

# A systematic literature review of the personal value orientation construct in hospitality and tourism literature

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## ARTICLE INFO

### Keywords:

Personal value orientation  
Systematic review  
Tourism and hospitality  
Rokeach  
Schwartz  
Stern

## ABSTRACT

Although personal value orientation has received the attention of scholars to explain and predict various consumer behaviors, prior research within the hospitality and tourism context has proposed the mismatched fundamental concept and operationalization of personal values and/or has adapted partial aspects of the personal value construct, such as pro-environmental behaviors. Based on the fundamental principles of personal value orientation, this study systematically reviewed studies that focused on personal value orientation by investigating their research context, definitions, theoretical background and measurements, roles and main results. The systematic literature review was conducted with articles published in top-tier hospitality and tourism journals between 2000 and 2018 by identifying research gaps and providing a direction for future research on personal value orientation in those fields.

## 1. Introduction

A primary goal of research on consumer behavior has been to explore a way to predict target consumers' attitudes and behaviors as well as their perceptions and emotional responses using a wide range of perspectives from personal to cultural and situational constructs (Zeugner-Roth et al., 2015). However, several studies have shown that because the constructs are easily influenced by target consumers' social backgrounds and/or a research context, using only demographic and cultural variables to explain consumer behavior has limitations. Furthermore, the existing literature on consumer behavior has considered personal variables or value orientation as the fundamental factor influencing consumer decision-making (Hartman et al., 2006). According to previous research, personal values and value orientation are interchangeable based on the notion that value orientation consists of adjacent personal values that are universally discriminated (Nordlund and Garvill, 2002; McCarty and Shrum, 1994; Stern et al., 1993). Personal values are defined as a belief about final desirable states guiding the evaluation or selection of behaviors based on order of importance (Schwartz and Bilsky, 1987). Also, personal values influence an individual's trans-situational objectives, which serve as a guiding principle (Schwartz, 1992). Hence, personal values are more stable than other types of personal variables (e.g., attitudes) because they occupy a central position in the consumer's cognitive system (Kamakura and Mazzon, 1991). In the hospitality and tourism fields, the personal value construct has been employed to explain customers' selection of an

organic menu (Shin et al., 2018), support for a mega-event among attendees (C.K. Lee et al., 2014), travelers' choices for sustainable hospitality enterprises (Choi et al., 2015; Sirakaya-Turk et al., 2014), and environmentally responsible behaviors toward a hospitality organization and/or destination (Jang et al., 2017; Jun et al., 2014; Rahman and Reynolds, 2016). Previous studies have also investigated the influence of personal values on hospitality employees and enterprises (Cheng et al., 2013; Jung et al., 2010; Lynch, 2005). Subsequently, the personal value construct has been used to explain the decision-making process of a wide range of stakeholders (i.e., consumers, tourists, employees and enterprises) by hospitality and tourism scholars.

Applying the personal value concept to the hospitality and tourism arenas, personal value literature has been conceptually developed, and several empirical studies have been conducted since 2000. However, there is a need for a systematic literature review of personal values in hospitality and tourism literature at this stage. This is because each of the studies has been based on a mismatched fundamental concept of personal values and/or has adapted partial aspects of the personal value construct for their research contexts. This inconsistent approach leads to a misunderstanding of the concept, operationalization and/or role of personal values in the decision-making process. For example, based on Stern's (2000) personal value theory, Choi et al. (2015) mention only the biospheric value dimension of personal values as a determinant of beliefs, norms, attitudes and behavior, although the theory conceptualizes dimensions of personal values as altruistic, egoistic and biospheric. Choi et al. (2015) conclude that consumers with personal

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<https://doi.org/10.1016/j.ijhm.2020.102572>

Received 15 December 2019; Received in revised form 13 May 2020; Accepted 22 May 2020  
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values focusing on the natural environment have a high level of environmental beliefs without consideration of other aspects of personal values, such as altruistic and egoistic. On the other hand, Jang et al. (2017) propose environmental values based on altruistic values of the Schwartz's (1977) personal value theory instead of conceptualizing the personal value construct as altruistic or biospheric. In addition, Jang et al. (2017) measure the environmental values construct with the New Ecological Paradigm (NEP) that has been used to measure environmental beliefs and not personal values (Dunlap et al., 2000). Most of the previous studies in the hospitality and tourism fields have not conducted a comprehensive review of the personal value literature to formulate a research hypothesis and model, and to measure every aspect of personal values. As a result, each study may be more likely to lead to partial understanding of the fundamental concept and dimensionality of the personal value construct because of researchers' selection and addressing of different empirical findings due to inconsistent operationalization and measures.

Responding to the growing awareness of personal values and concerns of the literature in the hospitality and tourism fields, this study makes a systematic investigation and synthesis of the literature on personal values with an emphasis on how the personal value construct has been employed in the hospitality and tourism fields and what should be considered for future research in these fields. The research context, role and dimension of the personal value construct in previous studies and main findings are also investigated. Based on the systematic literature review, this study indicates why prior research has reported different empirical findings in the context of hospitality and tourism, and then provides some theoretical implications for future research in these fields.

The importance of this study is twofold. First, this study clarifies the contribution of the personal value construct to the hospitality and tourism fields. More specifically, this study categorizes the fundamental concepts of the personal value construct and how they have been developed by personal value scholars (i.e., Kluckhohn, Rokeach, Lessig, Schwartz, Stern, etc.). Based on the concepts outlined in these scholars' studies, this study identifies how each hospitality and tourism study relies on a particular theoretical background to conceptualize the personal value construct and empirically investigate its impact on behavioral intention and actual behavior toward a destination or hospitality enterprise. Second, this study advances previous studies that focused on the impact of personal values on pro-environmental behaviors among stakeholders (e.g., employees and consumers). Although the personal value construct has been well-documented as a core driver of pro-social and pro-environmental behaviors, it has also been employed as a significant antecedent of various behaviors in other fields (e.g., political behavior). Thus, this study provides scholars in the hospitality and tourism fields with a potential opportunity and guidelines to clearly understand the potential impact of the personal value construct on several types of behaviors among stakeholders in various research contexts. By conducting a systematic literature review of the personal value construct in the hospitality and tourism fields, this study suggests the best way of explaining stakeholders' behaviors from a personal value perspective. Fig. 1 illustrates the aims of this study as well as the trends and limitations of the hospitality and tourism literature on personal values.

## 2. Theoretical foundation

### 2.1. Definition and fundamental concept of personal values

Personal values have been defined by several scholars in the fields of social psychology and consumer behavior. The most influential definition of values is "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable, which influences the selection from available modes, means, and ends of action" (Kluckhohn, 1951, p. 395). Hence, values play a role as criteria and/or

standards, and offer social justification for behaviors and selections, which distinguish them from personal attributes such as interests or traits. Rokeach (1968) also considered values as standards or criteria for guiding an individual's action, and for developing and maintaining the individual's attitudes toward relevant situations and objects. However, Rokeach (1973) later defined values as "enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite, or converse, mode of conduct, or end-state of existence" (p. 5). Lessig (1975) referred to values as a closely held, abstract belief which is centrally located in an individual's belief system. Later, Schwartz (1992, p. 4) extended the value definition of Rokeach (1973) by describing values as "concepts or beliefs [that] pertain to desirable end-states or behaviors, transcend specific situations, guide selection or evaluation of behavior and events, ordered by relative importance." More recently, Roccas et al. (2002) not only considered values to be inherently desirable, but also conceptualized them as cognitive representations of desirable, abstract goals, which ultimately motivate an individual's actions. Conceptually, personal values differ from motives and needs since personal values are inherently desirable and cognitively represented. More specifically, while motives address particular aims and/or desires, personal values are based on an even broader and much more general set of desires and/or aims (Oreg and Nov, 2008). Roccas et al. (2002) also argued that values might be cognitively represented in ways enabling individuals to communicate about them. Previous literature has argued that values of an individual convey what is important to the individual (Watkins and Gnoth, 2011a). The individual may hold several values (e.g., honesty, caring for others or a sense of accomplishment) with varying levels of significance. For example, one person may consider a particular value to be important, but another person may consider the value to be unimportant or less important even if both people are in the same organization or family. Thus, values may be deeply individualistic and personal (Schwartz, 1992). The above definitions by scholars agree on personal values' key features as follows: (1) an individual's values reflect a belief on a particular end-state's desirability; (2) an individual's values transcend a particular situation since they are generally abstract; and (3) an individual's values are ordered in a value priorities' system (e.g., choices based on values an individual considers to be most important to act on when different values are activated in a particular circumstance). The shared key features of personal values by scholars illustrate several reasons why the personal value construct is important to the fields of social psychology and consumer behavior research. First, the personal value construct is theoretically conceptualized and has empirically validated that personal values play significant roles in explaining particular behaviors as well as beliefs and driving various variables, including individuals' attitudes and behavioral intentions. Second, the total number of personal values an individual considers to be important tends to be relatively small so that personal values serve as an economically efficient instrument for depicting and examining differences and similarities between persons and cultures.

