

LOCUS OF CONTROL THEORY IN TREATING TOURIST BEHAVIOR: THE THEORY ROOTS AND RESEARCH DIRECTION IN DESTINATION BRANDING FIELD

Mohamed Ahmed GOUDA 

Social Studies Department, College of Arts, King Faisal University, Al Ahsa, Saudi Arabia, e-mail: mgouda@kfu.edu.sa

Amany E. SALEM* 

Social Studies Department, College of Arts, King Faisal University, Al Ahsa, Saudi Arabia; Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt, e-mail: asalem@kfu.edu.sa

Mostafa A. ABDELMOATY 

StatisMed for Statistical Analysis Services, Giza, Egypt, e-mail: mostafa@statismed.com

Sanaa MABROUK 

Social Studies Department, College of Arts, King Faisal University, Al Ahsa, Saudi Arabia, e-mail: smabrouk@kfu.edu.sa

Mohamed Y. HELAL 

General Management Department, Institute of Management, Economics and Finance, Kazan Federal University, Kazan, Russia; Hotel Management Department, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt, e-mail: mykhelal@stud.kpfu.ru

Amal Salah Darder MOHAMED 

Accounting Department, Applied College, King Faisal University, Al-Ahsa, Saudi Arabia, e-mail: asmohamed@kfu.edu.sa

Hala Ahmed Dafaalla KARAR 

Quantitative Methods Department, Applied College, King Faisal University, Al-Ahsa, Saudi Arabia, e-mail: hkarar@kfu.edu.sa

Elham Farouq Ali MOHAMMED 

Education Fundamentals Department, Applied College, King Faisal University, Al-Ahsa, Saudi Arabia, e-mail: elfarouq@kfu.edu.sa,

Khaled GHAZY 

Department of the Personnel Management and Psychology, Ural Federal University, Yekaterinburg, Russian Federation; Department of Hotel Management, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt, e-mail: KEltabbakkh@at.urfu.ru

Citation: Gouda, M.A., Salem, A.E., Abdelmoaty, M.A., Mabrouk, S., Helal, M.Y., Mohamed, A.S.D., Karar, H.A.D., Mohammed, E.F.A., & Ghazy, K. (2023). LOCUS OF CONTROL THEORY IN TREATING TOURIST BEHAVIOR: THE THEORY ROOTS AND RESEARCH DIRECTION IN DESTINATION BRANDING FIELD. *GeoJournal of Tourism and Geosites*, 47(2), 542–550. <https://doi.org/10.30892/gtg.47222-1054>

Abstract: We aim to shed light on this issue by reviewing the roots and development of the locus of control theory. Moreover, we will introduce how we can use this development, in theory, to provide a new research direction in the tourism service field. A theory-based review was conducted to investigate the locus of control theory roots and its potential implications in the tourism industry using the Australian Business Deans Council (ABDC) list to explore the current literature. We followed the PRISMA methodology to collect the data from the Scopus database as well as Google Scholar and ResearchGate. The study found that the locus of control theory has its roots in social psychology and has been developed over the years to explain individual differences in behavior and decision-making. In the tourism service field, we found that understanding the locus of control can help service providers tailor their services to meet the needs and expectations of different types of tourists. This will contribute to attribution literature in psychological aspects and tourism literature with a deep understanding of how tourists behave and interpret differently.

Key words: locus of control, attribution theory, tourist attribution, tourist behavior, tourism destination

* * * * *

INTRODUCTION

Attribution theory suggests that psychological interference and interpretations are the mirrors of the physical one (Saleh, 2022a). When it comes to the founders of attribution theory (Anderson, 1983; Heider, 1944; Kelley and Michela, 1980) they highlighted that people tend to judge events after they begin to search behind these events' causes. Besides, they ask about the relationship between the cause-and-effect process (Jackson, 2019). Individuals internally judge someone or an event with dispositional attribution, they ascribe people's behaviors, or event causes to peoples' intentions or event

* Corresponding author

organizers (e.g., desires) (Hampson et al., 2021; Weiner, 1980). While people who externally judge someone or an event with situational attribution, they ascribe people's behaviors or event causes to external circumstances (e.g., bad weather) (Gilbert and Malone, 1995; Hampson et al., 2021; Heider, 1944). Dispositional and situational attribution are not related; they are different; changing situational attribution is not obligatory to be accompanied by changes in situational attribution (Saleh, 2022a; Solomon, 1978). Thus, these different judgments significantly shape individual behavior (Gilbert and Malone, 1995; Jackson, 2019). Hence, attribution can be defined as what people recognize as the reason behind their attitudes toward events (Bitner, 1990; Hampson et al., 2021).

Indeed, understanding attribution theory can help organizations and policymakers design more effective programs and initiatives that address the underlying factors that influence people's beliefs and perceptions about sustainability and development projects (Bungau et al., 2022; Craiut et al., 2022). Attribution theory proposes that customers make judgments about cause-and-effect relationships that influence their consequent emotions, mindsets, and behaviors based on three dimensions of causal attributions: (a) locus: who is responsible for actions (internal causes vs. external causes); (b) controllability: here people ask themselves a question whether the responsible person for that action can control it or not.; (c) stability: here, the cause is ascribed as if it is likely to recur. All previous dimensions influence behavioral responses to services or brands (e.g., tourism brands) (Anderson, 1983; Jiang et al., 2020; Weiner, 1980).

The locus of control (LOC) dimension significantly impacts behavioral regulation (Rothbaum et al., 1982; Saleh, 2022b) because it influences retrospective beliefs (e.g., prior beliefs, experiences, traditions, etc.). This gives LOC theory the privilege to prioritize the behavioral interpretations of brands (Choi and Cai, 2016; Jansri et al., 2020; Monga and John, 2010). Although LOC theory has been investigated in many social science directions, there is a prominent gap in reviewing the theory's roots and providing directions in tourism marketing, especially toward destination brand attachment and commitment. Therefore, the current study aims to apply the locus of control theory to understand tourist behavior will be effective because LOC theory is one of the crucial theories that treat human behavior (Anderson, 1983; Jackson, 2019; Weiner, 1980). The following section focuses on the locus of control theory roots and theory development to find the gap and potential research directions in tourism.

