

OBSTACLES TO CLAIM

The particular behavior of the tourists towards claims

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Tourism can comparatively be considered as a new discipline hence its literature has slightly more than four decades of published work. Many of the former tourism scholars came from other well established disciplines thus they used their backgrounds to explain the tourism phenomenon. This can be the explanation to the fact that so many scholars use consumer behavior theories without considering the unique features of the tourism industry and of course, complaining behavior is not an exception. This paper aims (i) to review how these unique tourism features may shape tourists' complaining behaviors and (ii) to find out possible constraints to tourist complaining. Results of a thorough review of the relevant literature suggested that five constructs (time, involvement, communication, familiarity and holiday mood) may differentiate tourists from general consumers. A section on major findings of the relevant literature is followed by definitions of these constructs and presentation of the implications for the academia and industry.

KEY WORDS: *characteristics of tourism, tourist, complaining behavior, constraints.*