### 2.2. The dimensions and measures of personal values

Based on the above definitions and characteristics, several studies developed and tested dimensions and instruments to measure personal values. For example, Rokeach (1973) developed Rokeach's Value Survey (RVS), which value-related studies have often employed (Mehmetoglu et al., 2010). The RVS is made up of two sets of personal values: 18 terminal values (i.e., ideal end-state existence) and 18 instrumental values (i.e., ideal modes of behavior). The terminal values include conditions (e.g., happiness, equality and a sense of accomplishment) referring to an individual's desired end-state of existence. The instrumental values embrace several attributes (e.g., politeness, broadmindedness and ambitiousness) relating to modes of conduct. According to the RVS, respondents are asked to rank each set's values in order of importance to their lives and explain how the values guide

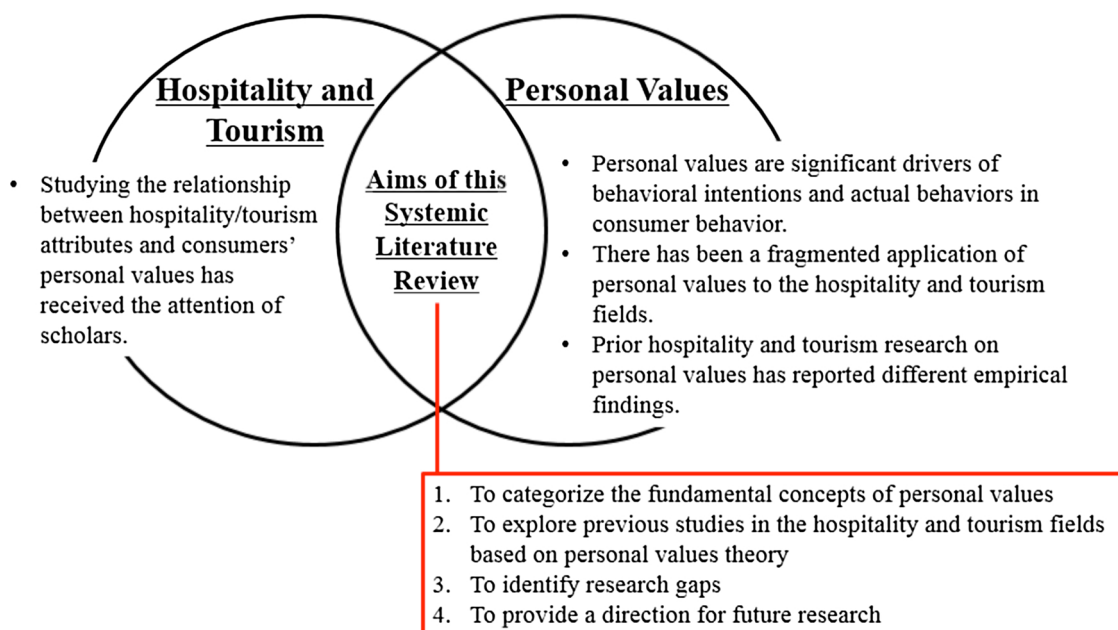


Fig. 1. Review Aims.

their principles.

[Kahle \(1983\)](#) recognized the RVS's drawbacks and developed a simplified value measure known as a List of Values (LOV). The LOV is made up of nine terminal values based on the 18 terminal values of the RVS, Maslow's hierarchy of needs and other treatments of studies on personal values. The nine values are: (1) warm relationships with others; (2) self-respect; (3) a sense of accomplishment; (4) fun and enjoyment in life; (5) self-fulfillment; (6) being well-respected; (7) security; (8) a sense of belonging; and (9) excitement. Since the LOV provides some advantages, being easier to administer and complete, it has been employed by research on personal values, in particular by studies conducted by non-psychologists ([Mehmetoglu et al., 2010](#)).

[Mitchell \(1983\)](#) developed Values and Lifestyles (VALS) based on the theoretical ideas of [Maslow \(1943\)](#) and [Riesman \(1950\)](#). The VALS has been used for segmentation objectives in a variety of areas of study ([Sharpley, 1999](#)). Based on consumers' responses to a set of demographic and attitudinal items, the VALS classified consumers into nine lifestyle groups: (1) survivors; (2) sustainers; (3) belongers; (4) emulators; (5) achievers; (6) I-am-me; (7) experiential; (8) societally conscious; and (9) integrated. After classifying the groups, the VALS re-clusters the lifestyle groups into three categories: (1) need-driven (e.g., an individual's behavior is more driven by a need than by a value or attitude); (2) outer-directed (e.g., an individual's behavior is affected by a social factor); and (3) inner-directed (e.g., an individual's behavior is based on a personal need) ([Mitchell, 1983](#)). However, the VALS heavily relies on demographic data while the LOV yields psychographic data allowing scholars to separately get demographic predictions ([Kahle and Kennedy, 1989](#); [Kahle et al., 1986](#)). Therefore, LOV has been considered a better predictor of a consumer's behaviors than the VALS ([Novak and MacEvoy, 1990](#)).

[Kincin and Chen \(2001\)](#) modified the LOV scale and conducted research segmenting British tourists who visited Turkey into two categories: (1) agenda achievers and (2) relationship seekers. The agenda achievers tended to seek value through achievement, while the relationship seekers tended to believe that a warm relationship with others was important. Based on a set of trip and demographic characteristics, the study compared the two segments and found that agenda achievers were significantly different from relationship seekers in terms of certain features. For instance, the agenda achievers perceived less satisfaction and service quality than did the relationship seekers.

[Schwartz \(1992\)](#) developed a more sophisticated approach to understanding complex value structures and has identified 10 motivationally distinct dimensions of value orientation. Schwartz's personal value structure consists of four higher-order value structures forming two bipolar aspects: self-transcendence (combining universalism and benevolence) vs. self-enhancement (combining power and achievement); and openness to change (combining stimulation and self-direction) vs. conservation (combining security, conformity and tradition). Hedonism shares some components of both self-enhancement and openness to change. The two bipolar dimensions are the foundation of Schwartz's value system. On the SVS (Schwartz's Value Survey), each respondent is asked to rate the importance of 57 value items. Scores on the 10 value dimensions are then separately calculated by averaging the scores of each item belonging to each value. The SVS has been validated by prior studies, showing that the SVS's 10 measured values embrace all fundamental values of respondents across and within cultures, and that the SVS provides the circular structure and distinctiveness of the 10 value types ([Schwartz, 1977, 1992](#); [Schwartz and Bilsky, 1987](#)).

[Stern and Dietz \(1994\)](#) extended [Schwartz's \(1977\)](#) personal value structure focusing more on the attitudes of concern about environmental issues within an individual's general set of values. The fundamental concept is based on the relative importance that individuals place on themselves (egoistic), other people (social-altruistic), or plants and animals (biospheric). For example, egoistic values lead individuals to care for and/or do something to maximize benefits and reduce losses, whereas social-altruistic values lead individuals to care for and/or do something for the welfare of society, and biospheric values lead individuals to care for and/or do something for the environment's and biosphere's welfare. Prior research in the consumer behavior and environmental psychology fields has supported the three-factor structure of the personal value system developed by [Stern and Dietz \(1994\)](#) ([Schultz, 2000, 2001](#)). [Table 1](#) demonstrates measures as well as the fundamental concepts and dimensions of personal values by scholars.