MATERIALS AND METHODS

We conducted the LOC' theory roots and future direction by a theory-based review in various fields (psychology, marketing, and tourism). Theory based review focuses on analyzing the role of a critical theory in a specific area (Lim et al., 2021). Thus, the based review theory has a real opportunity to strengthen and clarify the gap in specific theories and provide future directions. To achieve this purpose of the current study, we introduce a well-comprehensive theoretical viewpoint to investigate the locus of control theory roots and its potential implications in the tourism industry. We used the Australian Business Deans Council (ABDC) list to explore the current literature; the reason behind the choice of ABDCs is that the ABDC list is more inclusive than other journals' ranking lists (e.g., the Association of Business Schools (ABS), and Social Science Citation Index (SSCI) (Hao et al., 2019; Lim et al., 2021).

We conducted (44) papers to form a conceptual review that were included in the list of ABDC's influential journals. We collected these papers based on four steps, first: we selected the references protocol using the Scopus database. In addition, we used Google Scholar and research gate as additional academic platforms to find articles that are difficult to reach. Second: we searched by following keywords to find these articles: "attribution theories*," "attribution theory*," "locus theory*," "tourist locus," "destination brands attribution*," "tourist attachment and attribution*," "brand attachment and attribution*"

and "tourism locus." Third: we used the PRISMA methodology to collect the data. The PRISMA is a vital tool for recording conceptual reviews (Figure 1) (Liberati et al., 2009). We followed the PRISMA as follows: searched for the abovementioned keywords, and the search returned 2,300 documents containing any of these terms within the keywords. We then used advanced search to avoid duplicate titles. Afterward, we got 876 articles after we removed duplicated articles. Fourth, we screened the abstracts and found 132 articles with identical scopes. Then, we chose 76 articles for a

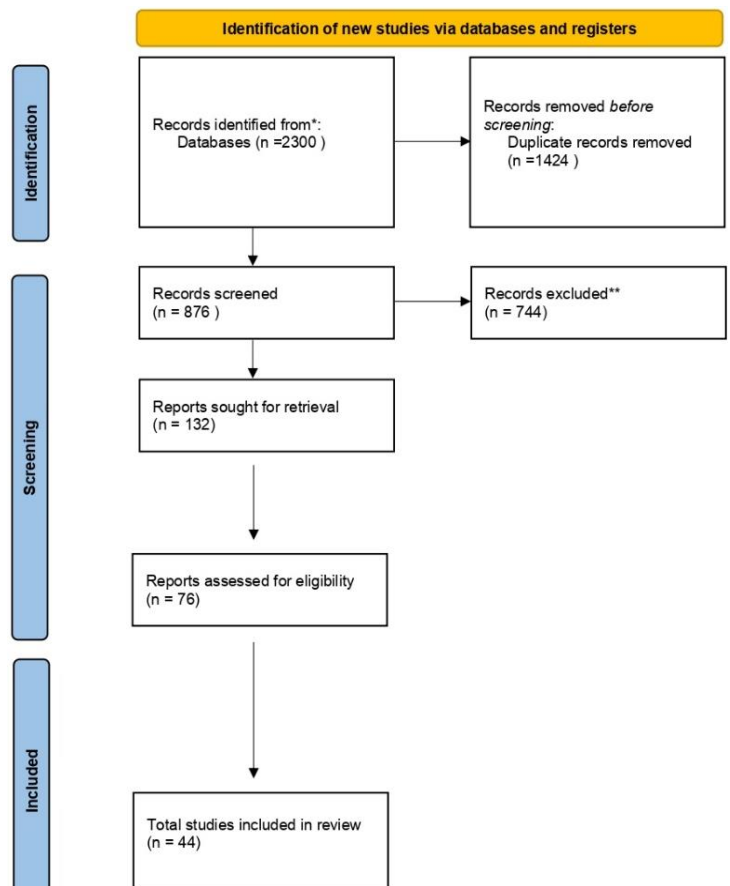


Figure 1. PRISMA method of theoretical data of the study

full-text article assessed for eligibility. Then, with journals' ranking reasons (A * and A journals in the ABDS list) and the mostly cited papers in the related theory, only 44 articles were included.

The Locus of control theory roots, history, and the theory development

1. Theory roots and history

In the 1980's, Kelley and Michela began to respond to Heider's (1944) recommendation to study the causality of events, so they investigated the locus of control theory as one of the most crucial dimensions of attribution theory. They mentioned that LOC began as an experiment in the fourth decade of the 20th century; the investigation was to ask someone to help another in different situations. The authors want to detect whether the person will help others through internal desires or the pressure the subject puts on him. The results revealed that persons had two LOC types; internal LOC, which refers to a person's inner psychological need and desire to help another. In contrast, external LOC relates to people who ascribe their help to another to something outside their needs, such as other power, luck, and chances.

Thus, this stage's LOC concept was discussed as a small attribution theory dimension rather than a strong independent element. As a result, Kelley and Michela (1980) connected LOC with attribution antecedents such as information, knowledge, and motivation to examine LOC's behavioral consequences. This was the start run to highlight the relationship between LOC causes and LOC effects. However, their literature lacked experiments that could be more precise when investigating LOC theory, especially how does LOC form? And in which specific events could we use LOC theory to understand consumer behavior? But within the same year, in 1980, Weiner (1980) began testing LOC theory with six experiments to ascertain the relationship between people's LOC and reactions when asking someone for help; The results showed that attribution to uncontrollable (vs. controllable) factors was expected to generate (vs. not) a positive effect (empathy) (vs. negative) and lead to approach (vs. avoid) behavioral help. Thus, Weiner (Weiner, 1985) assured the previous finding with more than one experiment in this phase. Still, the LOC theory in this phase did not highly develop to link with other science (e.g., marketing, business, tourism, etc.).

Anderson (1983) started empirically testing the relationship between the attribution dimension, stability, controllability, and LOC. The result revealed that there is a strong relationship between all these dimensions. Thus, in general, LOC helps to explain different interpretations and judgments in different situations. Anderson led Folkes (1984) to draw an experiment to develop LOC theory with its relations to another attribution dimension in the service industry, especially for a service failure. The results revealed that; When a product failure reports to the service providers (external LOC), the consumer can get a refund and an apology from the service provider. While the service failure is consumer-related (internal LOC), the consumer does not deserve to recover. Also, he drew an experiment to test the relationship between stability and locus stability. The results revealed the same findings as Anderson (1983); there was a strong relationship between all attribution dimensions. However, many arguments in the service industry still have not been investigated yet in LOC theory, such as gender differentiation and behavioral traits (e.g., anger, pity, despair, etc.). Therefore, on the one hand, Duttweiler (1984) has examined, with an empirical study, a new measurement scale for LOC theory from the demographic perspective. He found that gender, age, and education are different at the LOC level. Also, he provided a new booklet to precisely measure the level of LOC.

