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| RESEARCH ARTICLE

Tourism Clock: Relationship between Price, Tourist Stay Intention and Per-Day Consumption

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| ABSTRACT

This study introduces the Tourism Clock as a conceptual framework to find out the dynamic and interdependent relationship between price, tourist stay intention, and per-day consumption within a tourism destination. The model further incorporates twelve key tourism determinants, represented as the numbers on a clock, that collectively influence price dynamics. This study focuses on examining the relationship, and identifying the economic assumptions of Price, Tourist Stay Intention and Per-day Consumption along with finding the effect of various tourism determinants on price. The results indicated that Tourist Stay Intention acts as a mediating factor linking Price and Per-day Consumption, as Price influences Tourist Stay Intention, which in turn affects Per-day Consumption, while uncertain relationship exists between Price and Per-day Consumption.

| KEYWORDS

Tourism Clock; Price; Tourist Stay Intention; Per-day Consumption; Tourism Economics

| ARTICLE INFORMATION

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1. Introduction

A clock is a device for measuring time, but it is also an integrated mechanism in which the movement of one component governs the motion of others. The second hand, minute hand, and hour hand operate at different speeds, yet they remain synchronized within a single system. Similarly, tourism functions through variables that move at different velocities but remain structurally interlinked (Butler, 1980). Price changes, tourist responses, and aggregate consumption patterns do not evolve independently; rather, they adjust in relation to one another within a continuous temporal cycle. Conceptualizing tourism as a clock therefore allows for a more holistic understanding of tourism as a living economic and behavioral system (Alegre & Pou, 2006).

Tourism consists of traveling for a limited period away from one's regular residence, usually for purposes such as leisure or other short-term activities, and generally includes staying at the destination for at least one night (Middleton et al., 2009). The time spent at a destination must be aligned with tourism objectives, such as recreation, sightseeing, cultural experiences, or business events, rather than permanent relocation or long-term employment with the duration of more than 24 hours and less than a year (Cooper et al., 2008; UNWTO, 2021).

This study indicates clock as a tourism destination and aligns the second hand of clock with price, the minute hand with tourist stay intention, and the hour hand with per-day consumption, arguing that tourism equilibrium emerges from their coordinated movement rather than from isolated adjustments. This study further aligns the numbers of clock from one to twelve as tourism determinants that affect the price of tourism products (Ritchie, 2004).

1.1 Background of the Study

Tourism is a dynamic system shaped by multiple interrelated economic and behavioral variables that operate at different speeds and intensities. Among these variables, price, tourist stay intention, and per-day consumption play a central role in determining destination performance and sustainability. Traditional tourism demand studies have largely focused on aggregate tourist arrivals or total expenditure, often overlooking the temporal interaction among these variables (Song & Li, 2008). As a result, the internal mechanism through which price changes influence tourists' behavioral decisions over time remains insufficiently explained. Price is widely recognized as a highly sensitive determinant of tourism demand, particularly in price-elastic and developing destinations (Dwyer et al., 2002). Changes in accommodation rates, transportation costs, and service prices immediately affect tourists' destination choice and trip planning decisions. However, while price adjustments are rapid and frequent, tourists' responses in terms of stay duration and consumption behavior unfold more gradually. This temporal mismatch creates a gap in conventional tourism models that assume simultaneous or linear relationships among demand variables. Tourist stay intention, defined as the planned or actual length of stay at a destination, serves as a critical mediating factor between price and consumption (Alegre & Pou, 2006). A longer stay does not necessarily imply higher daily spending; instead, tourists often redistribute expenditures across days, prioritizing basic needs over discretionary spending. This is particularly evident in destinations characterized by budget tourism, trekking tourism, pilgrimage tourism, and long-stay travel, such as Nepal. Consequently, total tourism revenue is frequently driven more by the number of stay days than by increased per-day expenditure. Per-day consumption, which reflects daily spending patterns on accommodation, food, transport, and activities, tends to be relatively stable in the short run (Thrane, 2014). Unlike price, it does not fluctuate instantly in response to market changes. This stability suggests that per-day consumption behaves as a slow-moving variable influenced indirectly through stay duration rather than directly through price variation. To address these conceptual gaps, the Tourism Clock model conceptualizes tourism destinations as a clock mechanism in which price, stay intention, and per-day consumption move at different speeds but remain structurally interconnected. By borrowing the logic of clock hand movement, the theory provides a dynamic and time-sensitive framework to understand tourism behavior more realistically, particularly in price-sensitive destinations.