Previous research has used various theoretical backgrounds and measures for differentiating between each dimension of the personal value construct and for predicting behavioral intention and actual behavior within the hospitality and tourism contexts. This approach is common across all areas of the research community; however, the impact of personal values on beliefs, attitudes, intentions and behaviors may be different depending on the dimensionality, operationalization

**Table 1**  
Fundamental Concepts of Personal Values by Scholars.

Authors	Definition	Basic concepts	Dimensions	Measures
Kluckhohn and Strodtbeck (1961)	“Complex but definitely patterned principles, resulting from the transactional interplay of three analytically distinguishable elements of the evaluative process (i.e., cognitive, affective, and direct elements)”	Values form around five basic types of problems to be solved by every society, and three alternative solutions to each.	<ol style="list-style-type: none"> <li>1 The nature of reality and nature</li> <li>2 The nature of time and space</li> <li>3 The nature of human nature</li> <li>4 The nature of human activity</li> <li>5 The nature of human relationships</li> </ol>	<p>Examples:</p> <ol style="list-style-type: none"> <li>1 Spirit world or harmony with nature</li> <li>2 Past time orientation or cyclical nature of time</li> <li>3 Concepts of man and self</li> <li>4 Middle way or work/play distinctions</li> <li>5 Human relationships or collective</li> </ol>
Rokeach (1973)	“An enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence”	18 terminal values (i.e., ideal end-state existence) and 18 instrumental values (i.e., ideal modes of behavior)	<ol style="list-style-type: none"> <li>1 The terminal values include conditions (e.g., happiness, equality, and so on) reflecting an individual’s desired end-state of existence.</li> <li>2 The instrumental values embrace several attributes (e.g., politeness, broadmindedness, ambitiousness, and so on), relating to modes of conduct</li> </ol>	Rokeach’s Value Survey (RVS): Respondents are asked to rank each set’s values in order of importance to their lives and how the values guide their principles
Kahle (1983)	“A type of social cognition that function to facilitate adaptation to one’s environment”	9 terminal values based on 18 terminal values of Rokeach (1973), Maslow’s hierarchy of needs, and other treatments of studies on personal values	<ol style="list-style-type: none"> <li>1 Warm relationships with others</li> <li>2 Self-respect</li> <li>3 Sense of accomplishment</li> <li>4 Fun and enjoyment in life</li> <li>5 Self-fulfillment</li> <li>6 Being well respected</li> <li>7 Security</li> <li>8 Sense of belonging</li> <li>9 Excitement</li> </ol>	List of Values (LOV): Respondents are asked to rate each of the values in terms of its importance and influence on their daily life.
Mitchell (1983)	“Psychographic variables that give a clearer orientation to scholars to identify the ecological lifestyle segment”	Theoretical ideas of Maslow (1943) and Riesman (1950)	<ol style="list-style-type: none"> <li>1 Need driven (e.g., an individual’s behavior is more driven by a need than by a value or attitude)</li> <li>2 Outer directed (e.g., an individual’s behavior is affected by a social factor)</li> <li>3 Inner directed (e.g., an individual’s behavior is based on a personal need)</li> </ol>	Values and Lifestyles (VALS) includes 35 items that relate personal values to different lifestyles
Schwartz (1992)	“Concepts or beliefs [that] pertain to desirable end-states or behaviors, transcend specific situations, guide selection or evaluation of behavior and events, ordered by relative importance”	Social institutional demands on individual, social interactional requirements, and biological needs	<ol style="list-style-type: none"> <li>Four higher order value structures forming two bipolar aspects:                             <ol style="list-style-type: none"> <li>1 self-transcendence (combining universalism and benevolence) vs. self-enhancement (combining power and achievement)</li> <li>2 openness to change (combining stimulation and self-direction) vs. conservation (combining security, conformity and tradition)</li> </ol> </li> </ol>	Schwartz’s Value Survey (SVS): each respondent is asked to rate the importance of 57 value items. Then, scores on the ten value dimensions are separately calculated by averaging the scores on each item belonging to each value.
Stern and Dietz (1994)	“General foundation for forming attitude and belief affecting behavior indirectly through a more specific attitude regarding a certain topic or idea”	Three distinct value orientation dimensions that affect attitudes toward environmental issues and pro-environmental behavior	The egoistic value construct focuses on maximizing individual outcomes The biospheric value construct focuses on the biosphere and environment The social-altruistic value construct emphasizes concern for others’ welfare	Respondents are asked to rate the relative important that they place on themselves, other people, or plants and animals.



and measure of the personal value construct because each dimension of personal values is not independent, but interrelated, and personal values have been measured by various items developed by personal value scholars based on the different basic concepts (Ekinici and Chen, 2001; Kahle, 1983; Mitchell, 1983; Rokeach, 1973; Schwartz, 1977; Stern and Dietz, 1994) (see Table 1). This aspect may become a critical issue for understanding the role of personal values in the hospitality and tourism contexts.

### 3. Methodology

#### 3.1. The approach to a systematic literature review of the personal value construct

A systematic quantitative approach was employed for mapping and reviewing prior research on personal values in the hospitality and tourism fields. This approach focuses on a systematic procedure of searching, extracting and synthesizing extant literature on an articulated and justified topic (Yang et al., 2017). This study suggests a reporting flowchart to enhance the quality of a systematic literature review and the traceability of the procedure. The flowchart illustrates how the number of extant studies on personal values in the hospitality and tourism fields is included and excluded at particular steps in the literature search. In addition, it is a feasible approach for mapping the boundary of knowledge through counts and charts of conclusions that have already been drawn, and therefore casts light on what has yet to be learned (Pickering et al., 2015; Yang et al., 2017). By being able to synthesize a wide range of interdisciplinary research in different contexts employing a variety of research settings, it is also a comprehensive approach (Pickering and Byrne, 2014). Therefore, this study considers a systematic, quantitative approach to be an appropriate tool with which to map the landscape of previous studies on personal values and their impact, using multidisciplinary literature from the areas of hospitality and tourism.

#### 3.2. The systematic review procedure

To achieve the aim, this study developed a review protocol containing information of search terms, databases and screening criteria. In order to capture prior studies that examined the role of personal value, “personal value” and “value orientation” were employed as the search keywords. The extant literature has suggested that personal values can be identified with independent basic values and be based on a structure of dynamic relationships among the values, which is known as value orientation (Schwartz, 2012). The most recognized and prestigious academic journals in the hospitality and tourism arena (i.e., the “*International Journal of Hospitality Management*,” “*International Journal of Contemporary Hospitality Management*,” “*Cornell Hospitality Quarterly*,” “*Journal of Hospitality and Tourism Research*,” “*Journal of Travel Research*,” “*Tourism Management*,” “*Annals of Tourism Research*” and “*Current Issues in Tourism*”) were selected to obtain a list of empirical articles in the period of 2000–2018. To enhance the overall quality of the literature review, only top-tier journals were considered based on the impact factors of each journal and the Scimago Journal & Country Rank (i.e., *International Journal of Hospitality Management* = 4.465, *International Journal of Contemporary Hospitality Management* = 3.957, *Cornell Hospitality Quarterly* = 2.492, *Journal of Hospitality and Tourism Research* = 2.849, *Journal of Travel Research* = 5.338, *Tourism Management* = 6.012, *Annals of Tourism Research* = 5.495 and *Current Issues in Tourism* = 3.395). Citation frequency determines each journal’s impact factors, and top-tier journals receive high impact factors by publishing and containing articles that are frequently and generally cited by scholars, students and practitioners in each scientific field in terms of advanced methods and unique topics (Saha et al., 2003). In addition, published articles in top-tier journals have been considered the source of the most notable scientific findings in the particular areas

(i.e., hospitality and tourism fields in this study) (Saha et al., 2003). Therefore, the role of articles published in the top-tier journals is critically important as they are leading the research trends in academia. Empirical studies in other fields (i.e., psychology, marketing, politics and sociology) were not included. However, all the hospitality and tourism fields (i.e., consumer behavior and organizational behavior, hotels and restaurants, and quantitative and qualitative approaches) were included for the data-collection process. The list of empirical articles should meet the specified condition focusing only on “personal” values (e.g., “perceived” value, which was excluded: “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given, Zeithaml, 1988, p. 14). To sort out the empirical articles in the databases, the condition, titles, abstracts, keywords and bodies of each article were considered.