On the other hand, Weiner (1985) has started to broaden the locus of causality and linked it with motivation and emotions. Also, he highlighted that attribution dimensions of causation affect every day emotional experiences, including gratitude, anger, guilt, pity, despair, pride, and shame. Thus, the theory links the thinking structure to the dynamics of feeling and behavioral traits. However, these results were not certation because they could be just assumptions that LOC could affect human reactions. The inquiry of certain beliefs to use LOC theory to treat human behavior then consumer behavior led McCanne and Lotsof (1987) to provide a prominent experiment that LOC affects human behavior by examining the heartbeats differences in many situations and experimented with the relationship between the heartbeats and individuals' LOC; whether internal or external.

So, internal LOC did not manifest prominent heartbeats changes than external; external had a high heartbeats level maybe because of fear or need for extra information to feel safe when deciding. This experiment added to LOC by pioneering the investigation that internal LOC is more stable than external LOC with a famous experiment. However, there is still a lack of connection between LOC theory and other scientific branches like marketing and business .

After these experiments to ensure that scholars could use LOC theory to trait consumer behavior, Chebat et al. (1995) linked locus of control theory with a marketing perspective to test how service quality can be affected by consumers' interpretations. They found that locus, as an attribution dimension, played a crucial role when interpreting service quality and pleasure. So, they added a new variable, "pleasure," to develop the LOC theory. But depending on natural assumptions, that pleasure could not happen without persuasion. This led Avtgis (1998) to use a meta-analysis study to investigate and ascertain the LOC theory's influence on human behavior. He found an essential relationship between LOC and social norms persuasion. People who reported an external LOC to direct control were more influenced, persuasive, and more compatible than those who said an internal LOC. So, the author developed the theory with a certain that LOC influences human behavior and the decision-making process.

Thus, wiener (2000) started to hint at using locus of control as an essential dimension when blaming service providers for service failure. So, he used locus as an indicator to ascribe whether the cause remains within or outside the service provider without deeply clarifying the locus of control concept. However, the wiener had not indicated the antecedents of blaming or the consequences of individuals' LOC. This led Swanson and Kelley (2001) to add a new

variable due to individuals' LOC. Thus, the authors developed the LOC theory with a vital marketing variable, word of mouth. Consequently, they examined the effect of service recoveries attributes on word-of-mouth WOM. The results showed that the locus of causation played an essential role as a positive mediator between positive WOM and service recovery in case of service failure. This adds to Folkes's (1984) literature about individuals' LOC during service recoveries with a new WOM variable. Poon et al. (2004) have globalized the LOC theory concept as a theory that could compare two samples from different nationalities. They have tried to take the same path as Weiner (1980) when studying the locus of causality relation with the service providers. Here, they focused on globally testing this relationship between two nationalities: Canadian and Chinese people. Surprisingly, the results were the same: when people feel they are under control with low LOC, they negatively attribute to service providers. So, the LOC theory development stage here was not in the LOC theory itself but in the development of the study's sample.

2. Theory development

To that date (2004), LOC theory provided prominent evidence that it could be one of the most theories that can treat consumer behavior. Therefore, Klein and Dawar (2004) developed LOC theory in business research, examining individuals' LOC impact on corporate social responsibility CSR. The results revealed a strong relationship between CSR and LOC. Service providers who engage in CSR activities enhance consumers' positive LOC. Thus, locus of control theory has been developed in many aspects of psychology, marketing, and business. However, no prior study had clarified the relationship between the type of LOC theory itself (internal LOC vs. external LOC), which led Twenge et al. (2004) to investigate the variation of LOC types deeply. They empirically examined whether internal LOC or external LOC is most common among individuals in the community. The result revealed that most scholars agreed that external LOC is the most common.

They assumed that external LOC is most common because people always justify their faults to the service providers. Here, these finds were not sufficiently prominent because there was a lack of convergent validity. Thus, it will be hard to generalize these findings without testing them in different science branches. So, Cleveland et al. (2012) developed the LOC theory with a novel construct called the environmental locus of control.

They examined how LOC played a crucial role in sustainability, and the results revealed that behavior relationships changed considerably across behavioral contexts. This indicates that people do not consistently perform in a pro-environmental manner and depend on the LOC level. However, LOC theory still lacks coherence in which internal or external LOC is the most common and why. Also, the LOC antecedent's relationship with their findings had not been investigated, and whether the environmental locus of control is different from the original LOC.

Moreover, how consumers behave with their LOC toward the environment lacks stability and controllability from the destination itself, or the service providers had not also investigated. This gap had also noted when Varela-Neira et al. (2014) studied the application of LOC theory applications. They mentioned that individuals have negative external LOC in case of service failure, so individuals do not like to ascribe the service failure to themselves. Hence, they have an external locus of control with negative WOM. These were significant results to assure LOC theory could treat consumer behavior, but it had not added a new LOC theory to that date in 2014. Surprisingly, Yuan et al. (2016) have tried to add a new methodology to test new constructs within the LOC theory, so they have provided "Horizontal LOC versus vertical LOC." Here, the theory with an experiment referred to that the combination of internal and external LOC can affect human choice behavior and interpretation methodology; This is called "horizontal LOC." At the same time, internal versus external LOC can affect individual behaviors and interpretation separately; This is called "horizontal LOC" toward brand attitude behavior.

This was an important indicator to use this theory from a different perspective in social sciences. For instance, Karkoulilian et al. (2016) added to the LOC theory by developing the new term work LOC (WLOC). So, they have decided to highlight the impact of LOC in the work environment. They have found that individual LOC affects the work environment from a different gender perspective. They mentioned that males have strong internal LOC than females because females are more emotional than males. However, the antecedents and consequences of forming individuals' LOC control in the work environments are still not clearly understood until now. Thus, Scholars have continued to work on this theory to discover different perspectives and try to fill the gap of previous scholars who worked on LOC theory. For instance, Hwang et al. (2020) have ensured with a large sample of the Cleveland et al. (2012) findings that individual LOC could influence environmental behavior. Hampson et al. (2021) and Jiang et al. (2020) also illustrated that LOC could moderate consumer behavior on self-confidence. However, there has been no adequate study about LOC in the service industry until now because no analysis has tried to precisely study the antecedents of LOC and its consequences and find the solution to raise individuals' positive LOC in the service industry concerning gender distinctions.