1.2 Rationale of the Study

The primary rationale of this study is to develop and justify a conceptual framework that explains the dynamic and time-lagged relationship between price, tourist stay intention, and per-day tourist consumption. Existing tourism demand models often treat these variables as contemporaneous, assuming that price changes directly and immediately affect tourist expenditure (Song et al., 2012). However, empirical observations suggest that such direct relationships are weak or inconsistent, especially in developing and long-stay tourism destinations. In many cases, price reductions do not lead to higher per-day consumption; instead, they encourage tourists to extend their intention of stay while maintaining relatively stable daily spending levels (Alegre et al., 2011). This behavioral pattern challenges traditional economic assumptions and calls for a framework that incorporates time as an essential analytical dimension. The Tourism Clock model responds to this need by illustrating how fast-moving price changes influence moderately moving stay intentions, which in turn affect slow-moving per-day consumption patterns. The study is particularly relevant for destinations like Nepal, where tourism is largely price-sensitive and characterized by extended stays for trekking, pilgrimage, volunteer tourism, and budget travel. Policymakers and destination managers often rely on price-based strategies to increase tourism revenue, assuming that lower prices will directly boost tourist spending. However, without understanding the indirect and delayed effects of price on consumption, such strategies may fail to achieve desired outcomes or may even reduce per-day revenue efficiency. Furthermore, this study contributes to tourism theory by shifting the analytical focus from total expenditure to per-day consumption, an area that has received limited attention in tourism economics (Thrane, 2014). By positioning stay intention as a mediating variable, the Tourism Clock Theory offers a more nuanced explanation of tourist behavior and destination performance. Academically, the study fills a conceptual gap by introducing a systems-based, time-structured model that integrates behavioral economics with tourism demand theory. Practically, it provides destination managers with a clearer understanding of how pricing strategies affect tourist behavior over time, enabling more sustainable and evidence-based policy decisions. Thus, the rationale of this study lies in its theoretical innovation, contextual relevance, and practical applicability in contemporary tourism planning.

1.3 Statement of Problems

i. How does the movement of Price determine the Tourist Stay Intention and Per-day Consumption?
ii. What economic assumptions are identified through the movement of Price, Tourist Stay Intention and Per-day Consumption in this study?
iii. How different tourism determinants affect the price?

1.4 Objectives of the Study

i. To examine the relationship between Price, Tourist Stay Intention and Per-day Consumption.
ii. To identify the economic assumptions through the movement of Price, Tourist Stay Intention and Per-day Consumption.
iii. To find out the effect of various tourism determinants on price.

1.5 Limitations of the Study

This study is primarily conceptual and focuses on the theoretical relationships among price, tourist stay intention, and per-day consumption within the Tourism Clock framework. It does not include empirical testing or quantitative analysis, which may limit the direct applicability of the findings to real-world tourism contexts. Moreover, this study does not define exact limits for the slow and fast movement of price which influences the movement of tourist stay intention which in turn affects the movement of per-day consumption.

1.6 Research Gaps

While previous studies have examined price, tourist stay intention, and per-day consumption individually, there is a lack of research exploring their simultaneous interdependence over time. Few studies have applied time-based or cyclical frameworks to explain how rapid changes in price influence behavioral and consumption outcomes in a coordinated manner. Additionally, there is limited understanding of the mechanisms through which tourism determinants differentially impact price and its downstream effects on tourist stay intention and per-day consumption. This study highlights the need for research that examines tourism variables as a synchronized system, providing a foundation for both theoretical advancement and practical destination management strategies.

