

Changing actors' mental model of the destination: Implications of a flow-based view

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Abstract

Mental models shape the way we make sense of information, make choices, and enact our environment. We take Beritelli, Bieger, and, Laesser's (2014) flow-based conceptualization of the destination as an exemplar of recent more multifaceted destination concepts. In particular, we investigate how supply-side actors' mental models of the destination and cognition on key strategic variables change as they get to know and start to work with the tools of a flow-based model. This represents a first step toward understanding the outcome of a shift toward a more differentiated destination concept.

Key words: Destination, Mental model, Behavioral change, Visitor flow, Cognition