

Journal Article Review: *Driving Small Independent Traders' Unlearning of Visitor Harassment Behaviors*

Author:

Annmarie Nicely, PhD
Associate Professor and Lead Visitor Harassment Researcher
School of Hospitality & Tourism Management
Purdue University, Indiana USA
ajnicely@purdue.edu

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Using established theories of learning as its basis, the authors of the journal article titled *Mitigating Aggressive Small Trade at Tourist Destinations through Cognitive Restructuring* (one of whom is the author of this review) described nine ways tourism leaders may significantly improve small independent traders at their tourist destinations' unlearning of aggressive selling behaviors. Although no data was collected, the authors reviewed and made reference to approximately 100 scholarly articles and studies on learning, behavior modification and visitor harassment.

Recommendations for Tourism Leaders and Policy Makers

The researchers then posited that to significantly improve small independent traders' shunning of aggressive selling behaviors and embracing of the non-aggressive alternative, tourism leaders from affected destinations must do the following.

1. Create a vision which speaks to the non-aggressive trade behaviors desired for all stakeholders at the destination. Ensure the vision is frequently communicated to as well as has the support and open commitment of the stakeholders (including the traders).
2. Determine the reasons small traders believe the harassment of visitors is acceptable and the alternative is not and take steps to address both sets of beliefs.
3. Communicate to the small traders the behaviors undesired, the effects of such behaviors and their susceptibility to these effects.
4. Systematically update the small traders on their progress in reducing their aggressive selling behaviors, stating in specific and measurable terms where they are behaviorally and where they need to be.
5. Communicate to the traders the urgency of them changing their aggressive selling behaviors to the desired nonaggressive alternative.
6. Abstain from supporting those traders that engage in aggressive selling but most importantly, openly and consistently support those that engage in the desired alternative.

7. Take steps to ensure the traders' engagement in aggressive selling is difficult but most importantly, make sure their engagement in the desired less aggressive alternative is easy.
8. Institute measures that would improve the meaningfulness of the traders' role in their tourism communities.
9. Create initiatives focused on helping the traders reduce their dependence on visitors for their livelihood.

The authors went further and explained ways tourism leaders could accomplish the above. The article reviewed was published in the *International Journal of Hospitality & Tourism Administration*.

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