1.7 Definitions

i. **Tourism Clock:** It refers to a tourism destination that includes various tourism determinants, where price influences tourist stay intention, and stay intention in turn shapes Per-day Consumption over time.
ii. **Fast movement of price:** It is referred to as the increase in the prices of tourism products within the framework of tourism clock model.
iii. **Slow movement of price:** It is referred to as the decrease in the prices of tourism products within the framework of tourism clock model.
iv. **Fast movement of Tourist Stay Intention:** It is referred to as the short stay intention of tourist at a destination influenced by price within the framework of tourism clock model.
v. **Slow Movement of Tourist Stay Intention:** It is referred to as the long stay intention of tourist at a destination influenced by price within the framework of tourism clock model.
vi. **Fast movement of Per-day Consumption:** It is referred to as the increment on daily expenditure influenced by tourist stay intention within the framework of tourism clock model.
vii. **Slow Movement of Per-day Consumption:** It is referred to as the reduction on daily expenditure influenced by tourist stay intention within the framework of tourism clock model.

2. Concept of Tourism Clock

The concept of the Tourism Clock is used to explain the temporal dynamics of tourism activities by illustrating how tourism demand, tourist behavior, and destination functions change over time in a cyclical and predictable manner. Similar to a clock's movement, the model emphasizes time-based patterns such as daily, seasonal, and life-cycle variations in tourism, helping researchers and planners understand peak periods, off-seasons, and transitional phases within a destination. The Tourism Clock is closely linked to theories of tourism seasonality and destination evolution, as it highlights how tourism systems respond to temporal pressures such as climate, social rhythms, and economic

conditions. By conceptualizing tourism development as a structured and recurring process, the Tourism Clock provides a useful framework for managing carrying capacity, optimizing resource allocation, and promoting sustainable tourism practices across different stages of tourism growth (Jafari, 2001). It has has been discussed in tourism literature as a temporal framework that explains how tourism activities, demand, and destination functions evolve in cyclical patterns over time. Drawing from early work on tourism seasonality, researchers emphasize that tourism operates according to predictable temporal rhythms influenced by natural, social, and institutional factors such as climate, holidays, work schedules, and cultural events (Butler, 2001). In this sense, the Tourism Clock metaphor illustrates how destinations move through recurring phases of high, shoulder, and low tourism activity, similar to the repetitive movement of clock hands. Butler's Tourism Area Life Cycle (TALC) model provides a foundational basis for the Tourism Clock by highlighting how destinations experience stages of exploration, development, stagnation, and potential rejuvenation or decline over time, reinforcing the importance of temporal awareness in tourism planning (Butler, 1980). Building on this idea, Baum and Lundtorp (2001) argued that time is a central organizing principle in tourism, as seasonal and temporal cycles structure both tourist behavior and destination management decisions. Their work suggests that the Tourism Clock can be understood as a managerial tool that assists destinations in anticipating fluctuations in demand and aligning resources accordingly. From a socio-cultural perspective, Urry (2002) linked the temporal nature of tourism to broader social rhythms, proposing that tourism consumption is embedded in modern time structures such as paid leave and leisure scheduling, which further supports the clock-based interpretation of tourism flows. Additionally, Jafari (2001) conceptualized tourism as a system that operates through interconnected temporal components, including production, consumption, and experience stages, each unfolding within specific time frames. This systems-based view complements the Tourism Clock by emphasizing the dynamic and synchronized movement of tourism elements over time. More recent discussions of sustainable tourism also incorporate temporal considerations, suggesting that understanding tourism through a time-based lens enables destinations to mitigate overuse during peak periods and distribute tourism benefits more evenly across the year (Hall, 2019). Collectively, these perspectives demonstrate that the Tourism Clock is not a single formalized model but rather a conceptual synthesis rooted in theories of seasonality, destination evolution, and social time. By framing tourism as a cyclical and time-dependent phenomenon, the Tourism Clock offers a valuable analytical lens for understanding tourism dynamics and supports strategic decision-making aimed at enhancing efficiency, resilience, and sustainability in destination development.

