# Article information:

The Effect of Authenticity Orientation on Existential Authenticity and Postvisitation Intended Behavior - Svetlana Stepchenkova, Veronika Belyaeva, 2021
<https://journals.sagepub.com/doi/10.1177/0047287519899989>

# Article summary:

1. The study examines the relationship between an individual's orientation towards object-based authenticity and the existential authenticity of tourists' experience and post-visitation intended behavior.

2. The impact of authenticity orientation depends on the nature of the site, affecting existential authenticity in re-created settings only.

3. Intended behavior does not depend on authenticity orientation when controlling for the impact of existential authenticity.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "The Effect of Authenticity Orientation on Existential Authenticity and Postvisitation Intended Behavior" by Svetlana Stepchenkova and Veronika Belyaeva explores the relationship between an individual's orientation towards object-based authenticity and the existential authenticity of tourists' experience and post-visitation intended behavior. The study examines two tourism settings, a museum with genuine historical artifacts and a place where authenticity is re-created, reconstructed, and interpreted.

The authors begin by discussing the three attitudes towards object-based authenticity that have been theorized in the literature as realist, constructivist, and postmodernist. They argue that the impact of authenticity orientation depends on the nature of the site being visited. The largest differences are recorded between realists and postmodernists. However, intended behavior does not depend on authenticity orientation when controlling for the impact of existential authenticity.

While the study provides valuable insights into how tourists perceive authenticity in different settings, there are several potential biases and limitations to consider. Firstly, the sample size is relatively small, which may limit generalizability. Secondly, there is no discussion of potential confounding variables that may influence tourists' perceptions of authenticity or intended behavior. For example, factors such as age, gender, nationality, or previous travel experiences could affect how individuals respond to different types of tourism settings.

Additionally, while the authors acknowledge that their study only examines two types of tourism settings (a museum with genuine historical artifacts and a place where authenticity is re-created), they do not explore other possible variations in tourism settings that could affect tourists' perceptions of authenticity. For instance, what about sites that combine both authentic artifacts with re-creations or interpretations? How might this affect tourists' perceptions?

Furthermore, while the authors discuss different attitudes towards object-based authenticity (realist vs. constructivist vs. postmodernist), they do not provide a clear definition or operationalization of these concepts. This lack of clarity may make it difficult for readers to fully understand the study's findings.

Finally, there is a potential bias towards promoting the importance of authenticity in tourism experiences. While the authors acknowledge that authenticity is not the only factor influencing tourists' behavior, they do not explore other possible factors that could be equally or more important. For example, what about convenience, safety, or cost? How might these factors affect tourists' intended behavior?

In conclusion, while the study provides valuable insights into how tourists perceive authenticity in different settings, there are several potential biases and limitations to consider. Future research should aim to address these limitations and explore other factors that may influence tourists' behavior beyond authenticity.

# Topics for further research:

* Variations in tourism settings that affect tourists' perceptions of authenticity
* Factors that influence tourists' behavior beyond authenticity in tourism experiences
* Definition and operationalization of realist
* constructivist
* and postmodernist attitudes towards object-based authenticity
* Confounding variables that may influence tourists' perceptions of authenticity or intended behavior
* Impact of age
* gender
* nationality
* or previous travel experiences on tourists' responses to different types of tourism settings
* Other factors that could be equally or more important than authenticity in influencing tourists' intended behavior
* such as convenience
* safety
* or cost.

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