As of October 2018, a search of hospitality and tourism journals led to 843 records exported to Microsoft Excel for data collection. Subsequently, 797 references (i.e., conceptual articles focusing on perceived values or mentioning personal values just as a limitation of the study) which did not meet the specified condition were removed, and thus 37 empirical articles dealing with personal value and/or value orientation were identified during the period of 2000–2018. This study referred to Yang et al. (2017) work to develop “Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Flowchart” with some adjustments for the purpose of this study. Fig. 2 illustrates the number of references which were screened and excluded at each stage.

### 4. Research findings

#### 4.1. Types and theoretical frameworks of personal values in the hospitality and tourism fields

Scholars in the hospitality and tourism fields have defined personal values and examined the role of personal values based on the aforementioned conceptualizations of personal values. Table 2 summarizes the authors, research contexts, definitions of personal values, theoretical backgrounds and their measures, conceptual foundation and operationalization, roles of personal values and main results.

The previous studies have used dimensions and measures of the personal value construct to examine antecedents and consequences of personal values. To do so, the prior research has been based on the theoretical backgrounds established by several personal value scholars in other fields. However, despite the common theoretical background, several studies have employed different dimensions of the personal value construct. For example, the works of both Kim et al. (2016) and Li and Cai (2012) are based on Kahle (1983) personal value concept. However, Kim et al. (2016) suggest dimensions of personal values such as personal happiness, pursuit of a healthy life, fun and enjoyment, reinforcement of social bonds through socializing, enhancement of quality of life, self-satisfaction and achievement, maturity of religious beliefs, and understanding of other cultures or countries, while Li and Cai (2012) propose internal and external values as personal value dimensions. In their studies, the conceptualization of personal values seems to be similar, but the operationalization and measures are totally different from each other. The above studies did not describe how and why they operationalized and employed each dimension of personal values based on Kahle’s (1983) study.

In addition, although Xu and Fox’s (2014) study is based on Stern and Dietz’s (1994) personal value concept, Xu and Fox (2014) consider only ecocentric and anthropocentric values. According to Stern and Dietz’s (1994) study, however, personal values are made up of three distinct dimensions: egoistic, biospheric and social-altruistic. Surprisingly, some studies tend to either omit or add dimensions of personal values to their research contexts. For example, Frey and George’s (2010) work uses only tradition and conformity as dimensions of personal values based on Schwartz’s (1992) value orientation theory. In

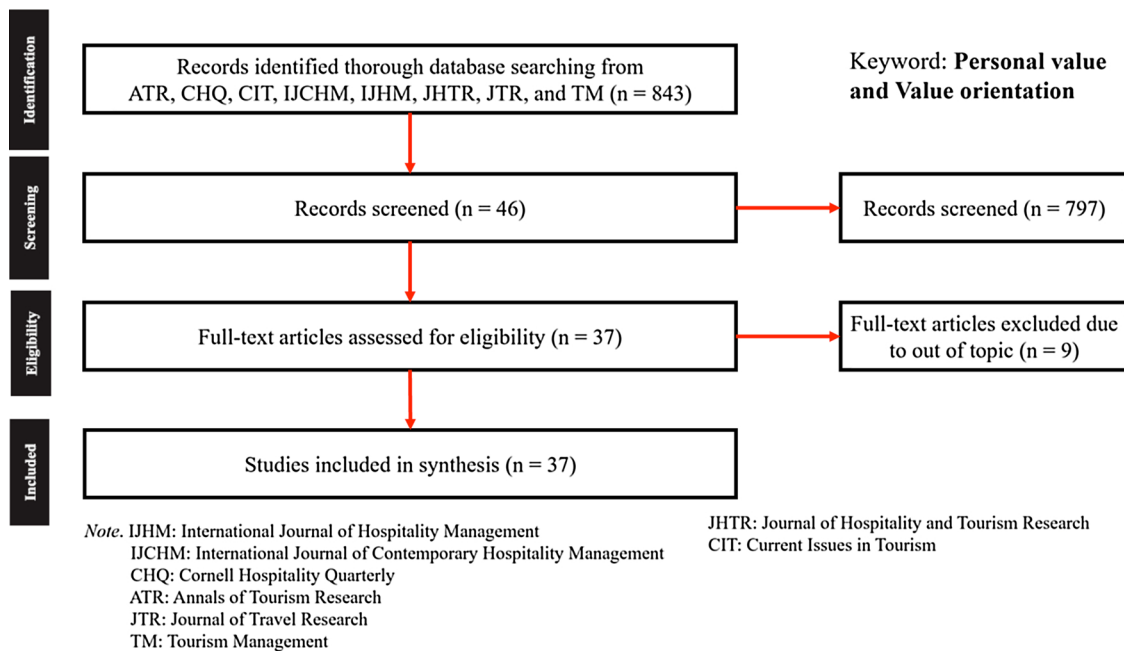


Fig. 2. A PRISMA Flowchart for Hospitality and Tourism Journals Adapted from Yang et al. (2017).

addition, Han (2015) considers the biospheric aspect of personal values for his study by omitting the social-altruistic and egoistic dimensions of personal values.

Another serious issue is that some of the previous studies have conceptualized personal values with different aspects, such as the New Ecological Paradigm (Jang et al., 2017; Park and Kim, 2014) and personal norms (Shin et al., 2018), which are not directly related to personal values. The New Ecological Paradigm has most often been used to measure environmental concerns or environmental attitudes rather than personal values within the green consumer behavior literature (Y.K. Lee et al., 2014). Prior research in the consumer behavior context has considered the New Ecological Paradigm as a consequence of personal values, and some studies in the hospitality and tourism fields have agreed. For example, Kiatkawsin and Han (2017) consider biospheric, altruistic and egoistic values determinants of the New Ecological Paradigm. However, some studies in the hospitality and tourism arena have used the New Ecological Paradigm to develop an environmental value construct based on personal values (Jang et al., 2017; Park and Kim, 2014). The New Ecological Paradigm cannot embrace all aspects of personal values among individuals since it focuses mainly on individuals' perceptions of the natural environment (Y.K. Lee et al., 2014).

In conclusion, previous studies have adequately defined personal values and empirically examined their antecedents and consequences in the hospitality and tourism contexts. However, prior research has operationalized different aspects of personal values even though they are based on the same theoretical background. Furthermore, some studies have focused on a particular aspect of personal values for their research context (i.e., biospheric values for green hotels or ecotourism), and have used measures that are not directly related to personal values.

#### 4.2. The match between concept and operationalization of personal values

Based on the comparison of the conceptual foundation to the operationalization of the personal value constructs in Table 2, this study investigates how well they are conceptually and empirically matched. As indicated in Table 3, only 19 % of the surveyed articles have proposed all aspects of personal value dimensions according to the theoretical backgrounds (for example, Schwartz: Self-transcendence; Conservation; Self-enhancement; Openness-to-change) for data analyses.

However, approximately 70 % of the articles have selectively proposed some dimensions of the personal value construct depending on their research contexts or combined them with new dimensions based on the empirical findings of the statistical approaches. The latter could be one of the better approaches for identifying a new aspect for a particular research context or population; however, it also should recognize that this approach starts with a broad perspective of personal values instead of adapting some viewpoints of the construct.

## 5. Discussion

According to the findings of this study, the hospitality and tourism literature on personal values has been dominated by particular contexts (e.g., pro-environmental behaviors and/or ecotourism contexts) rather than general contexts, by the lack of a comprehensive literature review of personal values, and by partial match or non-match between the fundamental concept and operationalization of personal values depending on the research contexts and statistical methods. Based on the observed outcomes from the systematic literature review, this study provides several recommendations for future studies on personal values in the hospitality and tourism fields.