2.1 Determinants of Tourism

Tourism determinants are the factors that drive or influence travel behavior, shaping the decision-making process of tourists regarding intention to stay at a destination, activities and mainly spending behavior which directly affect the price (Cooper et al., 2008). Determinants are variables that affect tourism demand and supply, guiding which destinations are chosen, how tourists allocate their time and money, and how tourism services are consumed (Smith, 1994). The main determinants of tourism are season which represents the suitable climate for travelling and affects the tourism demand. Another is the leisure which is a non-obligatory time free from work and daily responsibilities, during which individuals are more likely to engage in travel experiences that provide recreation, pleasure, and psychological renewal through the stay at different destination and consuming the tourism products which determines the travel duration, destination and stay intention of the tourist (Ge & Huang, 2025). Disposable Income of tourist is the most important determinant of tourism which determines the purchasing power that affects tourists' travel behavior, including stay intention, spending patterns, and the per-day consumption of tourism goods and services (Paudel et al., 2024; Tribe, 2016). Need, experience, expectation, market competition and exchange rates are too important determinants of tourism which acts as an important factor to determine the price of tourism goods and services. Events and activities in tourism refer to planned occasions and recreational experiences designed to attract tourists, enhance their travel experience, and promote a destination. These include festivals, cultural programs, sports events, adventure activities, and local experiences that encourage tourist participation and increase the appeal of a place; it also determines the price of tourism goods and services (Wang et al., 2010). Goods and services are referred to the tangible products and intangible experiences provided to travelers to meet their travel-related needs. Tourism goods include physical items such as accommodation facilities, transport equipment, food, and souvenirs, while tourism services involve lodging, guiding, transportation, hospitality and entertainment that collectively shape the tourist experience which is highly demanded during tour (Crompton, 1979; Middleton et al., 2009). Barriers like

health issues, political instability, visa restrictions and Crisis like pandemics, terrorism, natural calamities are the uncertain determinants of the tourism which may either increase the price of a goods and services or decrease. It may shut down the tourism business or suppress the entire tourist from travelling or defer the tourists to the stable destination (Ritchie, 2004).

2.2 Price

Price is defined as the monetary value assigned to tourism goods and services, such as accommodation, transportation, attractions, and experiences that tourists must pay in exchange for stay and consumption at a destination, reflecting both production costs and market demand conditions (Dwyer et al., 2020). In tourism economics, price is theorized as a multidimensional signal that shapes travel decisions, destination choice and length of stay within temporally and spatially constrained markets. Unlike standard goods, tourism products are perishable, experience-based, and location-bound, causing prices to vary dynamically according to seasonality and demand fluctuations. Price in tourism is conceptualized as a demand-regulating mechanism that influences tourists' destination choice, intention of stay, timing of travel, and per-day consumption, particularly under conditions of seasonality and leisure (Song & Li, 2008). Tourism economic theory conceptualizes price as a dynamic, behavioral, and systemic variable that actively shapes tourism activities and the outcomes (Akamavi et al., 2015; Sapkota, 2024). Price functions as the fastest-moving variable in tourism systems. Tourism prices such as accommodation rates, transport fares, or activity fees can fluctuate rapidly in response to seasonality, leisure, income, need or expectations. This rapid responsiveness mirrors the motion of the second hand on a clock. Economic theory has long emphasized price as a primary signal influencing consumer decision-making (Sinclair & Stabler, 1997).

2.3 Tourist Stay Intention

Tourist Stay Intention is defined as the planned or anticipated duration that a tourist intends to remain at a destination, formed through the evaluation of prices, income constraints, time availability, and expected utility from the visit (Alegre & Pou, 2006). Tourist stay intention is also conceptualized as an inter-temporal economic decision in which tourists balance marginal costs and marginal benefits of extending their stay, making duration a key behavioral variable that mediates between price signals and total tourism expenditure (Thrane, 2012; Sapkota, 2024). Tourist stay intention refers to the deliberate planning by a tourist regarding the time they will spend at a destination, influenced by factors such as perceived destination attractiveness, available activities, cost considerations, and satisfaction expectations, which collectively shape the length and quality of the visit (Chen & Tsai, 2007). Tourist stay intention a behavioral indicator of future tourism engagement, representing the likelihood and duration of a tourist's presence at a destination, which is shaped by both economic incentives and experiential motivations, thereby affecting overall per-day consumption and resource allocation within the tourism system (Yoon & Uysal, 2005). Tourist stay intention is conceptualized as the minute hand of a clock, whose movement responds dynamically to the speed of the second hand i.e. price, represented by short-term market fluctuations. In tourism economics, tourist decisions regarding the intention of stay are highly sensitive to price changes, indicating that even small and rapid price movements can influence the tourist stay intention at the destination (Song & Li, 2008).