Therefore, this study aims to shed light on the potential direction to help understand how individuals in the service industry form LOC with its consequences more precisely. To address this issue, this study uses the tourism industry as the research scope because the tourism industry is a great umbrella to notice all human behavioral stages from thinking to events' interpretation. We chose the tourism industry because it has various perspectives; it could be a business industry because of many tourisms stakeholders' competition. It could also be environmental because it mainly depends on the destination environment. Moreover, it could be psychological because it depends primarily on the interaction between the service provider and the tourist. Also, it could be a marketing perspective because it requires marketing studies to know how to attract tourists to destinations. All these perspectives will help understand and fathom the essence behind tourist LOC by studying how tourist form LOC and how it could be helpful to destination managers to know tourists' LOC antecedents and consequences to attract several tourists and gain revenues (UNWTO, 2019).

3. Theory enrichments

The locus of control theory provides conceptual and empirical evidence of how consumers manifest their behaviors toward people or events around them (see table 1: locus of control definitions). For instance, people with an internal locus of control see their ability and efforts as an outcome of their behavior and self-confidence (Anderson, 1983; Rothbaum et al., 1982). While people with an external locus of control see external factors that affect their behaviors, such as social circumstances, powerful others, bad staff behavior, and chances (Duttweiler, 1984; Twenge et al., 2004).

Table 1. List of LOC definitions arranged by year

Author	Definition
Kelley and Michela (1980)	"Internal-external (LOCUS) Most work on the affective consequences of attributions has involved the internal-external dimension, which parallels the general person-environment distinction" (p.487)
Weiner (1980)	"LOC occurs when an individual is believed to be responsible for doing an action" (p.187)
Anderson (1983)	"Locus of control may be internal or external it describes individuals believes that they can control their actions" (p.186)
Folkes (1984)	"LOC Is the cause located in the consumer or in the seller or manufacturer? The primary distinction here is whether the cause of failure has something to do with the consumer or is located somewhere in the production or distribution of the product" (p.399)
Duttweiler (1984)	"Locus of control is a personality trait that appears to influence human behavior across a wide spectrum of situations related to learning and achievement" (p.209)
Weiner (1985)	"Locus of control is the individuals believes that they can control their actions" (p.551)
Mccanne and Lotsof (1987)	"People with an Internal in their locus of control actively seek environmental input, while subjects who are External in the locus of control appear to be more passive". (p.41)
Chebat et al. (1995)	"Locus of Causality: "Who is responsible for the waiting time?"; the cause is either internal (e.g., the employee at the bank's teller), or external (e.g., the high number of clients in the bank)". (p.192)
Avtgis (1998)	"LOC is the average expectation of 'obtaining internal control rather than external reinforcement control. An internal locus of control is the belief that a person has control over outcomes in life. On the other hand, the external scorer attributes result to luck, fate, or others powerful". (p.900)
Swanson and Kelley (2001)	"The locus of causation is the consumer's perception of where the responsibility for the accident lies. Does the customer bear (the internal location) or a factor outside the customer such as the environment or the service employee (the external place)?" (p.196)
Poon et al. (2004)	"Control is widely accepted as a key human driving force and is often defined as the need to demonstrate one's competence, superiority, and mastery over the environment" (p.1528)
Klein and Dawar (2004)	"The locus of the behavior (the event that triggers the crisis), which can be internal or external to the actor (in our case, the firm); If the locus is internal, and the behavior is stable and controllable, observers (in our case, consumers) tend to attribute responsibility to the actor, and subsequent consumer behavior such as blame or anger, is directed toward the actor. If on the other hand, the locus is external, and the behavior is temporary and uncontrollable, attributions will tend to be made to external factors" (p.205)
Twenge et al. (2004)	"People who believe they are in control of their destinies have an internal locus of control ("internals"). Those who believe that luck and powerful others determine their fate have an external locus of control (externals)". (p.308)
Cleveland et al. (2012)	"Individuals who have an internal locus of control were more likely to have reported engaging in responsible environmental behavior than are individuals exhibiting a more external locus of control" (p.297)
Varela-Neira et al.(2014)	"Due to the limited variability of locus of causality, this dimension of attribution was discarded from this study. For the customer to attribute the origin of the failure to him/herself is very unusual" (p.906)
Yuan et al.(2016)	"In the horizontal locus of attribution, internal attribution refers to that the reasons for certain behaviors or outcomes are due to the people themselves, while external attribution suggests that the reasons for one's behavior are found in his/her environment" (p.282)
Karkoulilian et al.(2016)	"The term work locus of control (WLOC). WLOC mainly determines the extent of one's personal view regarding the level of control in a given work setting. A person that feels that job success depends on their own hard work has an internal locus of control, while a person that feels that many externalities are responsible for their success has an external locus of control. More recent studies focus on the link between these individual views and work conflict".(p.2)
Jackson(2019)	"Locus of control has been conceptualized as either internal (tourist outcomes attributed to ability or effort) or external (tourist outcomes attributed to task ease/difficulty or luck)" (p.2)
Hwang et al.(2020)	"Locus of control refers to the extent to which people believe that they can affect outcomes through their actions. People who have an internal locus of control tend to perceive themselves to hold control over their future and believe the outcomes depending on their input. In contrast, the latter dimension, external locus of control, describes individuals who believe that they are incompetent and have relatively little influence over outcomes that are beyond their control "(p.49)
Jiang et al.(2020)	"LOC refers to the extent to which people believe that they can control their own lives" (p.2)
Hampson et al.(2021)	"Locus of control, an individual difference construct that reflects individuals' beliefs about the degree to which they can control the outcomes of events in their lives" (p.2)

Thus, as an output of all these definitions, scholars classified the locus of control into two models. Firstly, the independence model assumes that the internal locus of control has become more acceptable over the past 40 years because of people's ability to control their causes now than they did before (e.g., travel is reasonably available for all social categories and technology presents endless choices for services, varieties of communication and entertainment) (McCanne and Lotsof, 1987) as well as people have the freedom to manage their lives and make their own decisions. That is because of the lack of restricted social rules and etiquette as before (Jiang et al., 2020). All these assumptions

imply that people have become more biased to an internal locus of control in their beliefs over time, contributing to widespread positive feelings (or positive word of mouth) (Twenge et al., 2004).