### 5.1. Extending personal values to various hospitality and tourism contexts

Much of the prior research in the hospitality and tourism fields investigated in this study emphasized certain contexts (i.e., especially within the green and/or ecotourism contexts). As a result, the personal value construct has not been applied to certain contexts in the hospitality and tourism fields. Personal value scholars in other fields have employed the personal value construct to explain the perceptions, attitudes and behaviors of a variety of target populations (Knafo and Schwartz, 2003, for family behavior; Alkire, 2005, for social behavior; Goodwin et al., 2004, for sexual behavior; Caprara et al., 2006, for political behavior; Paryente and Orr, 2004, for religious behavior; Fegg et al., 2005, for satisfaction from the provision of various services; Arciniega and Gonzalez, 2005, for job satisfaction and work behavior; Cohrs et al., 2005, for attitudes toward violence, fear and war; and Lorena et al., 2007, for attitudes toward a variety of types of risk). Personal value scholars have also referred to concrete theoretical backgrounds to support their justification for applying the personal

**Table 2**  
Summary of Surveyed Articles from Hospitality and Tourism Journals.

Authors	Research context	Definition of personal values	Theoretical background for dimensionality and measurement	Conceptual foundation and operationalization	Role of personal values	Main results
Crick-Furman and Prentice (2000)/ATR	Domestic tourists to two small towns (i.e., St. Andrews and Pitlochry) in Scotland, United Kingdom	Guidelines of judgments, attitudes, and actions as the determinant of behaviors	<b>Rokeach (1973)</b> 1. Inner directed: 1) To relax and unwind 2) Get back in touch with myself 3) Fun 4) Excitement 5) To indulge myself 6) To learn something interesting 2. Outer directed: 1) To be closer to nature 2) To spend quality time with friends and family 3) No hassle 4) Freedom in wide open spaces 5) A safe place to holiday 6) Somewhere well-known so I can tell my friends 7) To learn about my own country <b>Kahle (1983):</b> Accomplishment Fun and enjoyment Excitement Self-esteem <b>Rokeach (1973):</b> Equity Competence Integrity	Conceptual foundation: Rokeach's approach Operationalization: Divided two dimensions of personal values into emotion-dominant and cognition-dominant based on the push-pull factors	Determinant of Particular holiday activities	Personal values significantly affected tourists' particular holiday activities, such as sightseeing, mountain biking, climbing, fishing, leisure shopping, etc.).
Klenosky (2002) JTR	Students at a Midwestern university aged 18 years or older	An enduring belief about a desired end state of existence assumed to guide and motivate; usage as well as choice behavior	<b>Kahle (1983):</b> Accomplishment Fun and enjoyment Excitement Self-esteem <b>Rokeach (1973):</b> Equity Competence Integrity	Conceptual foundation: Rokeach's and Kahle's approaches Operationalization: Some aspects of the push factors	Determinant of: Spring break destination choice Pull factors	Personal values were important determinants of destination choice (e.g., skiing, scenic/natural resources, and beaches) as well as pull factors.
Ross (2004) <i>IJHM</i>	Students enrolled in years 1, 2, and 3 within the School of Business at James Cook University	Ethical value: Guidelines for personal conduct to which an individual refers when confronted with a circumstance wherein a choice should be made Personal values guide individuals' behavior, judge and evaluate others as well as themselves	<b>Rokeach (1973):</b> Terminal values Instrumental values	Conceptual foundation: Rokeach's approach Operationalization: Combined all aspects of personal values as one dimension for data analyses; Operationalized as cultural values	Determinant of: Individual ethical influences Management ethical response perceptions	There were significant associations between ethical values and individual ethical influences/measures of trust and mistrust (i.e., perceived management response influence). Cultural value has significant impacts on personality, travel motivation, and vacation activities.
Reisinger and Mavondo (2004) <i>JHTR</i>	Undergraduate tourism and hotel management students	Work values: Goals that individuals seek to attain to satisfy a need An enduring belief that particular outcomes or behaviors are preferable	<b>Hofstede (1991):</b> Intrinsic work value Extrinsic work value (i.e., comfort-independent, stimulation, affiliation, and achievement) <b>Schwartz (1992):</b> Face consciousness (i.e., the importance attached to an individual's public self-image) Fate submissiveness (i.e., the importance attached to an individual's luck/fate) The relationship between cultural value and personal value	Conceptual foundation: Hofstede's approach Operationalization: Selective aspects of personal values focusing mainly on the organization context Conceptual foundation: Schwartz's approach Operationalization: Two aspects of personal values focusing mainly on service failures	Relationship with: Cultural orientation Predictor of: Work satisfaction and career aspirations Determinant of: Hotel dissatisfaction Restaurant dissatisfaction	There were correlations between work values and cultural patterns; Work values significantly influenced work satisfaction and career aspirations. The personal value constructs significantly influenced consumer responses to service failures.
White (2006) <i>IJHM</i>	Hospitality management students (undergraduate and postgraduate students) in the UK, US, Switzerland, France, Sweden, Spain, and Netherlands	Representing individuals' important and desirable end states	The relationship between cultural value and personal value	Conceptual foundation: Cultural value orientation in China Operationalization: Conducted the Means-end interviews with participants to identify each dimension of personal values Conceptual foundation: Schwartz's approach Operationalization: Two	Determinant of consumers' responses to service failure and service recovery situation	Personal values were significantly associated with consumers' responses to service failure and service recovery situation
Chan et al. (2007) <i>IJHM</i>	Study 1: Business executives from a part-time MBA program in Hong Kong Study 2: Undergraduate students at a Hong Kong university	N/A	<b>Schwartz (1992):</b> Tradition Conformity	Moderator of: The relationship between management attitude	N/A (no empirical examination)	
Lee and Sparks (2007) <i>JHTR</i>	Tourism and hospitality consumers in China, Singapore, and Malaysia	N/A				
Frey and George (2010) <i>TM</i>	Members of Cape Town Tourism	N/A				

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Table 2 (continued)

