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Systematic Meta-Analysis

Tourists' negative destination behaviours: A systematic review and conceptual framework of destination rejection, avoidance and boycott

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Abstract

Despite decades of scholarship on destination choice, satisfaction, and loyalty, the question of why tourists deliberately refuse, avoid, or boycott destinations has remained conceptually fragmented. Multiple overlapping constructs (destination rejection, avoidance, boycott, repulsion, and non-visitation intention) circulate in the literature without consistent definitional boundaries. This paper does not claim to establish a new independent research domain; rather, it performs an integrative conceptual clarification: a typological refinement that specifies the distinct psychological mechanisms, antecedent structures, and management implications of each form of negative destination behaviour. Drawing on a systematic review and conceptual synthesis of 29 peer-reviewed studies published between 2010 and 2026, conducted in accordance with PRISMA 2020 guidelines (Page et al., 2021), the paper identifies four thematically and mechanistically distinct clusters: (1) active destination rejection, (2) protective/risk-based avoidance, (3) moral/political boycott, and (4) negative image-based passive non-selection. Two theoretically primary mechanisms are designated: Protection Motivation Theory (PMT) for risk-based avoidance, and Social Identity Theory (SIT) for boycott and identity-based rejection. Six additional theoretical frameworks serve as complementary rather than co-equal explanatory resources. Two exploratory effect-size syntheses are reported in Appendix C as illustrative material (not as meta-analytic claims) noting that full pooling was not feasible due to limited effect-size comparability across studies. The most important practical implication is type-specificity: the management response to moral/political boycott must be fundamentally different from the response to risk-based avoidance or passive non-selection. Implications for DMOs and an eight-priority future research agenda are provided.

Keywords: Destination Rejection, Destination Avoidance, Destination Boycott, Travel Avoidance, Perceived Risk, Destination Repulsion, Negative Destination Image

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** While multiple authors may share the same CRediT roles, the contribution percentages indicate the relative magnitude of each author's contribution to those roles and to the manuscript overall.*

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Declarations

Author's Note: *The author declares that no generative artificial intelligence (AI) or AI-assisted technologies were used in the preparation of this manuscript, including the generation, interpretation, or revision of scientific content. Only non-generative tools were used for language translation, English proofreading, and literature searching. These tools did not contribute to the intellectual content, scientific interpretation, or conclusions of the study. The authors are solely responsible for all aspects of the manuscript.*

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1. Introduction

Tourism scholarship has long been shaped by a positive-demand orientation. The voluminous literature on destination choice, tourist satisfaction, loyalty, revisit intention, and positive word-of-mouth reflects a longstanding tendency to model tourist behaviour from the perspective of attraction and engagement (Chi & Qu, 2008; Prayag & Ryan, 2012; Um & Crompton, 1990; Yoon & Uysal, 2005). This orientation is understandable from a destination marketing perspective; yet it leaves systematic gaps on the demand side. Tourists do not only select destinations, they also refuse, avoid, and boycott them, through processes that are qualitatively different from the mere absence of preference.

Consider four scenarios. A tourist refuses to visit a country because of its human rights record. A second cancels a booking after terrorism alerts. A third participates in a #BoycottMurree campaign to protest destination exploitation (Yousaf et al., 2021). A fourth quietly excludes a destination because its image no longer resonates with her self-concept. All four result in non-visitation, but through radically different psychological mechanisms. The first is driven by moral outrage; the second by threat appraisal; the third by collective instrumentalism; the fourth by identity incongruence. Applying the same management response across these cases would be ineffective at best and counterproductive at worst.

The scholarly literature has begun to disaggregate these mechanisms. Karakuş and Kalay (2017) established destination rejection as an evaluatively distinct construct. Braun et al. (2026) demonstrated that travel avoidance is a conceptually independent structure differing from reduced travel intention in kind, not merely degree. Abraham and Israeli (2025) introduced destination repulsion as a distinct affective–conative state, a 'silent killer' insidious because it may be misdiagnosed as animosity. Fan et al. (2024) provided the first validated multidimensional destination avoidance scale. Seyfi et al. (2024) mapped the ethical dilemmas governing boycott participation and rejection. Yet the literature remains fragmented around incompatible terminologies, non-equivalent measurement approaches, and discipline-specific blind spots.

The present paper's contribution is integrative conceptual clarification rather than the declaration of a new field. The constituent literatures already exist; what is lacking is a framework that maps them against each other, identifies their shared and distinctive mechanisms, and organises them into a typology that serves both theoretical precision and practical differentiation. Three specific objectives guide the paper: (1) to conduct a PRISMA 2020-guided systematic review of the negative destination behaviour literature published between 2010 and 2026; (2) to develop a four-type conceptual typology with clearly specified primary psychological mechanisms; and (3) to propose an integrative framework mapping antecedents, mediating processes, moderating conditions, and behavioural outcomes, with PMT and SIT as theoretically primary anchors.

2. Conceptual Background

Construct Definitions

Eight constructs are distinguished in the negative destination behaviour literature. Clear boundaries are established below, followed by an explicit discussion of construct overlap, a limitation the paper acknowledges rather than conceals.

Destination rejection is the conscious, deliberate, and reasoned exclusion of a destination following an evaluative process yielding a firm negative verdict. Karakuş and Kalay (2017) identified 15 empirically grounded causes spanning experiential, normative, identity, and informational grounds. Fan et al.'s (2024) destination avoidance scale captures closely related dimensions: authenticity and novelty deficit, poor tourism product, poor image and safety, high travel cost, and poor accessibility.

Destination avoidance is the deliberate decision not to visit a specific locale, driven primarily by risk or perceived threat (Fan et al., 2024; Lee et al., 2009). Unlike rejection, avoidance is often contingent on reversible threat cues rather than stable normative evaluation.

Travel avoidance is broader, denoting a general disinclination toward travel as a category (Braun et al., 2026; Cahyanto et al., 2016). Braun et al. (2026) distinguish general travel avoidance (GTA / stable, deep disengagement) from short-term travel avoidance (STA /temporary, context-contingent protective response), with direct recovery management implications.

Destination boycott denotes deliberate non-visitation motivated by ethical, political, or moral protest (Yu et al., 2020; Seyfi et al., 2024). Yousaf et al. (2021) distinguish instrumental boycotts (seeking change through market

pressure) from non-instrumental boycotts (expressive anger and identity maintenance). Shaheer et al. (2022) add that geographic and cultural proximity to the affected community amplifies boycott participation.