2.4 Per-day Consumption

Per-day Consumption refers to the total expenditure by tourists on goods and services at a destination, including accommodation, food, transportation, entertainment, and souvenirs. It is the allocation of financial resources by tourists over the course of their visit, reflecting individual preferences, budget constraints, and the perceived value of destination experiences, and influencing both aggregate demand and resource utilization (Song & Li, 2008). It represents the realized economic engagement of visitors with the tourism system, encompassing both tangible purchases and intangible experiential spending, which shapes the sustainability and profitability of tourism enterprises (Cooper et al., 2008). Per-day Consumption is known as the expenditures which circulate through the tourism economy, generating income for local businesses and governments, and acting as a key metric for evaluating tourism performance (Alegre & Pou, 2006). It is conceptualized as a time-dependent process in which expenditures are spread during the tourist stay at the destination, influenced by factors such as length of stay, seasonal pricing, and spending elasticity, which together determine the temporal rhythm of economic activity in a destination (Thrane, 2012).

2.5 Relationship between Price and Tourist Stay Intention

The relationship between price and tourist stay intention has increasingly been conceptualized as positive when price is perceived as an indicator of value, quality, and overall experience rather than merely a monetary sacrifice. In tourism research, price is not interpreted in isolation but evaluated relative to the benefits received, such as service quality, destination image, safety, and experiential richness, all of which influence tourists' willingness to extend their length of stay. Higher prices, when aligned with superior amenities, authentic experiences, and reliable services, can enhance tourists' perceptions of value, thereby strengthening their intention to stay longer at a destination. This perspective is consistent with perceived value theory, which suggests that consumers are willing to pay more and remain engaged when the perceived benefits outweigh the costs (Zeithaml, 1988). In tourism contexts, premium pricing often signals exclusivity, comfort, and high service standards, which can foster trust and reduce perceived risk, particularly for international and high-involvement travelers. Consequently, tourists may associate higher-priced accommodations or destinations with greater satisfaction and reliability, leading to an increased intention to prolong their stay. Moreover, from the standpoint of behavioral intention models, such as the Theory of Planned Behavior, favorable attitudes toward price fairness and value-for-money positively influence intention-related outcomes, including stay duration (Ajzen, 1991). Empirical studies have demonstrated that tourists who perceive prices as justified by quality are more likely to exhibit positive post-purchase behaviors, such as extended stays, repeat visits, and positive word-of-mouth (Chen & Tsai, 2007). Additionally, in destinations targeting experiential or luxury tourism, higher prices may enhance destination prestige and self-image congruence, motivating tourists to remain longer to fully consume and justify the paid experience (Petrick, 2004). This positive price–stay intention relationship is particularly evident when pricing strategies are transparent and consistent with service delivery, as tourists tend to interpret such pricing as a signal of professionalism and destination credibility. Therefore, rather than discouraging tourists, appropriately structured and value-based pricing can strengthen tourists' emotional and cognitive attachment to a destination, ultimately increasing their intention to extend their stay. This understanding highlights the importance of strategic pricing as a managerial tool that not only influences initial travel decisions but also shapes tourists' stay intentions during their visit, contributing to destination competitiveness and sustainable tourism development.