Authors	Research context	Definition of personal values	Theoretical background for dimensionality and measurement	Conceptual foundation and operationalization	Role of personal values	Main results
Watkins and Gnoth (2011) <i>ATR</i>	Backpackers and package tourists to New Zealand	Personal values form basic types of problems resolved by every society and solutions to each.	Kluckhohn and Strodtbeck (1961): Helpful Honest Self-Respect Fulfillment Warm relationships Unity with nature Protecting the environment Influential Successful Ambition Security Privacy Freedom Accomplishment Happiness Excitement New experience Knowledge Respect for tradition Security Obedience Pleasure Curiosity	aspects of personal values focusing mainly responsible tourism management Conceptual foundation: Kluckhohn & Strodtbeck's personal value framework Operationalization: Conducted the Means-end interviews with participants to identify each dimension of personal values	and responsible management intention Consequence of: Cultural assumptions (i.e., the nature of reality and truth, the nature of time and space, the nature of human nature, the nature of human activity, and the nature of human relationships) Antecedent of: Tourism behavior	Cultural assumption had a significant influence on personal values; personal values significantly affected tourism behavior (e.g., travel style, destination, and activity).
Watkins and Gnoth (2011) <i>JTR</i>	Backpackers and package tourists to New Zealand	The most central, abstract beliefs guiding behaviors as well as attitudes	Hofstede (1991) and McIntosh & Thyne (2005) Means-End Theory: Inner harmony/spiritualist Immediate/practical concerns People Inner-directed values Outer-directed values	Conceptual foundation: Hofstede and McIntosh & Thyne Operationalization: Conducted the Means-end interviews with participants to identify each dimension of personal values	Determinant of: Travel behavior	Personal values significantly affected travel behaviors (e.g., nature, travel style, destination, and activity).
López-Mosquera and Sánchez (2011) <i>TM</i>	Green space users	A simple principle guiding cognitive inferences or evaluations	Kahle (1983) and Rokeach (1973) Instrumental values (i.e., a source of fun, pleasure and enjoyment; enhances my quality of life and security; emotional stimulation; I'm more successful) End values (i.e., a sense of self-fulfillment and accomplishment; being respected by others; peace of mind dignity and self-respect) Several studies on CSR (e.g., Bansal and Roth, 2000; Rivera and de Leon, 2005): The need of product environment and personal and lifestyle values Stern and Dietz (1994): Socioaltruistic Biospheric Egoistic	Conceptual foundation: Rokeach's approach Operationalization: Two aspects of personal values, such as instrumental values and end values	Consequence of: Attributes Functional and psychological consequences	Personal values were significantly influenced by functional and psychological consequences.
Garay and Font (2012) <i>IJHM</i>	Managers of all types of accommodation	Altruism: Explaining an enterprise's behavior as doing good from accepting nature and society as the greatest stakeholder A desirable trans situational goal-striving acting as a guiding principle for behavior in individuals' lives	and Roth, 2000; Rivera and de Leon, 2005): The need of product environment and personal and lifestyle values Stern and Dietz (1994): Socioaltruistic Biospheric Egoistic	Conceptualization: Resource-based view Operationalization: One aspect of personal values, altruistic values Conceptual foundation: Stern & Dietz's approach Operationalization: All aspects of personal values	One reason for implementing CSR activities as altruistic reasons	Altruistic values regarding environmental protection, lifestyle, and social commitment were the top three reasons for implementing CSR activities. Personal values significantly affected tourists' attitudes and support for environmental protection and conservation in tourism.
Perkins and Brown (2012) <i>JTR</i>	Tourists at both Seaworld and O'Reilly's Rainforest Retreat	A type of social cognition that is primarily learned or acquired conceptually to help individuals know and understand their interpersonal relations	Kahle's (1983) List of Values (LOV): Internal value	Conceptual foundation: Kahle's approach Operationalization: All aspects of personal values	Determinant of: Motivation factors (i.e., novelty & knowledge, prestigious & luxury experience, self-development, exciting experience, and so on)	Internal value significantly influenced motivation factors and behavioral intention; external value significantly affected motivational factors only.
Li and Cai (2012) <i>JTR</i>	Chinese outbound package-group tourists who had traveled overseas for pleasure	Enduring belief that a certain mode of conduct is socially	External value Rokeach (1973): Happiness	Conceptual foundation: Rokeach's approach	Determinant of Destination Behavioral intention	There were associations between personal values and refresh/recharge/relax, opportunity to
Pike (2012) <i>TM</i>	Staff and postgraduate students of a marketing school in Brisbane, Australia					(continued on next page)



Table 2 (continued)

Authors	Research context	Definition of personal values	Theoretical background for dimensionality and measurement	Conceptual foundation and operationalization	Role of personal values	Main results
El Dief and Font (2012) <i>JHTR</i>	Egyptian academics in hospitality/ CSR and hoteliers	and/or personally preferable to an alternative mode of conduct	Healthy life Get closer to family/partner Self-fulfillment Broaden my mind Rewarding self Status/enhance my credibility Safety The New Ecological Paradigm (NEP) scale developed by Dunlap and Van Liere (1978); Eco-centric value	Operationalization: Conducted interviews with participants to identify each dimension of personal values  Conceptual foundation: Various scholars' approaches  Operationalization: Three dimensions of personal values, such as competitive-based, altruism-based, and legitimacy-based Conceptualization: Schwartz's approach  Operationalization: Identified dimensions and scales to measure work values	Consequences of destination attributes  Determinant of: Environmental planning and organization  Environmental operations	try something new, break from routine/get away from it all, see more/do more/eat more, more time at destination, brag value, and exciting.  Three dimensions of personal values were significant predictors of environmental planning and organization and environmental operations.
Gursoy et al. (2013) <i>IJHM</i>	Employees of a North American branded hotel chain	Work values based on personal values Schwartz (1992); The importance an employee places on particular consequence associated with his or her work's attributes	A series of focus group meetings based on Parry & Urwin's work (2011); Work centrality Non-compliance Technology challenge Work-life balance Leadership Power Recognition Vaske and Donnelly (1999);	Conceptual foundation: Identified dimensions and scales to measure work values	Relationship with: Different generations (i.e., Baby Boomers, Generation X, and Millennials)	There were significant differences in work values and attitudes between younger and older generations of employees.
Needham and Little (2013) <i>TM</i>	Skiers and snowboarders at the Mt. Bachelor ski area	Intensity and pattern of basic beliefs about objects' general classes	Work values based on personal values Schwartz (1992); The importance an employee places on particular consequence associated with his or her work's attributes	Conceptual foundation: Vaske & Donnelly's approach Operationalization: Two aspects of personal values measured with NEP	Determinant of: Current trip motivation Future trip Knowledge of voluntary environmental programs	Personal values significantly influenced current trip motivations, future trips (more voluntary environmental programs), and knowledge of voluntary environmental programs. The moderating effects of work values were significant: Work values significantly affected job satisfaction and turnover intention.
Cheng et al. (2013) <i>IJHM</i>	Employees of international tourist hotels in Taiwan	Work values: an evaluative standard related to work or work environment used by an employee to assess the importance of preferences or to determine what is right	Hofstede (2001);  Task value Team value Reward value Status value Stern and Dietz (1994); Ecocentric Anthropocentric	Conceptual foundation: Hofstede's approach - part of an individual's self-concept and used to describe him/herself Operationalization: Selective aspects of personal values focusing mainly on the organization context	Moderate: The relationship between ethical context and job responses  The relationship between ethical context and turnover intention	Personal values significantly affected tourism and the environment, attitudes toward conservation, and sustainable tourism in national parks.
Xu and Fox (2014) <i>TM</i>	Visitors to Jiuzhaigou National Scenic Area, China and New Forest National Park, UK	Environmental value: Individual beliefs about the importance of the natural environment and how it needs to be considered and handled by humans Travelers' beliefs or concepts about desirable end behaviors or states which transcend particular circumstances and guide evaluation or selection of events and behavior	Stern and Dietz (1994); Ecocentric Anthropocentric	Conceptual foundation: Stern & Dietz's approach Operationalization: Some aspects of personal values combined with a new dimension	Determinant of: Tourism and the environment Conservation Sustainable tourism development	Personal values significantly affected tourism and the environment, attitudes toward conservation, and sustainable tourism in national parks.
Sirakaya-Turk et al. (2014) <i>CHQ</i>	North American travelers who took a round trip of 200 miles in the last 12 months	Travelers' beliefs or concepts about desirable end behaviors or states which transcend particular circumstances and guide evaluation or selection of events and behavior	Shepherd et al. (2009) Sustainability Value Domains (SV) based on Schwartz (1992) and Stern and Dietz (1994); Freedom Shared responsibility Respect for nature Equality Tolerance Solidarity	Conceptual foundation: Schwartz's approach  Operationalization: Some aspects of personal values focusing mainly on sustainability	Determinant of: Environmental behavior (i.e., recycling behavior and environmentally active behavior) Choice of sustainable hospitality facility	The sustainability value domains construct had significant influences on choice of sustainable hospitality facility and environmental behavior.

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Table 2 (continued)