Non-visitation intention is the most generic construct: the absence of a plan to visit. It is mechanism-neutral and does not presuppose active rejection or moral stance, functioning frequently as a proxy outcome.

Destination repulsion is the state in which a destination occupies an aversive position in the tourist's psychological architecture. Abraham and Israeli (2025) conceptualise it as a mediator between animosity and avoidance, a 'silent killer' distinct from animosity in that it may arise from cultural disgust, self-identity dissonance, or accumulated aversive associations rather than political hostility. Repulsion may suppress visitation even when cognitive image evaluations are neutral.

Negative destination image encompasses cognitive, affective, and conative evaluations that are predominantly unfavourable. It functions as both an antecedent and a mediating mechanism through which risk, animosity, and negative media translate into behavioural outcomes (Chew & Jahari, 2014; Loureiro & Jesus, 2019; Nazir et al., 2021).

Anti-consumption tourism refers to the ideologically or ethically grounded refusal to consume destinations as tourism products (Lee et al., 2009), encompassing flight-shaming, principled avoidance of over-touristed destinations, and sustainability-based voluntary non-participation.

The Passive–Active Distinction and the Question of Construct Overlap

The most theoretically consequential distinction is between passive non-selection and active rejection. Passive non-selection involves no deliberate evaluative engagement: the destination is absent from the tourist's consideration set. Active rejection involves deliberate evaluation followed by a firm negative verdict that is stable and resistant to revision (Karakuş & Kalay, 2017; Braun et al., 2026). This distinction matters because the two processes imply different stabilities, different measurement approaches, and different management responses. Stylidis and Terzidou (2024) empirically reinforce it by demonstrating that 'no-interest' non-visitors (low image salience, low familiarity) and 'cannot-visit' non-visitors (positive images, practical constraints) are distinct segments requiring fundamentally different conversion strategies.

An important transparency caveat follows. The four types in the proposed typology are analytically distinct but not empirically mutually exclusive. Risk-based avoidance may harden into rejection if the threat is perceived as a structural feature of the destination rather than a transient condition. Identity-based rejection may co-occur with moral boycott when the rejected destination is associated with a negatively valued out-group. The typology should therefore be understood as a dimensional framework identifying the primary psychological mechanism of each type, not as a categorical system of non-overlapping bins. Acknowledging these overlaps and developmental trajectories is theoretically stronger than asserting mutual exclusivity. The construct boundaries are operational starting points for measurement and management, not ontological claims about pure psychological categories.

3. Theoretical Foundations

Eight theoretical perspectives are employed. To address the risk of theoretical diffuseness, two are designated as primary explanatory anchors; six serve as complementary resources addressing specific facets of the framework.

Primary Anchor 1: Protection Motivation Theory (PMT)

PMT (Rogers, 1975, as applied in Nazneen et al., 2022; Cahyanto et al., 2016; Agag et al., 2024) is the primary theoretical anchor for protective/risk-based avoidance. It specifies two cognitive appraisal processes: threat appraisal (severity and susceptibility) and coping appraisal (efficacy of avoidance as a protective response). When both are elevated, avoidance becomes the preemptive motivated behaviour. Braun et al. (2026) extend PMT with approach-avoidance motivation theory to theorise travel avoidance as an active, preemptive decision qualitatively different from hesitance or reduced intention.

Critically, PMT does not operate uniformly across risk types. Karl et al. (2020) demonstrate through cluster analysis that terrorism risk activates the highest threat-appraisal scores and strongest coping appraisal for avoidance (producing near-complete destination exclusion) while natural hazard risk generates destination-switching rather than total avoidance, because tourists perceive alternative destinations as equally safe. This risk-type specificity is a primary source of heterogeneity in the meta-analytic literature on risk–intention relationships and directly explains the pattern reported in Appendix C.

Primary Anchor 2: Social Identity Theory (SIT)

SIT (Tajfel & Turner, 1986) is the primary anchor for moral/political boycott and identity-based rejection. SIT proposes that group membership shapes self-concept and that individuals maintain positive social identities through in-group/out-group differentiation. Destinations associated with negatively valued out-groups become objects of avoidance serving identity maintenance. Yousaf et al.'s (2021) instrumental/non-instrumental distinction maps onto SIT: instrumental boycotters are motivated by collective in-group efficacy to change out-group behaviour; non-instrumental boycotters are motivated by intra-psychic identity maintenance and guilt reduction. Self-congruity theory (Sirgy& Su, 2000) is best understood as an individual-level extension of SIT: destinations perceived as identity-incongruent are excluded through symbolic incompatibility rather than threat appraisal or moral grievance. Abraham and Israeli's (2025) destination repulsion draws on related self-identity disidentification mechanisms.

Complementary Theoretical Resources

Perceived risk theory (Quintal et al., 2010; Reisinger&Mavondo, 2005) specifies the multi-dimensional antecedent structure for protective avoidance, identifying health, safety, political, financial, and performance risk as the input to PMT's threat appraisal process.

Anti-consumption theory (Lee et al., 2009) provides a meta-framework within which all four proposed types can be understood as species of consumption refusal, active, protective, ideological, or passive, connecting the typology to the broader consumer behaviour literature.

Destination image theory functions primarily as a mediating mechanism: cognitive, affective, and conative components of image translate antecedents (risk, animosity, media exposure) into behavioural outcomes. Loureiro and Jesus (2019) demonstrate that risk and animosity affect different image dimensions, preserving independent explanatory contributions.

Animosity theory (Klein et al., 1998, as applied in Sánchez et al., 2018; Alvarez & Campo, 2020; Choe, 2025) explains inter-group hostility driving politically motivated boycotts. Choe's (2025) dual-outcome modelling demonstrates asymmetric effects: animosity more strongly activates avoidance than it suppresses approach intention, confirming these are not mirror constructs.

Ethical and political consumerism (Seyfi et al., 2024) situates destination boycotts within citizenship and consumer activism. The 'politicised tourism consumerism' concept captures the contested, reflexive quality of ethical tourist decision-making, including ethical dilemmas about unintended harm to local communities.