In contrast, the alienation model assumes that the external locus of control has become more applicable over time because of the tendency to blame one's troubles or (failures) on external powers (Twenge et al., 2004). This model reflects the distrust and alienation of modern generations, maybe because of the negative social trends that have been conducted by increased media coverage news. Consequently, if negative results occur, people will ascribe these events to negative social trends, contributing to widespread negative feelings (or negative word of mouth) (Twenge et al., 2004). The alienation model has two types of external locus of control. Firstly, change control, whereby people do not have any power to influence it (e.g., luck, weather, and fate). Secondly, powerful control whereby people can affect it (Hampson et al., 2021). Both models' and scholars' arguments about the locus of control theory reflect that individual LOC is the degree of individuals' satisfaction (Chebat et al., 1995).

4. Theory lack in tourism field

Locus of control theory in the tourism context has a notable shortage of investigation for its impact on brand attachment and revisit intention in tourism destinations brands. The current tourism literature about attribution theory and locus of control is limited. For instance, Jackson (2019) has investigated attribution theory in explaining various tourist experiences in different situations. However, she did not investigate the impact of these experiences on destination brand attachment as the attachment considers a crucial outcome to gaining revenues (Tsai, 2016). Or how tourists form a locus of control before visiting the destination (locus of control antecedents). Additionally, she did not consider gender differentiation to develop tourists' locus of control.

Moreover, Orth et al. (2012) have also tried to study attribution theory in tourism destination brands. However, they have only focused on wine-oriented tourist attractions without investigating the locus of control to build destination attachment. Furthermore, they did not examine tourists' locus of control in case of service failure because experiencing perfect services all the time is not inevitable (Swanson and Kelley, 2001). Su et al. (2020) have also studied the attribution theory's role in examining how tourists' intentions are affected by destination social responsibility. However, their study had lower validity due to using a fictitious destination, not a real one. They did not consider the locus of control's role in building attachment or revisiting intention to destinations (locus of control consequences). Recent studies (Saleh, 2021, 2022a, 2022b, 2022c) focuses on tourists' locus of causality in understanding it as an attribution-shifting mechanism and its impacts on tourists' interpretations.

Although the previous studies have its privilege to understand tourist's locus as an attribution theory dimension. However, these research does not examine tourist LOC on destination branding, destination attachment or destination commitment. Tourists have always had priorities to attach to tourism destinations, Hwang et al. (2005) and Liu et al. (2018) clarified that Place attachment had become a common concept in tourism and marketing research; place branding is an extended concept from the brand theory and place identity (Sadeque et al., 2020) this identity remarked as symbols or marks, slogans, names, words and/or phrases used by companies to distinguish their products from other products. Motivations of people drive them to make decisions about buying products or using services. It depends on how choices are made when outcomes are specific or uncertain (Healey et al., 2015).

The Locus of control theory future direction in the tourism field

The attribution is the cause of behavior (Li and Murphy, 2013) and individuals assign the causes of behaviors to two types, an internal characteristic called "Dispositional Attribution: internal LOC" may be a process of setting the cause of judging the people or a place for external factors and that called "situational attribution: external LOC" those attribution theories are essential in an individual's need to understand events and actions.

Consumers with a situational attribution style are more likely to infer corporate behavior in terms of context-specific factors such as reputation and social role (Lim et al., 2018); this physiological analysis motivates persons to make choices and actions toward the use services or destinations (Choi and Cai, 2016; Poon et al., 2004). Still, there is no research in the tourism literature on how physiological analysis motivates tourists to make choices and actions toward destination brands considering both internal and external LOC. Therefore, we recommend future research to consider internal and external LOC to understand tourists' behavior toward destination brand attachment.

Moreover, commitment plays a significant role in attributing destinations with its three types; Normative Commitment (NC) is a sense of being obliged to the organization or place (Messner, 2017), and it happens when the person feels an obligation to stay (Fullerton, 2014), or emotionally as Luo (2018) referred that affective commitment (AC) is considered to be attitudes and psychological emotions towards the places, while Brent (2017) inspected that the commitment may occur because of alternative lacks entitled the Continuance Commitment (CC). It happens when people tend to stay in a place because of the cost associated with losing retirement or friends; positive commitment encourages marketers to build a confident relationship with marketers and customers (Sahadev, 2008). People attribute the service or product to their commitment (Alba and Slongo, 2020), which is the path of the relationship between commitment and attribution. Smith and Hunt (1978) clarified that consumers who monitor trademarks or a place attribute actual feelings or behaviors.

Sometimes, they attribute this to external environmental factors based on their commitment to those places. In this vein, understanding how tourists' commitment toward destinations could be affected by the locus of control theory (Internal vs. external) would significantly contribute to future research). Therefore, the future research in tourism

commitment should study internal and external locus of control, with the three types of commitment to have better results regarding tourist behavior. Further, people can combine behavior with situational information to conclusions, although these conclusions are incomplete till incorporating information about behavioral commitment, which provides a complete picture of how people form attribution (Krull et al., 2008); also, commitment-based satisfaction is highly positive has an essential and positive effect on brand love (Hsu and Chen, 2018). Therefore, future research should address the role of LOC in incorporating information about behavioral commitment to destination brands. Likewise, Members' obligation is determined by personal and social influences (Zhou et al., 2020). If the tourists have a negative experience or responsibility, the consumers attribute word-of-mouth negativity to the brand; however, if recipients attribute the negative to the caller, the brand rating increases (Laczniak et al., 2001).

In contrast, Positive feelings generated from strong commitment and certainty of influence were significantly related to the positive attribution with the host community for tourism (Chien et al., 2012; Zheng, 2020) about place attachment which strongly correlated with place commitment. Therefore, future research directions could investigate tourists' locus of control antecedents (information and knowledge) and consequences (brand attachment and revisit intention) toward tourism destination brands. Moreover, the future research should study gender differentiation in shaping destination brands' tourist locus of control. To sum up, the current research contributes new insights into tracking the locus of control theory roots and development (see figure 2) and provides new arguments about its new application in tourism. The research has several limitations in theory roots as we investigated one dimension of attribution theory - LOC- but future research needs to examine the roots of other attribution theory dimensions, namely controllability and stability.