2.6 Relationship between Tourist Stay Intention and Per-day Consumption

The relationship between tourist stay intention and per-day consumption reflects an important behavioral and economic dynamic in tourism studies, wherein the length of intended stay significantly influences tourists' daily spending patterns. Research suggests that tourists who intend to stay for a short period of time tend to exhibit higher per-day consumption, as they aim to maximize their limited time by engaging in intensive activities, premium services, and higher-priced consumption choices. Short-stay tourists often prioritize convenience, comfort, and experiential richness, leading them to spend more on accommodations, dining, transportation, and attractions on a daily basis to optimize their overall travel experience (Alegre & Pou, 2006). This behavior is consistent with time-allocation theory, which posits that individuals facing time constraints are more likely to substitute money for time, resulting in elevated daily expenditures. In contrast, tourists with longer stay intentions typically demonstrate lower per-day consumption, as extended time horizons encourage more budget-conscious and routine-oriented spending patterns. Long-stay tourists often shift from consumption-intensive behaviors toward cost-saving strategies, such as choosing mid-range or budget accommodations, self-catering options, discounted transport, and slower-paced activities, thereby reducing average daily expenditure (Wang et al., 2006). From a microeconomic perspective, this pattern reflects diminishing marginal utility, where the incremental satisfaction derived from high daily spending decreases over time, motivating tourists to smooth their expenditures across a longer stay. Additionally, longer stays allow tourists to acquire destination familiarity, which reduces information asymmetry and perceived uncertainty, enabling them to identify lower-cost alternatives without significantly compromising satisfaction (Thrane, 2014). Behavioral intention theory further supports this relationship by suggesting that tourists' pre-trip intentions regarding stay duration shape on-site consumption decisions, influencing how resources are allocated on a daily basis (Ajzen, 1991). Empirical tourism demand studies consistently report a negative relationship between length of stay and daily expenditure, indicating that while total trip expenditure may increase with longer stays, per-day consumption declines as tourists adjust their spending behavior to sustain affordability over time (Alegre et al., 2011). This inverse relationship has important implications for destination management and revenue optimization, as destinations relying heavily on short-stay tourism may benefit from higher daily yields, whereas destinations attracting long-stay tourists may

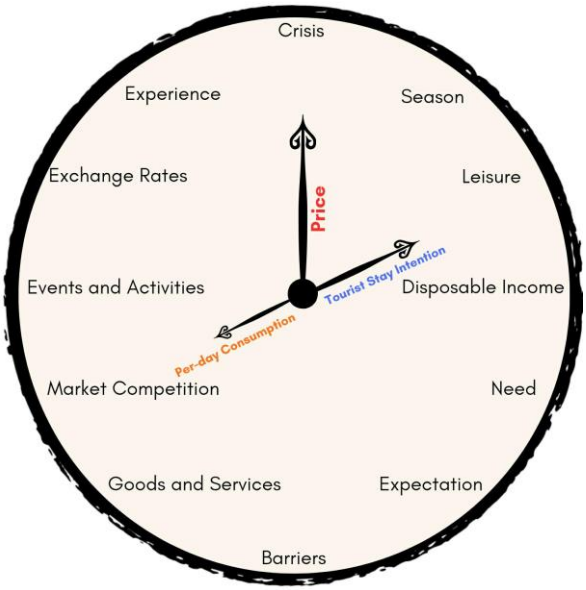
experience lower daily spending but greater economic stability through prolonged visitation. Therefore, understanding how tourist stay intention shapes per-day consumption provides valuable insight into tourist behavior, enabling policymakers and tourism managers to design targeted pricing, product bundling, and marketing strategies that align with different stay-duration segments and enhance overall destination competitiveness.

2.7 Relationship between Price and Per-day Consumption

The relationship between price and per-day consumption in tourism has been widely debated, with growing evidence suggesting that price alone does not exert a direct or consistent influence on tourists' daily spending behavior. While traditional economic theory assumes that price levels shape consumption decisions, tourism consumption is largely experiential and context-dependent, meaning that tourists' per-day expenditures are influenced by a complex interaction of psychological, situational, and destination-specific factors rather than price in isolation. Tourists often allocate daily spending based on planned budgets, travel motivations, time constraints, and perceived value, which weakens the explanatory power of price as a standalone determinant of per-day consumption (Thrane, 2014). In many cases, higher prices do not necessarily lead to reduced daily consumption, nor do lower prices automatically encourage increased spending, as tourists tend to maintain relatively stable daily expenditure patterns that align with pre-trip expectations and habitual consumption behavior (Wang et al., 2006). Moreover, tourism prices are frequently bundled into packages, accommodations, or prepaid services, making it difficult for tourists to adjust daily consumption in direct response to price variations at the destination. From a behavioral perspective, tourists often exhibit mental accounting behavior, whereby expenditures are categorized into predefined budgets such as lodging, food, and activities, limiting the sensitivity of daily spending to price changes once these budgets are established (Petrick, 2004). Additionally, perceived value and satisfaction have been shown to mediate the relationship between price and consumption, indicating that tourists may continue spending at similar daily levels regardless of price differences if they believe the experience justifies the cost (Zeithaml, 1988). Empirical tourism demand studies further demonstrate inconsistent or statistically insignificant associations between price variables and per-day expenditure, particularly when controlling for factors such as length of stay, income, travel party size, and purpose of visit (Alegre & Pou, 2006). This suggests that per-day consumption is more strongly driven by structural constraints and experiential preferences than by price sensitivity. Furthermore, destination familiarity and repeat visitation reduce tourists' responsiveness to price, as experienced visitors rely on knowledge and routines to manage daily spending efficiently, regardless of prevailing price levels (Chen & Tsai, 2007). As a result, price functions more as an entry or selection factor influencing destination choice rather than as a determinant of daily consumption behavior once tourists are present at the destination. Therefore, the absence of a direct relationship between price and per-day consumption highlights the need for tourism research and destination management to shift attention toward behavioral, motivational, and contextual variables that more accurately explain daily spending patterns, rather than assuming price-based mechanisms alone can effectively predict or regulate tourists' per-day consumption.