4. Methodology

Design and Transparency Statement

This paper employs a systematic review and conceptual synthesis design following PRISMA 2020 (Page et al., 2021). A transparency statement is warranted: this review was conducted without full institutional database export (RIS/BibTeX) access; PRISMA flow counts are best-available estimates rather than figures derived from documented deduplication logs. Inter-rater reliability checks and formal quality appraisal scoring were not applied. These limitations are explicitly acknowledged. The review is therefore most accurately described as a structured conceptual review guided by PRISMA 2020 reporting principles rather than a rigorous systematic review in the strict methodological sense. For publication, full institutional export, documented deduplication, inter-rater reliability reporting (Cohen's kappa), and quality appraisal scoring are strongly recommended. Two exploratory effect-size syntheses are reported in Appendix C as illustrative material **,** their function is to show the pattern of heterogeneity that motivates the typological framework, not to generate meta-analytic pooled estimates. Both are explicitly caveated throughout.

Search Strategy

Searches were conducted across Web of Science, Scopus, ScienceDirect, Taylor & Francis Online, Emerald Insight, SpringerLink, and SAGE Journals. Thirteen search string sets were applied, combining exact-term searches ('destination rejection', 'destination avoidance', 'destination boycott', 'travel avoidance', 'destination repulsion',

'non-visitation intention', 'anti-consumption tourism') with thematic combinations ('perceived risk' AND 'destination avoidance'; 'consumer animosity' AND tourism; 'tourism boycott' OR 'travel boycott'; 'negative destination image' AND 'visit intention'). A supplementary Turkish-language search was conducted. Additional studies were identified via snowball citation tracking. The record flow is summarised in Figure 1.

Inclusion and Exclusion Criteria

Studies were included if: (a) published January 2010 – June 2026; (b) peer-reviewed journal articles; (c) focused on a tourism/destination context at the destination level; (d) examined tourist rather than exclusively resident behaviour; (e) addressed destination-level avoidance, rejection, boycott, non-visitation, or negative image at the behavioural intention level; (f) written in English or Turkish. Studies were excluded if: focused exclusively on residents' anti-tourism attitudes; examined consumer boycotts without tourism-transferable contribution; addressed only satisfaction or loyalty; examined risk perceptions without destination-level behavioural outcomes; or were grey literature or unreviewed conference papers.

Corpus Classification

Studies were classified as 'core corpus' when primary constructs directly addressed destination rejection, avoidance, boycott, or repulsion, and as 'extended corpus' when the primary mechanism was the risk–image–intention pathway at the destination level. Full corpus details appear in Appendices A and B.

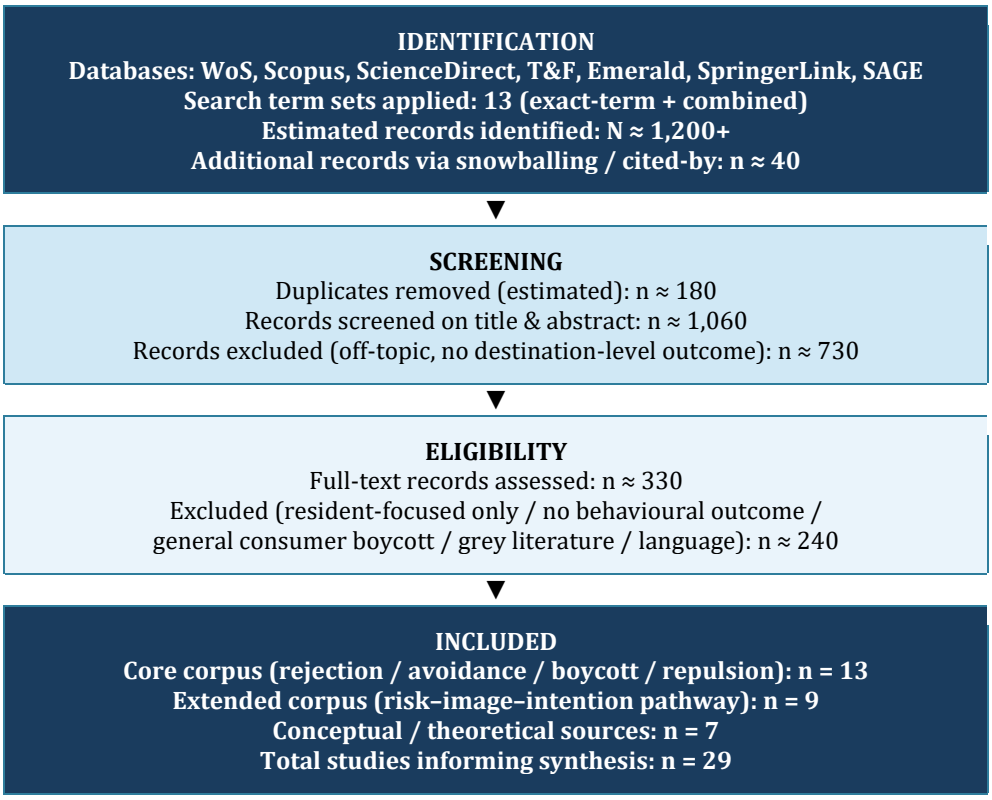


Figure 1. PRISMA 2020 Record Flow for the Systematic Review

Note. Record counts are best-available estimates; exact figures require full institutional database export and documented deduplication. This limitation is explicitly acknowledged in Section 4.1. Source: adapted from Page et al. (2021).

5. Systematic Review Findings

The literature clusters around four thematically coherent groups. The discussion proceeds from the most evaluatively engaged form (active rejection) to the least (passive non-selection), following the engagement hierarchy developed in Section 2.

Active Destination Rejection

Karakuş and Kalay (2017) provide the foundational statement: rejection is deliberate evaluative judgment, not passive indifference. Their AHP-assisted expert panel identified 15 empirically grounded causes across experiential, normative, identity, and informational dimensions. Fan et al. (2024) substantially advance operationalisation with a three-study mixed-methods scale development project confirming that destination avoidance/rejection is multidimensional, no single risk or dissatisfaction dimension accounts for the full construct space. The five resulting dimensions map onto both PMT-relevant concerns (safety risk, accessibility costs) and anti-consumption theory categories (authenticity deficit, novelty deficit, poor product quality).

Abraham and Israeli (2025) introduce destination repulsion as a distinct affective–conative state between mild negative affect and explicit animosity. Unlike animosity (politically directed and historically anchored) repulsion may arise from cultural disgust, food-related aversion, or self-identity dissonance. Its 'silent killer' quality stems from the risk of misidentification: DMOs that treat repulsion-based non-visitation as animosity may deploy governance-engagement strategies where affective desensitisation, cultural bridge-building, or product redesign is required. Lee et al.'s (2009) anti-consumption framework provides the meta-theoretical scaffolding, connecting identity-based exclusion to the broader consumption refusal literature.

