



SOCIAL PSYCHOLOGY IN TOURISM: COGNITIVE  
APPROACHES, ATTITUDES, AND BEHAVIORAL INTENTIONS

СОЦИАЛЬНАЯ ПСИХОЛОГИЯ В ТУРИЗМЕ: КОГНИТИВНЫЕ  
ПОДХОДЫ, УСТАНОВКИ И ПОВЕДЕНЧЕСКИЕ НАМЕРЕНИЯ

TURIZMDA IJTIMOIIY PSIXOLOGIYA: KOGNITIV  
YONDASHUVLAR, MUNOSABATLAR VA XULQ-ATVOR NIYATLARI

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**Abstract:** Social psychology has significant potential for elucidating tourism, as tourism intrinsically entails interactions among visitors, residents, and service personnel. The majority of tourism research based on social psychology originates from social cognition, which investigates the development, operation, and progression of cognitive processes within social contexts. Several important frameworks, such as attitude theory, the heuristic-systematic model, the elaboration likelihood model, cognitive dissonance theory, and the theory of planned behavior, have been extensively utilized to elucidate tourist perceptions, decision-making, and behavior.

**Keywords:** social psychology, tourism behavior, attitude formation, theory of planned behavior, metacognition

**Annotatsiya:** Ijtimoiy psixologiya turizmni tushunishda katta imkoniyatlar yaratadi, chunki turizm mohiyatiga ko'ra sayyohlar, mahalliy



aholi va xizmat xodimlari o'rtasidagi o'zaro ta'sirlarni o'z ichiga oladi. Ijtimoiy psixologiyaga asoslangan ko'plab turizm tadqiqotlari ijtimoiy kognitsiyadan kelib chiqqan bo'lib, u ijtimoiy kontekstda kognitiv jarayonlarning rivojlanishi, funksiyasi va evolyutsiyasini o'rganadi. Muhim nazariy ramkalar munosabatlar nazariyasi, evristik-sistematik model, elaboratsiya ehtimolliqi modeli, kognitiv dissonans nazariyasi va rejalashtirilgan xulq-atvor nazariyasi turistlarning qabul qilishlari, qaror qabul qilishlari va xulq-atvorlarini tushuntirishda keng qo'llanilgan.

**Kalit so'zlar:** ijtimoiy psixologiya, turizm xulq-atvori, munosabatlar shakllanishi, rejalashtirilgan xulq-atvor nazariyasi, metakognitsiya

**Аннотация:** Социальная психология имеет большой потенциал для изучения туризма, поскольку туризм по своей сути включает взаимодействие между туристами, местными жителями и персоналом сервисных служб. Большинство исследований в области туризма, основанных на социальной психологии, происходит из области социальной когниции, изучающей развитие, функционирование и эволюцию когнитивных процессов в социальных контекстах. Основные теоретические модели, включая теорию установок, эвристико-систематическую модель, модель вероятности обработки, теорию когнитивного диссонанса и теорию запланированного поведения, широко применяются для объяснения восприятия туристами, принятия решений и поведения.

**Ключевые слова:** социальная психология, туристское поведение, формирование установок, теория запланированного поведения, метакогниция



## Introduction

Tourism is inherently a social psychological phenomenon, as it involves complex interactions among visitors, residents, and service personnel (Stringer & Pearce, 1984). Despite the increasing recognition of tourism as a social experience, many foundational theories from social psychology remain underutilized in the study of tourist behavior. The majority of social psychology-based tourism research has its roots in social cognition, which examines how the social environment shapes the development, functioning, and evolution of cognitive processes. Historically, the rise of behaviorism in North American psychology emphasized observable behavior over mental processes. In response, social psychologists advocated for the inclusion of cognition and emotion in understanding human behavior, emphasizing that attitudes, perceptions, and decision-making processes are essential to fully comprehend social interactions in tourism (Iso-Ahola, 1983; Stringer & Pearce, 1984).

## Literature review



The study of social psychology has enormous promise since tourism is by definition a social psychological phenomena that involves interactions between visitors, locals, and service personnel (Stringer & Pearce, 1984). However, there are still a lot of groundbreaking theories to be used. The majority of social psychology-based tourism research originates from the field of social cognition. The social environment and the development, functioning, and evolution of cognition are the focus of social cognition. The scholarly setting in which social psychology developed explains the emphasis on cognition: Behaviorists began to dominate psychology in North America in the early 20th century, and social psychology may be seen as a reaction from scholars who were adamant that behavior could not be described without taking emotions and cognitions into account. With academics like Stringer and Pearce (1984) and Iso-Ahola (1983) advocating for its applicability, social psychology likewise began to reach a deadlock in tourism research around the end of the 20th century. Since then, social psychology has emerged as one of the most popular subfields of psychology in the travel industry, if not the most so. Attitudes, or a "summary evaluation" of an item, are a core area of study in social psychology (Ajzen, 2001, p. 28). More recent explanations, such as the heuristic-systematic model (Chaiken, 1980), attitude formation (Eagly & Chaiken, 1993), and the elaboration likelihood model (Petty et al., 1986), concentrated on the cognitive processing of attitudes with an emphasis on persuasion and attitude change, whereas earlier explanations concentrated on cognitive structures, such as cognitive dissonance theory (Festinger, 1957). The formation and measurement of destination image (Kock et al., 2016), information processing of online content (Xie-Carson et al., 2023), and cognitive dissonance in traveler reviews and pro-environmental attitudes (Tanford & Montgomery, 2015) are just a few examples of how attitude research has been heavily utilized in tourism research. The theory of



reasoned action is closely related to attitude research, but it focuses on how attitudes influence behavioral intentions and conduct (Fishbein & Ajzen, 2011). According to this groundbreaking theory and particularly its follow-up, the theory of planned behavior (Ajzen, 2001), attitudes toward the activity, subjective standards, and perceived behavioral control all influence behavioral intentions and, consequently, behaviors. The theory's adaptability has made it one of the most popular psychological frameworks used by tourism researchers to forecast and explain behavior. But the notion of reasoned action has likely been overused and abused more than any other theory.

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