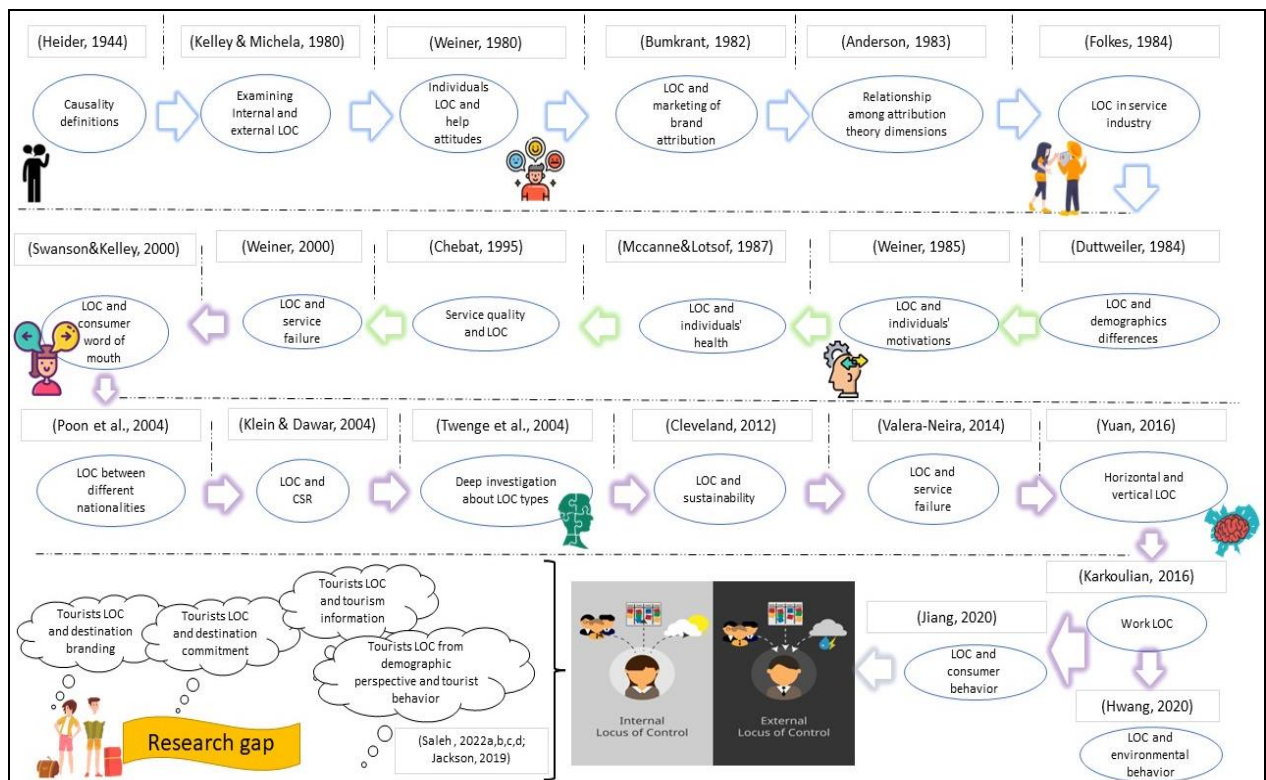


Figure 2. Figure summary of LOC theory's roots, development, and gap in tourism research

Author Contributions: Conceptualization, M.A.G., H.A.D.K. and M.Y.H.; methodology, M.A.G., A.E.S. and S.M.; software, M.A.A., H.A.D.K. and E.F.A.M.; validation, A.E.S., M.A.G. and K.G.; formal analysis, S.M., S.M. and E.F.A.M.; investigation, M.Y.H., H.A.D.K. and M.A.A.; resources, A.S.D.M., E.F.A.M. and K.G.; data curation, K.G., S.M. and A.E.S.; writing—original draft preparation, A.S.D.M., H.A.D.K. and M.A.G.; writing—review and editing, E.F.A.M., M.A.A. and M.Y.H.; visualization, K.G., M.Y.H. and S.M.; supervision, M.A.G., A.S.D.M. and M.A.A.; project administration, H.A.D.K., A.S.D.M. and K.G.; funding acquisition, H.A.D.K., A.E.S. and M.A.A.. All authors have read and agreed to the published version of the manuscript.

Funding: This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia (Grant No.3174), through its KFU Research Summer initiative.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgments: This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia (Grant No.3174), through its KFU Research Summer initiative.

Conflicts of Interest: The authors declare no conflict of interest.