Protective / Risk-Based Avoidance

Cross-study comparison reveals a key methodological insight: effect-size heterogeneity in this literature correlates structurally with risk type, event stage, and whether the outcome is visit intention (broad) or active avoidance intention (narrow). Cahyanto et al. (2016) showed that Ebola context produced dynamic, contextually variable risk-avoidance relationships rather than stable parameters. Agag et al. (2024), using fsQCA in the COVID-19 context, demonstrated configurational causation: specific combinations of distrust, health risk perception, and social norms **(**not additive main effects**)** generate avoidance. This directly challenges mono-causal communication interventions and implies that recovery strategies must be configurational.

Braun et al. (2026) provide the most theoretically ambitious contribution, establishing travel avoidance as distinct from low travel intention in three respects: it is active and preemptive; it is a motivated protective response; and it is qualitatively distinguishable from hesitance or inertia. The GTA/STA distinction has direct recovery implications: STA is the legitimate target of post-crisis trust-restoration campaigns; GTA may require longer-term structural interventions. Karl et al. (2020) add that risk types have fundamentally different decision-making implications, terrorism produces near-complete exclusion; natural hazards produce destination-switching. This explains the high heterogeneity in meta-analytic pooling of risk–intention relationships (Appendix C, Synthesis 2).

The risk–image–intention mediation chain receives consistent support. Chew and Jahari (2014) demonstrated in post-Fukushima Japan that risk primarily affects revisit intention through destination image as a mediator. Jiang et al. (2022) replicated this in COVID-19 China with government interventions and media exposure moderating the pathway. Nazir et al. (2021) confirmed image mediates both risk and constraint effects on behavioural intention. This convergence across diverse contexts supports positioning negative destination image as the primary mediating mechanism in the risk-avoidance pathway, consistent with the framework proposed in Section 7.

Moral / Political Boycott

The boycott cluster is distinguished by the explicitly normative, collective, and communicative character of its outcomes. Yu et al. (2020) established that animosity provides the motivational foundation while social identity processes and perceived collective efficacy determine whether individual animosity is channelled into collective boycott action. Yousaf et al. (2021) add motivational differentiation: instrumental boycotters seek measurable change through market pressure and disseminate negative information strategically; non-instrumental boycotters express anger and maintain identity distance without coordinated strategic intent. This distinction is operationally critical: instrumental boycotts respond to substantive governance reform; non-instrumental boycotts require empathic acknowledgment of affective states and cultural grievances.

Seyfi et al. (2024) document the ethical dilemmas that govern boycott participation and rejection within the same population. Tourists who share the underlying moral concern may nonetheless reject boycott participation due to concern for local community welfare, scepticism about effectiveness, or awareness of selective application. The 'politicised tourism consumerism' concept captures this reflexive, contested quality, making the boycott cluster inherently more psychologically complex than the risk-avoidance cluster. Shaheer et al. (2022) add that

geographic and cultural proximity amplifies boycott call participation, a finding with direct implications for source-market boycott vulnerability assessment. Choe's (2025) dual-outcome modelling confirms that animosity more strongly activates avoidance (β = 0.129) than it suppresses approach intention (β = −0.126), confirming the two are not mirror constructs.

Negative Image-Based Passive Non-Selection

The fourth cluster encompasses non-visitation from passively negative or insufficient image rather than from evaluative rejection, threat appraisal, or moral protest. Its defining characteristic is low psychological engagement: the destination is absent from consideration without having been actively assessed. Stylidis and Terzidou (2024) demonstrate that the non-visitor population is itself heterogeneous: 'no-interest' non-visitors hold low familiarity, weak images, and low novelty-seeking; 'cannot-visit' non-visitors hold relatively positive images but face practical barriers. These require fundamentally different management interventions (image investment versus barrier removal) and conflating them wastes resources on the wrong mechanism.

De Canio et al. (2023) show that strong pre-existing positive image can buffer residual post-crisis risk perceptions, providing empirical rationale for long-term image investment as a resilience mechanism. Loureiro and Jesus (2019) demonstrate that risk and animosity affect different image components, preserving their independent explanatory contributions. Together these findings confirm that passive non-selection has its own internal structure and is not simply a residual category for all unexplained non-visitation.

6. Conceptual Typology of Negative Destination Behaviours

Table 1 presents the four-type typology. Three methodological notes apply. First, the types are analytically distinct but not empirically mutually exclusive, overlaps and developmental trajectories across types are possible and acknowledged (see Section 2.2). Second, the typology is dimensional rather than categorical: it maps four regions of a multi-dimensional psychological space defined by degree of evaluative engagement, valence and specificity of affect, and normative motivation. Third, the primary theoretical mechanism of each type is specified in the table to address the theoretical hierarchy concern raised in the peer review.

The typology reveals an engagement hierarchy with direct implications for behavioural stability and management malleability. Active rejection and moral/political boycott are the most psychologically engaged and most resistant to image campaigns because they are rooted in value commitments and identity stakes (Karakuş & Kalay, 2017; Seyfi et al., 2024). Protective avoidance is the most contextually contingent: STA is potentially reversible through crisis communication and trust restoration; GTA may require longer-term structural intervention (Braun et al., 2026; Agag et al., 2024). Passive non-selection is the most malleable, provided interventions are calibrated to the specific non-visitor segment (Stylidis&Terzidou, 2024).

