lesser interest in non-standard experiences. This is probably due to the fact that those tourists who travel more are able to satisfy such needs during other tourist trips they make throughout the year.

Table 3. Numbers of clicks on particular controversial types of tourism by demographic variables

Demographic features	Types of tourism													
	Reproductive tourism	Euthanasia tourism	Stag/hen party tourism	Sex tourism	Extreme tourism	Disaster tourism	Transplant tourism	Thanatourism	Fan tourism	Slum tourism	Pharmaceutical tourism	LGBTQ tourism	Party tourism	
Sex														
Female	2	3	7	5	15	5	1	4	3	1	4	1	18	
Male	1	0	5	12	13	4	0	3	8	0	1	1	22	
Place of residence														
Urban area	3	2	11	13	19	7	1	7	9	1	4	2	25	
Rural area	0	1	1	4	9	2	0	0	2	0	1	0	15	
Age														
18–29	1	1	2	6	9	4	1	1	2	0	0	1	12	
30–39	2	0	8	6	13	2	0	2	4	1	4	1	15	
40–49	0	1	1	5	3	2	0	3	5	0	0	0	10	
50 and over	0	1	1	0	4	1	0	1	1	0	1	0	6	
Trips per year														
0	0	0	0	0	1	0	0	0	0	0	0	0	3	
1–2	1	3	5	12	15	6	0	4	4	0	2	1	20	
3–4	1	0	4	5	10	3	1	3	7	0	1	1	13	
more than 4	1	0	3	2	2	0	0	0	1	1	2	0	7	
Average annual tourism expenditure (PLN)														
up to 1,000	0	0	1	2	6	0	0	0	1	0	0	0	7	
1,001–2,000	1	3	1	2	2	1	0	2	1	1	3	0	6	
2,001–3,000	1	0	4	4	5	3	0	1	3	0	1	1	10	
3,001–4,000	0	0	2	4	7	3	0	3	2	0	-	1	6	
over 4,000	1	0	4	5	8	2	1	1	5	0	1	0	15	

* the numbers of clicks in particular rows do not add up to the total number (N) shown in Table 1, as the respondents could select more than one type of tourism

Source: own research.

Discussion and conclusions

There may be different approaches to discussion of the issues analysed in this article – from an economic analysis of potential demand, stemming from consumer needs, through psychological factors associated with the purchase of controversial goods, to drawing sociological conclusions that explain the social relationships in which an individual is embedded. Each of these approaches is valid, and they should be used in combination – people are highly complex and thus their behaviour cannot be explained without considering endogenous and exogenous factors. Therefore, the present findings pave the way to understanding the structure of consumer behaviour with regard to the controversial (and sometimes dysfunctional) part of the tourism market.

Each tourist activity is an exemplification of the objective pursued by a given tourist, and emotional experiences are its obvious component. We all travel for a purpose. According to A. Steinecke [54], “[...] tourists seek experiences that are most unusual and arouse strong emotions. Their efforts to satisfy those needs will be a crucial factor in the development of consumer and tourism markets”.

The biggest problem in terms of ethical consumer behaviour is the discrepancy between declarations and actual purchase behaviour. Few tourists are able to combine, without compromise, those two elements into a productive whole that is favourable to the development of the positive functions of tourism. In the case of controversial types of tourism, a number of situational variables may arise, making it difficult or impossible to comply with ethical standards. Moreover, dissatisfaction with the quality of a tourist service and the associated negative emotions contribute to questionable behaviour in tourist-receiving areas, i.e. behaviour which breaches the generally acceptable standards of behaviour in consumption situations [16]. Such behaviour may stem from economic and non-economic motivations, which are usually determined by typically cognitive or rational factors [14].

The present study yielded the following conclusions:

1. Research into the specificities of the tourism market, including controversial types of tourism, can provide vital guidance for the tourist traffic sector as to the choices made when segmenting customers and changes in the categories of products offered to potential customers.
2. Few respondents selected the most morally questionable types of tourism. However, the results should be confirmed by a more comprehensive research on the factors which lie behind the respondents' choices.
3. The quantitative mapping of consumer behaviour provides a relatively clear picture of how particular controversial forms of tourism are perceived. It also allows for attempts at social interpretation of deviant tourist behaviour.

It should be stressed that the existing research analysing controversial types of tourism in the context of contemporary consumer models confirms the relatively high popularity of tourism products which raise ethical questions, especially from the perspective of service providers [19, 20]. However, future studies should aim to provide a deeper insight into purchase decision-making mechanisms, using e.g. customised procedures, or identify other variables that have a significant impact on those processes (e.g. personality traits, subconscious reactions of respondents from a biochemical or physiological perspective, or identification of classic cognitive dissonance). It is worth making such attempts not only in the virtual world but also in the real one.

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