Authors	Research context	Definition of personal values	Theoretical background for dimensionality and measurement	Conceptual foundation and operationalization	Role of personal values	Main results
Jun et al. (2014) <i>IJHM</i>	Students, staff, and alumni at a Midwestern university in the United States		Rokeach (1973): Values-attitudes-behaviors framework	Conceptual foundation: Rokeach's approach Operationalization: One aspect of personal values focusing mainly on health	Determinant of: Attitude toward taste Attitude toward healthfulness Behavioral intentions	Health value significantly affected attitude toward taste, attitude toward healthfulness, and behavioral intentions
C.K. Lee et al., 2014; <i>IJHM</i>	Korean volunteers of the Expo 2012 Yeosu Korea	Altruistic value: focusing on the needs of others, which promotes others' welfare without conscious regard for an individual's self-interest	(Warner et al., 2011): Altruism	Conceptual foundation: Hoffman's altruism definition Operationalization: One aspect of personal values, altruism	Determinant of: Satisfaction with participation in volunteering for the Yeosu Expo	The impact of altruism on satisfaction was not statistically significant.
Park and Kim (2014) <i>IJHM</i>	Top managers of three state lodging associations located in the northwestern region of the United States	Basis for top managers' perceptions of circumstance and determinant of their firm's strategic choice	The New Ecological Paradigm (NEP) scale developed by Dunlap and Van Liere (1978): Environmental value	Conceptual foundation: Stern's approach Operationalization: One dimension of personal values (i.e., environmental values)	Determinant of: Top managers' attitudes towards adoption of environmental practices	The impact of environmental value on attitudes towards adaptation of environmental practices was statistically significant.
Han (2015) <i>TM</i>	Frequent travelers who stayed at a hotel at least once every three months and knew what a green hotel was	Personal value consists of three types, such as altruistic, biospheric, and egoistic	Stern and Dietz (1994): Biospheric	Conceptual foundation: Schwartz's and Stern's approaches Operationalization: One aspect of personal values, biospheric value	Determinant of: Ecological worldview	The biospheric value significantly affected ecological worldview.
Choi et al. (2015) <i>IJHM</i>	Faculty members at a university in the Midwestern United States	Emphasizing harmony between nature and humans	Schwartz (1992)	Conceptual foundation: Schwartz's approach Operationalization: One aspect of personal values, biospheric value	Determinant of: Awareness of consequences	Personal value had a significant effect on awareness of consequences.
Kang et al. (2015) <i>IJHM</i>	Students, faculty and staff, and alumni at a Midwestern university	A customer's views on the concerns about or importance of health	Kahle (1983)	Conceptual foundation: Kahle's approach Operationalization: One aspect of personal values focusing mainly on health	Determinant of: Hedonic expectation Positive outcome expectation Interest in healthy food	Health value significantly influenced hedonic expectation and interest in healthy food
Kim et al. (2016) <i>TM</i>	Pilgrims at the Camino de Santiago in Spain	The most fundamental goal and the highest level of end whether terminal or instrumental	Kahle (1983) Personal happiness Pursuit of healthy life Fun and enjoyment Reinforcement of social bond through socializing Enhancement of quality of life Self-satisfaction and achievement Maturity of religious beliefs Understanding of other cultures or countries	Conceptual foundation: Kahle's approach Operationalization: Some aspects of personal values combined with the research context	Determinant of: Attributes Consequences of attributes	There was an association of a cognitive hierarchy of means between personal values and attributes/consequences.
Rahman and Reynolds (2016) <i>IJHM</i>	General consumers in Amazon's Mechanical Turk (MTurk)	Three types of values (i.e., egoistic, altruistic, and biospheric)	Stern and Dietz (1994): Biosphere value (focusing on harmony between nature and humans)	Conceptual foundation: Schwartz's and Stern's approaches Operationalization: One aspect of personal values, biospheric value	Determinant of: Willingness to sacrifice for the environment	The biospheric value orientation significantly affected willingness to sacrifice for the environment.
Ye et al., 2017) <i>TM</i>	Australian university students with value-expressive holiday preferences	Trans-situational motivational life-goals that serve as guiding principles in people's lives	Schwartz's (1992) Value Survey (SVS): Self-transcendence Conservation Self-enhancement Openness-to-change Dietz (1994):	Conceptual foundation: Schwartz's approach Operationalization: Combined all aspects of personal values as one dimension for data analyses	Determinant of: Value congruent attitudes Value congruent subjective norms Value congruent perceived behavioral control Value congruent intentions	Personal values significantly affected value congruent attitudes, value congruent subjective norms, and value congruent perceived behavioral control.
	University students in South Korea	Serving as guiding principles in an individual's life, desirable	Schwartz (1992) and Stern and Dietz (1994):	Conceptual foundation: Stern & Dietz's approach	Determinant of: New Ecological Paradigm	

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Table 2 (continued)

Authors	Research context	Definition of personal values in importance	Theoretical background for dimensionality and measurement	Conceptual foundation and operationalization	Role of personal values	Main results
Kiatkawsin and Han (2017) <i>TM</i>		trans-situational goals that vary in importance	Biospheric Altruistic	Operationalization: All aspects of personal values		Personal values significantly influenced a new ecological paradigm.
Egoistic Ariza-Montes et al. (2017) <i>IJHM</i>	Hospitality employees' responsibility (i.e., restaurant managers, cooks, waiters, and kitchen helpers)	Guides individual action, provides standards for evaluating daily conduct, and determines the attitude and choice of each individual in different areas of life including work	Schwartz's (1992) Portrait Value Questionnaire (PVQ): Self-transcendence Conservation Openness-to-change	Conceptual foundation: Schwartz's approach Operationalization: All aspects of personal values	Determinant of: The positions of greater responsibility and professional status	There were significant relationships between the personal value profile of different groups of employees within the hospitality sector and the levels of responsibility and authority of their tasks.
Jang et al. (2017) <i>IJHM</i>	Top-level restaurant managers from all types of restaurants in the United States	Eco-oriented personal values: the degree to which a corporation is committed to its environmental operations (e.g., water and energy efficiency practices)	Stern et al. (1995) based on the New Ecological Paradigm (NEP) scale developed by Dunlap, Liere, Mertig, & Jones (2000)	Conceptual foundation: Stern's approach Operationalization: One dimension of personal values (i.e., environmental values)	Determinant of: Environmental leadership	Environmental values have a significant influence on environmental leadership; environmental values indirectly influenced stakeholder engagement, environmental sustainability, financial performances, and nonfinancial performances
Gursoy et al. (2017) <i>IJHM</i>	Owners of small and medium enterprises (SME) in Turkey	Religion and personal values: Religious values as an integral and inseparable part of people's life with a collective impact on society via shaping their behavior	Schwartz (1992) Schwartz Value Scale (SVS):  Self-transcendence Conservation self-enhancement Openness-to-change	Conceptual foundation: Schwartz's approach  Operationalization: All aspects of personal values	Antecedent of: Entrepreneurial behaviors (i.e., innovation behavior, risk taking behavior, and competitiveness behavior) Consequence of: A level of commitment to religion	There were significant differences between personal values of entrepreneurs (i.e., they practice religion vs. a belief in God but do not practice religion). Personal values have significant impacts on three types of entrepreneurial behavior.
Ballantyne et al. (2018) <i>TM</i>	Visitors to wildlife tourist attractions (e.g., Melbourne Zoo and Territory Wildlife Park in Australia, Shedd Aquarium in the USA and Vancouver Aquarium in Canada)	Trans-situational goals serving as guiding principles in individuals' lives	Schwartz (1992); Universalism-nature Universalism-animals Power-resources Power-dominance	Conceptual foundation: Schwartz's approach Operationalization: Refined aspects of personal values	Determinant of: Reflective engagement	Personal values significantly affected reflective engagement.
Ariza-Montes et al. (2018) <i>IJHM</i>	Chefs' well-being and job satisfaction	Objectives that are desirable, transcendent, and of variable importance and establish the principles that guide the life of a person or social entity	Schwartz's (1992) Portrait Value Questionnaire (PVQ): Self-transcendence Conservation Self-enhancement Openness-to-change	Conceptual foundation: Schwartz's approach Operationalization: All aspects of personal values	Moderator of: The relationship between job satisfaction and life satisfaction/happiness	Personal values significantly moderated the impacts of job satisfaction on life satisfaction and happiness.
Shin et al. (2018) <i>IJHM</i>	Actual and potential restaurant consumers in the United States	An individual's feelings of a moral obligation to perform or refrain from a particular action	Schwartz's (1977) norm activation model; Personal norm	Conceptual foundation: Schwartz's approach Operationalization: One of the aspects of personal norm (e.g., "My personal values encourage me to choose an organic menu when eating out")	Antecedent of intention to choose organic menu items Outcome of awareness of consequences and ascription of responsibility	Personal norm was significantly influenced by awareness of consequences and ascription of responsibility; Personal norm significantly affected intention to choose organic menu items.

value construct to the various contexts. Although previous studies in the hospitality and tourism fields have been based mainly on the value-belief-norm theory, norm-activation theory, or means-end theory to explain interrelationships between personal values and other variables, some of them propose selective dimensions of personal values to increase prediction power without appropriate theoretical justifications (e.g., “The value of the VBN theory was measured with a short version of Schwartz’s universal value scale. Among a total of 12 items, only four items for biospheric value were used in this study, as previous studies have confirmed that the biospheric value is the most important predictor of an individual’s environmental attitude.” Choi et al., 2015, p. 91). Thus, if future research in the hospitality and tourism fields aims to extend the personal value theories to the research context, scholars should consider a broad perspective of the personal value construct and theories for applying personal value theories and dimensions to the target population’s perceptions, attitudes and behaviors. As a recommendation, this study encourages future research to employ a comprehensive approach rather than a selective one to avoid the misunderstanding of the underlying theoretical backgrounds of personal values and the impact of personal values on the selective contexts.