Table 1. Conceptual Typology of Negative Destination Behaviours

Behaviour Type	Primary Trigger	Psychological Mechanism (Primary Theory)	Behavioural Outcome	Key References	DMO Response Logic
Active Rejection	Negative evaluation; poor prior experience; identity/self-congruity mismatch; perceived exploitation; lack of novelty or authenticity; destination repulsion	Conscious deliberation; strong negative attitude; identity disidentification (SIT / self-congruity theory); repulsion as affective–conative mediation (Abraham & Israeli, 2025)	Firm refusal to visit; destination excluded from consideration set; negative WOM; online criticism	Karakuş & Kalay (2017); Fan et al. (2024); Lee et al. (2009); Sirgy& Su (2000); Abraham & Israeli (2025)	Root-cause diagnosis; product/experience redesign; identity-congruent repositioning; social listening for repulsion signals
Protective / Risk-Based Avoidance	Health threat; terrorism; natural disaster; political instability; financial or performance risk; risk type matters (Karl et al., 2020)	Threat appraisal + coping appraisal (PMT, Rogers, 1975); risk–anxiety pathway (Reisinger&Mavondo, 2005); GTA (stable) vs. STA (reversible) sub-types (Braun et al., 2026)	Trip cancellation or postponement; destination substitution; reduced revisit intention	Cahyanto et al. (2016); Agag et al. (2024); Braun et al. (2026); Reisinger&Mavondo (2005); Karl et al. (2020)	Type-calibrated crisis communication; health/safety protocols; trust restoration; distinguish GTA from STA in recovery planning
Moral / Political Boycott	Consumer animosity; political conflict; human rights violations; ethical consumerism; social media activism; geographic proximity (Shaheer et al., 2022)	Moral outrage; identity expression (SIT, Tajfel & Turner, 1986); instrumental (change-seeking) vs. non-instrumental (expressive anger) motivation (Yousaf et al., 2021); collective efficacy	Deliberate public non-visitation; social media boycott; online activism; collective normative pressure	Yu et al. (2020); Seyfi et al. (2024); Yousaf et al. (2021); Shaheer et al. (2022); SiyamiyanGorji et al. (2022); Choe (2025)	Governance reform; ethical positioning; early-warning social media monitoring; address instrumental vs. expressive boycott separately
Passive Non-Selection	Weak or negative destination image; low familiarity; low self-congruity; superior alternatives; low novelty salience; practical constraints	Low cognitive engagement; default exclusion; 'no-interest' (image-driven) vs. 'cannot-visit' (constraint-driven) sub-types (Stylidis&Terzidou, 2024); negative image theory	Destination absent from consideration set; low visit intention; indifference	Chew & Jahari (2014); Nazir et al. (2021); Stylidis&Terzidou (2024); Karl et al. (2020); De Canio et al. (2023)	Segment non-visitors; image/awareness campaigns for 'no-interest'; barrier removal for 'cannot-visit'; image investment as long-term resilience

Note. GTA = general travel avoidance; STA = short-term travel avoidance; PMT = Protection Motivation Theory; SIT = Social Identity Theory; DMO = destination management organisation; WOM = word-of-mouth. The typology is dimensional and acknowledges developmental trajectories across types. Primary theories in parentheses. Sources: synthesised from all reviewed studies.

7. Proposed Integrative Framework

Figure 2 presents the integrative framework. A transparency caveat is required: the antecedent–mediator–outcome relationships specified are theoretically derived propositions for empirical testing, not confirmed causal mechanisms. The cross-sectional, self-report, intention-based designs dominating the reviewed corpus do not permit causal inference. Language throughout reflects association and theoretical proposition.

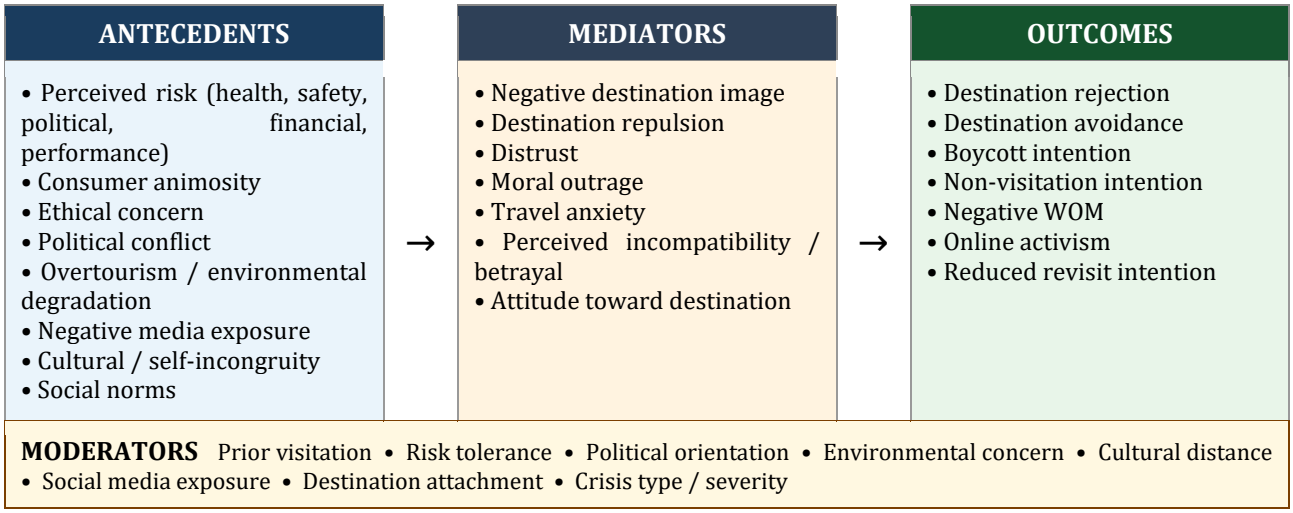


Figure 2. Integrative Framework of Tourists' Negative Destination Behaviours

Note. Arrows represent proposed associations derived from theoretical synthesis, not confirmed causal relationships. Moderators attenuate or amplify primary relationships. WOM = word-of-mouth. PMT governs the Protective Avoidance pathway; SIT governs the Moral Boycott and Identity-Based Rejection pathways. Other theories serve as complementary resources (Section 3.3). Sources: synthesised from all reviewed studies.

Antecedents

Nine antecedent categories are identified. Perceived risk (Karl et al., 2020) primarily drives protective avoidance and passive non-selection through negative destination image as a mediator. Consumer animosity and ethical concern are primary antecedents of moral/political boycott and, when sustained, of active rejection. Political conflict, overtourism, and environmental degradation represent contextual antecedents with growing relevance for ethical anti-consumption behaviour. Cultural and self-incongruity drive identity-based exclusion via SIT and self-congruity pathways. Negative media exposure amplifies multiple pathways. Social norms enable boycott behaviour contextually.

Mediating Processes

Negative destination image is the most extensively documented mediator, primarily processing risk into behavioural outcomes. Destination repulsion (Abraham & Israeli, 2025) operates as an affective–conative mediator between animosity and avoidance distinct from image in its primarily affective quality and potential independence from cognitive image evaluations. Distrust mediates risk-based avoidance in crisis contexts. Moral outrage mediates the animosity–boycott pathway. Travel anxiety serves as an affective bridge between risk and avoidance (Reisinger&Mavondo, 2005). Perceived incompatibility and perceived betrayal are theoretically grounded mediators for rejection and boycott, respectively, with emerging empirical support.