REFERENCES

- Alba, G., & Slongo, L. (2020). Getting a No-Reply Is Also a Reply: An Investigation of Unreplied Consumer Attributions. *Journal of Retailing and Consumer Services*, 54, 102054. <https://doi.org/10.1016/j.jretconser.2020.102054>
- Anderson, C. (1983). The Causal Structure of Situations: The Generation of Plausible Causal Attributions as a Function of Type of Event Situation. *Journal of Experimental Social Psychology*, 19(2), 185-203. [https://doi.org/10.1016/0022-1031\(83\)90037-9](https://doi.org/10.1016/0022-1031(83)90037-9)
- Avtgis, T. (1998). Locus of Control and Persuasion, Social Influence, and Conformity: A Meta-Analytic Review. *Psychological Reports*, 83(7), 899. <https://doi.org/10.2466/pr0.83.7.899-903>
- Bitner, M. (1990). Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. *Journal of Marketing*, 54(2), 69-82. <https://doi.org/10.1177/002224299005400206>
- Brent, K. (2017). *The Influence of Coachability and Emotional Intelligence on Organizational Commitment and Organizational Citizenship Behavior*: Lamar University-Beaumont.
- Bungau, C., Bungau, T., Prada, I., & Prada, M. (2022). Green Buildings as a Necessity for Sustainable Environment Development: Dilemmas and Challenges. *Sustainability*, 14(20), 13121. <https://doi.org/10.3390/su142013121>
- Chebat, J., Filiatrault, P., Gélinas-Chebat, C., & Vaninsky, A. (1995). Impact of Waiting Attribution and Consumer's Mood on Perceived Quality. *Journal of Business Research*, 34(3), 191-196. [https://doi.org/10.1016/0148-2963\(95\)98346-4](https://doi.org/10.1016/0148-2963(95)98346-4)
- Chien, P., Ritchie, B., Shipway, R., & Henderson, H. (2012). I Am Having a Dilemma: Factors Affecting Resident Support of Event Development in the Community. *Journal of Travel Research*, 51(4), 451-463. <https://doi.org/10.1177/0047287511426336>
- Choi, S., & Cai, L. (2016). Tourist Causal Attribution: Does Loyalty Matter? *Journal of Travel & Tourism Marketing*, 33(9), 1337-1347. <https://doi.org/10.1080/10548408.2015.1125823>
- Cleveland, M., Kalamas, M., & Laroche, M. (2012). "It's Not Easy Being Green": Exploring Green Creeds, Green Deeds, and Internal Environmental Locus of Control. *Psychology & Marketing*, 29(5), 293-305. <https://doi.org/10.1002/mar.20522>
- Craiu, L., Bungau, C., Bungau, T., Grava, C., Otrisal, P., & Radu, A. (2022). Technology Transfer, Sustainability, and Development, Worldwide and in Romania. *Sustainability*, 14(23), 15728.
- Duttweiler, P. (1984). The Internal Control Index: A Newly Developed Measure of Locus of Control. *Educational and Psychological Measurement*, 44(2), 209-221. <https://doi.org/10.1177/0013164484442004>
- Folkes, V. (1984). Consumer Reactions to Product Failure: An Attributional Approach. *Journal of Consumer Research*, 10(4), 398. <https://doi.org/10.1086/208978>
- Fullerton, G. (2014). The Moderating Effect of Normative Commitment on the Service Quality-Customer Retention Relationship. *European Journal of Marketing*, 48(3/4), 657-673. <https://doi.org/10.1108/ejm-06-2011-0333>
- Gilbert, D., & Malone, P. (1995). The Correspondence Bias. *Psychological Bulletin*, 117(1), 21-38. <https://doi.org/10.1037/0033-2909.117.1.21>
- Hampson, D., Gong, S., & Xie, Y. (2021). How Consumer Confidence Affects Price Conscious Behavior: The Roles of Financial Vulnerability and Locus of Control. *Journal of Business Research*, 132, 693-704. <https://doi.org/10.1016/j.jbusres.2020.10.032>
- Hao, A., Paul, J., Trott, S., Guo, C., & Wu, H. (2019). Two Decades of Research on Nation Branding: A Review and Future Research Agenda. *International Marketing Review*, 38(1), 46-69. <https://doi.org/10.1108/imr-01-2019-0028>
- Healey, M., Vuori, T., & Hodgkinson, G. (2015). When Teams Agree While Disagreeing: Reflexion and Reflection in Shared Cognition. *Academy of Management Review*, 40(3), 399-422. <https://doi.org/10.5465/amr.2013.0154>
- Heider, F. (1944). Social Perception and Phenomenal Causality. *Psychological Review*, 51(6), 358-374. <https://doi.org/10.1037/h0055425>
- Hsu, C., & Chen, M. (2018). How Gamification Marketing Activities Motivate Desirable Consumer Behaviors: Focusing on the Role of Brand Love. *Computers in Human Behavior*, 88, 121-133. <https://doi.org/10.1016/j.chb.2018.06.037>
- Hwang, J., Choe, J., & Kim, J. (2020). Strategy for Enhancing the Image of Edible Insect Restaurants: Focus on Internal Environmental Locus of Control. *Journal of Hospitality and Tourism Management*, 45, 48-57. <https://doi.org/10.1016/j.jhtm.2020.07.015>
- Hwang, S., Lee, C., & Chen, H. (2005). The Relationship among Tourists' Involvement, Place Attachment and Interpretation Satisfaction in Taiwan's National Parks. *Tourism Management*, 26(2), 143-156. <https://doi.org/10.1016/j.tourman.2003.11.006>
- Jackson, M. (2019). Utilizing Attribution Theory to Develop New Insights into Tourism Experiences. *Journal of Hospitality and Tourism Management*, 38, 176-183. <https://doi.org/10.1016/j.jhtm.2018.04.007>
- Jansri, W., Hussein, L., & Loo, J. (2020). The Effect of Service Quality on Revisit Intention in Tourist Beach. *Geo Journal of Tourism and Geosites*, 29(2), 472-487. <https://doi.org/10.30892/gtg.29208-483>
- Jiang, X., Hu, X., Liu, Z., Sun, X., & Xue, G. (2020). Greed as an Adaptation to Anomie: The Mediating Role of Belief in a Zero-Sum Game and the Buffering Effect of Internal Locus of Control. *Personality and Individual Differences*, 152, 109566. <https://doi.org/10.1016/j.paid.2019.109566>
- Karkoulian, S., Srour, J., & Sinan, T. (2016). A Gender Perspective on Work-Life Balance, Perceived Stress, and Locus of Control. *Journal of Business Research*, 69(11), 4918-4923. <https://doi.org/10.1016/j.jbusres.2016.04.053>
- Kelley, H., & Michela, J. (1980). Attribution Theory and Research. *Annual Review of Psychology*, 31(1), 457-501. <https://doi.org/10.1146/annurev.ps.31.020180.002325>
- Klein, J., & Dawar, N. (2004). Corporate Social Responsibility and Consumers' Attributions and Brand Evaluations in a Product-Harm Crisis. *International Journal of Research in Marketing*, 21(3), 203-217. <https://doi.org/10.1016/j.ijresmar.2003.12.003>
- Krull, D., Seger, C., & Silvera, D. (2008). Smile When You Say That: Effects of Willingness on Dispositional Inferences. *Journal of Experimental Social Psychology*, 44(3), 735-742. <https://doi.org/10.1016/j.jesp.2007.05.004>
- Laczniak, R., DeCarlo, T., & Ramaswami, S. (2001). Consumers' Responses to Negative Word-of-Mouth Communication: An Attribution Theory Perspective. *Journal of Consumer Psychology*, 11(1), 57-73. <https://doi.org/10.1207/15327660152054049>
- Li, N., & Murphy, W. (2013). Consumers' Alliance Encounter Satisfaction, Attributions, and Behavioral Intentions. *Journal of Consumer Marketing*, 30(6), 517-529. <https://doi.org/10.1108/jcm-06-2013-0601>