### 5.2. Deepening theoretical understanding

While most of the studies investigated in this study have sufficiently operationalized and measured the dimensions of personal values based on well-developed theoretical backgrounds, some of them have either misused measures for the dimensions of personal values or omitted certain aspects of personal values for their particular research context. More seriously, their empirical findings tend to be different from each other depending on the theoretical backgrounds of the personal values (e.g., the impacts, dimensions and/or roles of personal values). Each dimension of personal values is closely interrelated, but personal value studies in the hospitality and tourism fields have been limited to the justification of dimensions and measures of the personal value construct (e.g., limitations of other measures for personal value dimensions).

Although prior research in the hospitality and tourism fields has selected the RVS, LOV or SVS to divide and measure dimensions of the personal value construct, there is no detailed justification for why they employed these particular theoretical backgrounds, dimensions and measures. In order to appropriately provide theoretical and managerial implications based on the empirical roles of personal values, future research needs to thoroughly conceptualize and operationalize the personal value construct from broad perspectives by focusing on the evolution of the theoretical background of personal values. This recommendation offers several research opportunities in deepening the understanding of the concept, dimension, measure and role of personal values within the hospitality and tourism fields. Future studies could explore and compare every dimension’s (or measure’s) explanation powers when predicting a target population’s particular attitudes and behaviors to find out the best dimensions (or the best measures) for personal values. In addition, future research could compare each hospitality and tourism study’s theoretical backgrounds of personal values to discover the best theoretical background for personal values. For now, this study indicates that prior hospitality and tourism studies on personal values remain at a relative surface level. An examination into the theoretical development of personal values and hospitality in the tourism industry is needed to deepen the extant understanding of the personal value construct.

Some of the surveyed articles have conceptualized personal values as cultural values (Lee and Sparks, 2007; Reisinger and Mavondo, 2004). Cultural values are abstract concepts of what a society considers to be desirable and are shared by members within the society (Williams, 1970). Cultural values encourage people to pursue broad goals, which are right and good, and serve as critical factors distinguishing societies and/or cultures (Hofstede, 2001; Roccas and Sagiv, 2010). However, personal values are associated with decisions shaping individuals’ social

**Table 3**

Match between the conceptual foundation and operationalization of personal values in the surveyed articles.

Personal value concept	The conceptual foundation and operationalization of personal values		
	Match <sup>a</sup>	Partial match <sup>b</sup>	Non-match <sup>c</sup>
Kluckhohn & Strodtbeck’s (1961)		1	
Rokeach’s (1973)	1	4	
Kahle’s (1983)	1	3	
Mitchell’s (1983)			
Schwartz’s (1992)	3	7	1
Stern & Dietz’s (1994)	2	5	
Others <sup>d</sup>		6	3
Total	7 (19 %)	26 (70 %)	4 (11 %)

<sup>a</sup> using all aspects of personal value dimensions.

<sup>b</sup> using some aspects of personal value dimensions combined with other dimensions focusing on the research context.

<sup>c</sup> different aspects of personal value dimensions from the conceptual foundation.

and personal lives (e.g., daily behaviors and career choices). Individuals go through the processes to decide their behaviors which are influenced by personal value, and a culture where individuals operate and interact with each other affects these processes. Compared to cultural values, personal values guide individuals’ ways of selecting actions, evaluating events and others, and explaining their evaluations and actions as desirable goals (Rokeach, 1973; Schwartz, 1992). Thus, it is critical to note that although members of the same society share significant values (i.e., cultural value orientation), they vary considerably in their personal value hierarchies (i.e., personal value system) (Roccas and Sagiv, 2010). In other words, cultural values may: (1) influence the formation of personal values of individuals within the same society, and/or (2) moderate the influences of personal values on the individuals’ attitudes and behaviors (Roccas and Sagiv, 2010; Schwartz et al., 1997). To better explain how values determine individuals’ attitudes and behavior, the two value levels (cultural vs. personal) must be distinguished from theoretical and empirical perspectives in future studies.

## 6. Conclusion and limitations

This study conducted a systematic review of previous studies in the hospitality and tourism fields due to the different operationalizations and dimensions of personal values as well as inconsistent influences of personal values on individuals’ attitudes and behaviors. This study demonstrated that there were 37 studies with an emphasis on personal values in top-tier journals, and how they defined, operationalized and investigated dimensions of personal values. While previous studies have focused on the antecedents and consequences of personal values, they have referred to various concepts of personal values established by other scholars in different fields. In addition, prior research has operationalized various dimensions of personal values to investigate their impact on individuals’ attitudes and/or behaviors. Due to the lack of a literature review on personal values, some studies have provided the definitions of personal values proposed by previous scholars and then operationalized dimensions of personal values without any justification of why they employed the particular dimensions and measures (e.g., limitations of other dimensions and/or measures of personal values). In addition, some studies have considered certain parts of personal values for their research contexts (e.g., the biospheric value for green hotels and ecotourism). For research that has examined an individual’s pro-environmental attitudes and behaviors, for example, every aspect of personal values needs to be considered for all research contexts. Future research should use caution when investigating the dimensions and influences of personal values to appropriately predict individuals’



attitudes and behaviors within the hospitality and tourism contexts. To do so, further examination should be conducted to explore the application of personal values by other hospitality and tourism studies via a wider range of systematic literature review.

Considering that personal values are more stable than other psychological constructs (Kiatkawsin and Han, 2017; Y.K. Lee et al., 2014), the hospitality and tourism fields may also employ the personal value construct to formulate a psychological process to predict their target population's attitudes and behaviors. According to previous studies, personal values have already been considered as determinants of motivation (Thrane, 1997), satisfaction and recommendation regarding a special event (Hede et al., 2005), and environmental concerns and willingness to accept economic sacrifices to protect the environment (Hedlund, 2011). Prior research aims to establish a process to anticipate psychological constructs and/or behaviors among target populations within particular research contexts. Thus, it is critical to thoroughly conceptualize and operationalize the personal value construct when conducting an empirical study. While this study did not provide a comprehensive literature review of personal values embracing all personal values studies in the hospitality and tourism fields, the review results may offer a direction for applying personal values to future research in these domains with a broader view of the concept.

Due to a systematic review's selective, observational, and retrospective nature, this study has several limitations (Petticrew and Roberts, 2006). In addition to the personal value theory, the personal value construct has been used to partially explain other theories (e.g., congruity theory and person-environment fit). However, during the data-modification process, several studies that were unrelated to this study's interest were removed. Consequently, previous studies that used personal values to explain their theoretical backgrounds, which were not directly related to personal value theory, may have been overlooked. Future research needs to consider other theoretical backgrounds related to personal values when conducting a broader systematic review of literature in the hospitality and tourism fields. Furthermore, the search keywords used in this study (i.e., personal values and value orientation) were limited to the personal value construct by prior literature. Future review needs to include each personal value scholar (e.g., Rokeach, Schwartz, Stern, etc.) and each dimension of personal values (e.g., self-transcendence, conservation, openness to change and self-enhancement) as the search keywords to embrace additional studies examining the role of personal values in their research contexts and to compare the results with those of this study.

Despite the above limitations, this study is the first systematic literature review paper specifically within the hospitality and tourism fields. This study has depicted the definitions and operationalizations of personal values and provided a direction for future studies in the fields to appropriately formulate a psychological framework. Considering the growing need for personal values in the hospitality and tourism fields, this study reviewed previous studies focusing on personal values in the fields and then illuminated several issues that should be resolved by future research.

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