Moderating Conditions and Outcomes

Prior visitation is the most theoretically important moderator: visitors and non-visitors process identical risk and animosity information through qualitatively different experiential filters. Crisis type (sudden-onset vs. chronic) moderates avoidance reversibility. Geographic and cultural proximity moderates boycott participation (Shaheer et al., 2022). Risk tolerance and political orientation moderate the risk–avoidance and animosity–boycott relationships respectively. Destination attachment buffers all negative pathways. The seven behavioural outcomes

span from individual private behaviour (non-visitation, reduced revisit) through relational communication (negative WOM) to collective political action (boycott intention, online activism).

8. Implications for Destination Management and Marketing

The typology generates five type-specific management implications, each requiring a qualitatively different organisational capability. A note on operationalisation: the review-level analysis limits the specificity of actionable prescriptions. The implications below represent directional strategic principles; their operationalisation will depend on destination-specific context, resource constraints, and governance structures.

Diagnostic Infrastructure: Monitoring Rejection, Not Only Attraction

DMOs should develop systematic monitoring of non-visitation reasons across all four types. This requires: non-visitor research panels sampling tourists who considered and declined to visit; social listening tools configured to detect repulsion-triggering commentary early (Abraham & Israeli, 2025); netnographic monitoring distinguishing instrumental from non-instrumental boycott dynamics (Yousaf et al., 2021); and Fan et al.'s (2024) validated destination avoidance scale as a source-market diagnostic instrument.

Type-Calibrated Crisis Communication for Protective Avoidance

For STA-driven protective avoidance, crisis communication must be rapid, credible, and risk-type specific. Agag et al.'s (2024) configurational finding implies holistic strategies combining credible safety information with institutional trust signals. Karl et al.'s (2020) risk-type taxonomy implies terrorism-related avoidance requires more intensive and sustained communication than natural hazard avoidance. De Canio et al.'s (2023) finding provides the strategic rationale for long-term image investment as a resilience mechanism. DMOs must explicitly distinguish STA recovery campaigns (targeting context-contingent avoidance) from structural interventions required for GTA.

Governance and Ethical Positioning for Boycott Mitigation

For moral/political boycott, promotional campaigns risk signalling deflection of legitimate protest. Addressing substantive governance and ethical concerns is the fundamental requirement (Seyfi et al., 2024). Distinguishing instrumental from non-instrumental boycott dynamics enables differentiated responses: instrumental boycotters can be engaged through verifiable governance reform; non-instrumental boycotters require empathic acknowledgment of cultural grievances. Geographic proximity analysis (Shaheer et al., 2022) helps identify high-vulnerability source markets for specific ethical issues, enabling targeted pre-emptive stakeholder engagement.

Differentiated Non-Visitor Conversion Strategies

Stylidis and Terzidou's (2024) two-segment model has immediate operational value. 'No-interest' non-visitors require image awareness campaigns building cognitive salience, affective relevance, and novelty associations. 'Cannot-visit' non-visitors, holding relatively positive images but facing practical barriers, require access facilitation: visa simplification, transport connectivity, cost reduction, accessibility improvements. Applying the same campaign to both segments misallocates resources.

Sustainability and Identity-Based Repositioning

As ethical anti-consumption concerns grow (particularly among environmentally conscious, high-education segments) DMOs must address the ethical non-visitation pathway through credible sustainability governance, carrying capacity management, and transparent conservation investment rather than attraction promotion. Abraham and Israeli's (2025) repulsion concept implies that destinations associated with mass tourism degradation may require identity-congruent repositioning to address the affective–conative aversion among high-value culturally oriented segments.

Future Research Agenda

Priority 1: Scale standardisation and discriminant validity. Fan et al. (2024) and Braun et al. (2026) provide destination avoidance and travel avoidance scales. Analogous instruments for destination rejection, destination repulsion, and boycott intention are needed. Cross-construct discriminant validity testing using bifactor or

competing-models SEM must establish whether the typological distinctions reflect genuine empirical heterogeneity.

Priority 2: Dual-outcome research designs. Choe's (2025) simultaneous modelling of visit and avoidance intention is a template worth wider adoption. It detects asymmetric antecedent effects confirming that approach and avoidance dispositions are not simply mirror images.

Priority 3: Visitor / non-visitor comparative designs. Prior visitation is a critical moderator. Matched visitor/non-visitor panel designs in risk-affected or conflict-affected contexts are needed to establish whether typological mechanisms operate differently as a function of prior experience (SiyamiyanGorji et al., 2022; Stylidis&Terzidou, 2024).

Priority 4: Boycott motivation differentiation in experimental settings. Yousaf et al.'s (2021) instrumental/non-instrumental distinction and Seyfi et al.'s (2024) ethical dilemma framework require experimental validation through factorial designs manipulating perceived egregiousness, collective efficacy, local welfare information, and double-standard salience.

Priority 5: Longitudinal designs for STA–GTA–rejection trajectory research. Panel designs with pre-crisis, during-crisis, and post-crisis measurement waves **-** supplemented with digital behavioural data (booking cancellations, search volumes) **-** would allow tracking of developmental trajectories and conditions under which STA converts to GTA or active rejection.

Priority 6: Cross-cultural comparative research. The evidence base is skewed toward East Asian, South Asian, British, and American samples. Cross-cultural comparison of animosity structures, risk tolerance profiles, ethical consumerism norms, and self-congruity mechanisms is needed to establish cross-cultural generalisability.

Priority 7: Computational and spatial methods for boycott research. Network analysis of boycott call diffusion, geo-coded social media data, and machine-learning sentiment analysis, combined with surveys, would provide richer evidence about boycott propagation and susceptibility **-** extending Shaheer et al.'s (2022) spatial approach.

Priority 8: Climate change and sustainability-linked anti-consumption tourism. The intersection of environmental ethics, sustainability commitment, and destination non-visitation is an emerging frontier likely to grow in importance as climate-conscious travel norms evolve.

Limitations

Five limitations are acknowledged candidly. First, this paper is a structured conceptual review guided by PRISMA 2020 principles, not a fully rigorous systematic review by strict methodological standards: exact database record counts, documented deduplication logs, inter-rater reliability coefficients, and formal quality appraisal scores are absent. Future submission should incorporate these elements.