- Liberati, A., Altman, D., Tetzlaff, J., Mulrow, C., Gøtzsche, P., Ioannidis, J., & Moher, D. (2009). The Prisma Statement for Reporting Systematic Reviews and Meta-Analyses of Studies That Evaluate Health Care Interventions: Explanation and Elaboration. *Journal of Clinical Epidemiology*, 62(10), e1-e34. <https://doi.org/10.1016/j.jclinepi.2009.06.006>
- Lim, W., Yap, S., & Makkar, M. (2021). Home Sharing in Marketing and Tourism at a Tipping Point: What Do We Know, How Do We Know, and Where Should We Be Heading? *Journal of Business Research*, 122, 534-566. <https://doi.org/10.1016/j.jbusres.2020.08.051>
- Liu, Y., Lee, B., Lo, Y., & Yeh, S. (2018). The Effect of Activity Involvement on Place Attachment with Co-Creation as a Mediator. In *Advances in Hospitality and Leisure*, 41-56, Emerald Publishing Limited.
- Luo, N., Guo, X., Lu, B., & Chen, G. (2018). Can Non-Work-Related Social Media Use Benefit the Company? A Study on Corporate Blogging and Affective Organizational Commitment. *Computers in Human Behavior*, 81, 84-92. <https://doi.org/10.1016/j.chb.2017.12.004>
- McCanne, T., & Lotsof, E. (1987). Locus of Control, Interpersonal Trust, and Autonomic Responding During Visual Orienting. *Journal of Research in Personality*, 21(1), 40-51. [https://doi.org/10.1016/0092-6566\(87\)90024-9](https://doi.org/10.1016/0092-6566(87)90024-9)
- Messner, W. (2017). The Role of Gender in Building Organisational Commitment in India's Services Sourcing Industry. *IIMB Management Review*, 29(3), 188-202. <https://doi.org/10.1016/j.iimb.2017.07.004>
- Monga, A., & John, D. (2010). What Makes Brands Elastic? The Influence of Brand Concept and Styles of Thinking on Brand Extension Evaluation. *Journal of Marketing*, 74(3), 80-92. <https://doi.org/10.1509/jmkg.74.3.80>
- Orth, U., Stöckl, A., Veale, R., Brouard, J., Cavicchi, A., Faraoni, M., & Wilson, D. (2012). Using Attribution Theory to Explain Tourists' Attachments to Place-Based Brands. *Journal of Business Research*, 65(9), 1321-1327. <https://doi.org/10.1016/j.jbusres.2011.10.027>
- Poon, P., Hui, M., & Au, K. (2004). Attributions on Dissatisfying Service Encounters: A Cross-Cultural Comparison between Canadian and Prc Consumers. *European Journal of Marketing*. Vol. 38 No. 11/12, 1527-1540. <https://doi.org/10.1108/03090560410560227>
- Rothbaum, F., Weisz, J., & Snyder, S. (1982). Changing the World and Changing the Self: A Two-Process Model of Perceived Control. *Journal of Personality and Social psychology*, 42(1), 5-37. <https://doi.org/10.1037/0022-3514.42.1.5>
- Sadeque, S., Roy, S., Swapan, M., Chen, C., & Ashikuzzaman, M. (2020). An Integrated Model of City and Neighborhood Identities: A Tale of Two Cities. *Journal of Business Research*, 117, 780-790. <https://doi.org/10.1016/j.jbusres.2019.06.040>
- Sahadev, S. (2008). Economic Satisfaction and Relationship Commitment in Channels: The Moderating Role of Environmental Uncertainty, Collaborative Communication and Coordination Strategy. *European Journal of Marketing*.
- Saleh, M. (2021). The Effects of Tourist's Fading Memories on Tourism Destination Brands' Attachment: Locus of Control Theory Application. *Current Issues in Tourism*, 25(8), 1198-1202. <https://doi.org/10.1080/13683500.2021.1910215>
- Saleh, M. (2022a). Attribution Theory Revisited: Probing the Link among Locus of Causality Theory, Destination Social Responsibility, Tourism Experience Types, and Tourist Behavior. *Journal of Travel Research*, 004728752211199. <https://doi.org/10.1177/00472875221119968>
- Saleh, M. (2022b). Effects of Tourists' Locus of Attributions on Tourists' Online Reviews. *International Journal of Technology Marketing*, 16(3), 187. <https://doi.org/10.1504/ijtmkt.2022.123871>
- Saleh, M. (2022c). When Do Tourists Defend Tourism Service Providers' Reputations? Insights from Attribution Theory. *International Journal of Hospitality & Tourism Administration*, 1-23. <https://doi.org/10.1080/15256480.2022.2142998>
- Smith, R., & Hunt, S. (1978). Attributional Processes and Effects in Promotional Situations. *Journal of Consumer Research*, 5(3), 149. <https://doi.org/10.1086/208725>
- Solomon, S. (1978). Measuring Dispositional and Situational Attributions. *Personality and Social Psychology Bulletin*, 4(4), 589-594. <https://doi.org/10.1177/014616727800400419>
- Su, L., Gong, Q., & Huang, Y. (2020). How Do Destination Social Responsibility Strategies Affect Tourists' Intention to Visit? An Attribution Theory Perspective. *Journal of Retailing and Consumer Services*, 54, 102023. <https://doi.org/10.1016/j.jretconser.2019.102023>
- Swanson, S., & Kelley, S. (2001). Service Recovery Attributions and Word-of-Mouth Intentions. *European Journal of Marketing*, 35(1/2), 194-211. <https://doi.org/10.1108/03090560110363463>
- Tsai, C. (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, 18(6), 536-548. <https://doi.org/10.1002/jtr.2070>
- Twenge, J., Zhang, L., & Im, C. (2004). It's Beyond My Control: A Cross-Temporal Meta-Analysis of Increasing Externality in Locus of Control, 1960-2002. *Personality and Social Psychology Review*, 8(3), 308-319. https://doi.org/10.1207/s15327957pspr0803_5
- UNWTO. (2019). *International Tourism Highlights, 2019 Edition*: World Tourism Organization (UNWTO).
- Varela-Neira, C., Vázquez-Casielles, R., & Iglesias, V. (2014). Intentionality Attributions and Humiliation. *European Journal of Marketing*, 48(5/6), 901-923. <https://doi.org/10.1108/ejm-01-2012-0035>
- Weiner, B. (1980). A Cognitive (Attribution)-Emotion-Action Model of Motivated Behavior: An Analysis of Judgments of Help-Giving. *Journal of Personality and Social psychology*, 39(2), 186-200. <https://doi.org/10.1037/0022-3514.39.2.186>
- Weiner, B. (1985). An Attributional Theory of Achievement Motivation and Emotion. *Psychological Review*, 92(4), 548-573. <https://doi.org/10.1037/0033-295x.92.4.548>
- Yuan, D., Cui, G., & Lai, L. (2016). Sorry Seems to Be the Hardest Word: Consumer Reactions to Self-Attributions by Firms Apologizing for a Brand Crisis. *Journal of Consumer Marketing*, 33(4), 281-291. <https://doi.org/10.1108/jcm-02-2015-1306>
- Zheng, D. (2020). Building Resident Commitment through Tourism Consumption: A Relational Cohesion Lens. *Journal of Destination Marketing & Management*, 16, 100441. <https://doi.org/10.1016/j.jdmm.2020.100441>
- Zhou, Y., Berezina, K., Hui, W., & Kim, W. (2020). Commitment Is an Act, Not a Word: Examining Members' Commitment to Travel-Related Online Communities. *International Journal of Hospitality Management*, 91, 102689. <https://doi.org/10.1016/j.ijhm.2020.102689>