Second, the two exploratory meta-syntheses in Appendix C are based on two studies each. They are illustrative rather than conclusive. Full meta-analytic pooling requires substantially larger numbers of studies with standardised effect-size reporting and zero-order correlation matrices **-** neither of which is currently available at sufficient scale in this literature. Third, exact-term coverage for 'destination repulsion', 'non-visitation intention', and 'anti-consumption tourism' remains sparse. These constructs rely partly on theoretical extension from adjacent literatures rather than dense primary evidence. Fourth, the integrative framework is conceptual rather than empirically tested. All proposed antecedent–mediator–outcome relationships are theoretically derived propositions. Cross-sectional, self-report, intention-based designs dominating the reviewed corpus do not permit causal inference; causal language is avoided throughout. Fifth, language restrictions (English and Turkish) may have excluded relevant studies published in Chinese, Arabic, Korean, or other languages **-** contexts with substantial geopolitically motivated boycott dynamics.

9. Conclusion

This paper has argued that the field of negative destination behaviour requires integrative conceptual clarification rather than the declaration of a new independent domain. The contribution is typological and synthetic: four mechanistically distinct forms **-** active rejection, protective avoidance, moral/political boycott, and passive non-selection **-** are mapped against each other, assigned theoretically grounded primary mechanisms (PMT for protective avoidance; SIT for boycott and identity-based rejection), and organised into an integrative framework specifying antecedents, mediating processes, moderating conditions, and behavioural outcomes.

The paper's central theoretical argument is that non-visitation is not a unitary construct. Four tourists, one refusing on moral grounds, one cancelling after a terrorism alert, one participating in a social media boycott, one never considering a destination due to image indifference, share only the surface outcome of not visiting. Their underlying psychological mechanisms are incommensurable, and resolving this incommensurability is a prerequisite for management strategies that address the source of the problem rather than its surface manifestation.

The typology also carries an important epistemological commitment: it is dimensional rather than categorical, acknowledges construct overlap and developmental trajectories, and resists the false precision of claiming mutually exclusive empirical bins. This measured approach is theoretically sounder and more honest about the current state of the literature than asserting sharp categorical boundaries between constructs that share significant theoretical and empirical territory.

For DMOs, the practical conclusion is stark. Protective avoidance calls for trust-building and risk communication calibrated to risk type. Moral boycott calls for governance reform and ethical accountability. Active rejection calls for product redesign and identity repositioning. Passive non-selection calls for image investment and barrier removal, differentiated by non-visitor segment. None of these responses is substitutable for another, and applying the wrong response to the wrong mechanism wastes resources at best and provokes justified scepticism at worst. The typological clarification this paper provides is, in this sense, practically as well as theoretically consequential.

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Appendix A. Core Corpus Studies

Table A1. Core Corpus: Studies Directly Addressing Destination Rejection, Avoidance, Boycott, and Repulsion

Study	Context	Sample	Method	Core Variables	Key Finding	DOI	Type
Karakuş & Kalay (2017)	Turkey, Cappadocia	Expert panel	AHP + conceptual	Destination rejection (15 causes)	Rejection = active evaluative judgment, not passive low preference	10.17130/ijmeb.2017331320	Rejection
Fan et al. (2024)	Multi-context (3 studies)	N=298 (Study 3)	Mixed methods; scale dev.	5-dim destination avoidance scale	Authenticity deficit, poor product, poor image/safety, high cost, poor accessibility	10.1016/j.jdmm.2024.100001	Rejection
Abraham & Israeli (2025)	Conceptual / qual. review	Literature review	Conceptual synthesis	Destination repulsion	Repulsion = affective–conative mediator between animosity & avoidance; 'silent killer'	10.1177/14673584241311814	Rejection
Cahyanto et al. (2016)	USA, Ebola crisis	Not specified	Survey / crisis behaviour	Travel avoidance (dynamic)	Risk perception drives dynamic avoidance; context-dependent and reversible	10.1016/j.tmp.2016.09.004	Protective Avoid.
Agag et al. (2024)	UK, COVID-19	1,290 + interviews	Mixed methods; fsQCA	Trust, information, travel avoidance	Configurational combinations of trust+info explain avoidance; neither alone sufficient	10.1177/00472875231182110	Protective Avoid.
Braun et al. (2026)	Multi-context	Not specified	Construct development	GTA vs. STA (travel avoidance)	Travel avoidance distinct from low intention; GTA (stable) ≠ STA (reversible)	10.1016/j.tourman.2025.105295	Protective Avoid.
Karl et al. (2020)	German tourists; multiple dest.	Cluster analysis	Cluster analysis	Risk types → destination choice	Terrorism most excluding; natural hazards produce substitution; risk type matters	10.1016/j.jdmm.2020.100487	Protective Avoid.
Yu et al. (2020)	7 tourism boycott events	Archival / event data	Event analysis	Tourism boycott, animosity	Boycotts measurable by event; animosity + identity drive collective action	10.1016/j.annals.2019.102792	Moral Boycott
Yousaf et al. (2021)	#BoycottMurree, Pakistan	Netnographic	Netnography	Instrumental vs. non-instrumental boycott	Instrumental = change-seeking; non-instrumental = expressive anger; distinct strategies needed	10.1177/1356766721993861	Moral Boycott
Shaheer et al. (2022)	China, Kerala, S. Africa, Spain	Twitter data	Spatial / network analysis	Geographic proximity, boycott calls	Geographic/value proximity amplifies boycott participation	10.1080/13032917.2021.1931896	Moral Boycott
Seyfi et al. (2024)	Politicised tourism	Online narratives	Qualitative / thematic	Politicised tourism consumerism	Participation vs. rejection of boycott; ethical dilemmas; local welfare concern	10.1016/j.jdmm.2024.100950	Moral Boycott
SiyamiyanGorji et al. (2022)	US–Iran geopolitical	n=251	SEM	Animosity, risk, image, boycott	TRP→ODI β=−0.329; OA→TRP β=0.848; TA→BI β=0.186	10.1080/02508281.2022.2124023	Moral Boycott
Choe (2025)	Korea–Japan tension	Not specified	PLS-SEM	Animosity, risk, visit vs. avoidance intent	Asymmetric: animosity→avoidance β=0.129 > →visit β=−0.126	10.1177/13567667241232159	Moral Boycott

Note. DOIs are abbreviated. Types: Rejection = Active Rejection; Protective Avoid. = Protective Avoidance; Moral Boycott = Moral/Political Boycott. All studies are peer-reviewed journal articles published 2016–2026.

Appendix B. Extended Corpus Studies

Table B1. Extended Corpus: Risk–Image–Intention Studies Informing the Integrative Framework

Study	Context	N	Method	Core Variables	Key Finding / Effect	DOI	Type
Chew & Jahari (2014)	Malaysia–Japan; post-Fukushima	255 repeat visitors	SEM	Risk, destination image, revisit intent	Image mediates risk → revisit intention	10.1016/j.tourman.2013.07.008	Passive NS
Loureiro & Jesus (2019)	Brazil, Rio de Janeiro	402 tourists	SEM	Risk, animosity, image (3 dims), revisit	Risk → all 3 image dims; animosity → affective & conative only	10.1080/13032917.2019.1632910	Passive NS
Jiang et al. (2022)	China, Chengdu; COVID	413	SEM	Perceived risk, image, travel intent	DI→TI β=0.88; PR→DI β=−0.12; govt/media moderate	10.1371/journal.pone.0261851	Passive NS
Nazir et al. (2021)	Pakistan	201	PLS-SEM	Risk, constraints, image, behaviour intent	PR→DI β=−0.251; PR→BI β=−0.295; DI mediates both	10.1016/j.heliyon.2021.e07613	Passive NS
Nguyen Viet et al. (2020)	Vietnam, Binh Thuan	405	PLS-SEM	Risk, cultural contact, satisfaction, revisit	Risk→revisit β=−0.201; r=−0.484	10.1080/23311975.2020.1796249	Passive NS
De Canio et al. (2023)	Italy; post-COVID	344	SEM	Perceived risk, image, travel intent	Strong positive image partially offsets residual risk effects	10.1007/s43039-023-00066-3	Passive NS
Stylidis&Terzidou (2024)	Greece (destination)	447 non-visitors	CFA; multi-group SEM	Non-visitor segments, familiarity, novelty, image	Two segments: 'no-interest' (image-driven) vs. 'cannot-visit' (constraint-driven)	10.1177/00472875241284619	Passive NS
Najar & Rather (2023)	India, Kashmir	Not specified	SEM	Multiple risks, cognitive/affective image, loyalty	Socio-psychological & political risk → lower loyalty; image mediates	10.1108/JHTI-03-2022-0100	Passive NS
Chahal & Devi (2017)	India	Not specified	SEM	Perceived risk, image, loyalty	Risk influences image–loyalty relationship; context-specific	10.1504/IJLTM.2017.084618	Passive NS

Note. Passive NS = Passive Non-Selection cluster. All studies address perceived risk, negative destination image, or travel intention at the destination level.

Appendix C. Exploratory Effect-Size Syntheses

Important caveat: The following syntheses include only two studies each and are reported in the appendix to prevent inflating the paper's empirical claims. Their function is strictly illustrative , to show the pattern of effect-size stability (Synthesis 1) and heterogeneity (Synthesis 2) that motivates the typological framework. They must not be interpreted as meta-analytic pooled estimates. Full meta-analysis requires a minimum of five to ten comparable studies with standardised reporting of zero-order correlation matrices.

Table C1. Exploratory Synthesis 1: Perceived Risk → Destination Image (Fixed-Effects)

Study	β	SE	Weight (%)	Context / Method
Nazir et al. (2021)	−0.251	0.086	58	Pakistan; perceived risk (5 dims); PLS-SEM
SiyamiyanGorji et al. (2022)	−0.329	0.101	42	US–Iran geopolitical tension; SEM
Pooled estimate (fixed-effects)	−0.284	0.066	100	95% CI [−0.412; −0.156]; Q ≈ 0.35; I^2 ≈ 0%

Note. Fixed-effects model (low heterogeneity). Pooled β = −0.284; 95% CI [−0.412; −0.156]; Q ≈ 0.35; I^2 ≈ 0%. N = 2 studies. Interpretation: both studies show consistent negative directional effect. Two-study pooling does not constitute robust meta-analytic evidence.

Table C2. Exploratory Synthesis 2: Perceived Risk → Visit / Travel Intention (Random-Effects)

Study	Outcome	β	SE	RE Weight (%)	Note
Nazir et al. (2021)	Behavioural intention	−0.295	0.069	48	Pakistan; PLS-SEM; multiple risk dims
Choe (2025)	Visit intention	−0.043	0.047	52	Korea–Japan; animosity-dominant context; ns
Pooled RE estimate	-	−0.164	0.126	100	95% CI [−0.411; 0.083]; Q ≈ 9.11; I^2 ≈ 89%

Note. Random-effects model (high heterogeneity). Pooled β = −0.164; 95% CI [−0.411; 0.083]; Q ≈ 9.11; I^2 ≈ 89%. N = 2 studies. Interpretation: divergent effect sizes reflect risk-type specificity (Karl et al., 2020) and context dominance (animosity in Choe, 2025 vs. health/safety risk in Nazir et al., 2021). This heterogeneity motivates the typological differentiation in the main text.

Appendix D. Literature Evolution Timeline

Figure D1. Temporal Evolution of the Negative Destination Behaviour Literature (2000–2026)

Pre-2010 (Foundations)	2010–2016 (Risk–Image Line)	2017–2020 (Boycott & Animosity)	2021–2024 (Scale Dev. & COVID)	2025–2026 (Emerging Frontier)
• Tajfel & Turner (1986) - SIT • Sirgy& Su (2000) - self-congruity • Lee et al. (2009) - brand avoidance • Quintal et al. (2010) - risk & TPB • Rogers (1975) - PMT	• Chew & Jahari (2014) - post-disaster Japan • Cahyanto et al. (2016) - Ebola avoidance • Reisinger&Mavondo (2005) - travel anxiety	• Karakuş & Kalay (2017) - rejection concept • Sánchez et al. (2018) - animosity • Alvarez & Campo (2020) - US animosity • Yu et al. (2020) - 7 boycott events	• Yousaf et al. (2021) - instrumental boycott • Shaheer et al. (2022) - spatial boycott • Agag et al. (2024) -fsQCA avoidance • Fan et al. (2024) - avoidance scale • Seyfi et al. (2024) -politicised tourism • Stylidis&Terzidou (2024) - non-visitor segs.	• Abraham & Israeli (2025) - repulsion • Braun et al. (2026) - GTA vs. STA • Choe (2025) - dual-outcome model • Karl et al. (2020) - risk-type taxonomy

Note. Representative studies per period; not exhaustive. GTA = general travel avoidance; STA = short-term travel avoidance. Darker shading = more recent contributions. Sources: synthesised from core and extended corpus.