2.8 Conceptual Framework

Figure 1: Conceptual Framework



Source: Adapted from Humagain & Singleton (2021); Wang & Li (2023); Baggio (2008); J.R. (2012)

The conceptual framework of this study shows that the clock is a tourist destination where second hand of clock is Price, minute hand is Tourist Stay Intention and hour hand is Per-day Consumption which moves on a same direction. Price is the influencing factor for Tourist Stay Intention. In a same way, Tourist Stay Intention is the influencing factor for Per-day Consumption. The twelve positions on a clock symbolize twelve different determinants that affect tourism demand and supply, collectively shaping the movement of price.

3. Data Collection Procedure

The study is based entirely on secondary data collected from existing sources. Relevant information was gathered through a systematic review of previous scholarly literature, including peer-reviewed journal articles, academic books, research reports, and credible institutional publications related to the study area. These sources were carefully selected to ensure relevance, reliability, and consistency with the research objectives. The collected data were critically examined, compared, and synthesized to develop a coherent analytical foundation for the study, allowing the research to draw informed conclusions without relying on primary data collection.

The data analysis for this study was conducted through a qualitative and conceptual examination of the collected secondary sources. Relevant information extracted from the reviewed literature was systematically categorized according to key themes and variables related to the research objectives. Relationships, assumptions and theoretical insights were identified through comparative analysis across different studies. The synthesized findings were then interpreted to develop conceptual linkages and support analytical discussions, allowing conclusions to be drawn based on existing empirical and theoretical evidence rather than statistical primary data analysis.

4. Findings

Table 1: Effect of Tourism Determinants on Price

S.N	Determinants	Effects on Price
1	Season	Price moves faster during peak season due to high tourist demand and moves slowly in off season due to low tourist demand.
2	Leisure	Price moves faster when demand rises during leisure period and vice-versa.
3	Disposable Income	Higher disposable income of tourist increases tolerance for expensive goods and services resulting fast movement of price and while lower disposable income heightens price sensitivity and constrains demand resulting slow movement of price.
4.	Need	Price moves faster when the necessity to travel is high, and moves slowly when demand falls. But, needs of tourism product continue to be demanded even when price moves faster or slower.
5.	Expectation	When expectation of high quality or future value rises, it allows the price to move faster, whereas lower expectations reduce demand resulting slow movement of price.
6.	Barriers	Barriers at the destination raise uncertainty in tourism demand. Some tourists may defer their visit to the stable destination while others may be entirely suppressed resulting reduction of demand and exerting slow movement of price.
7.	Goods and Services	Price moves faster when tourist demands for high-quality services to achieve exclusive experiences, while lower-quality service results slow movement of price which can attract more tourists creating high demand. Similarly, Price moves faster when demand or scarcity of tourism goods rises, while lower demand or abundant supply slows the price.
8.	Market Competition	Market competition in tourism generally drives prices down as providers seek to attract price-sensitive tourists, particularly in destinations with high substitutability. Increased competition forces businesses to align prices with competitors and focus on value-for-money.
9.	Events and Activities	Wider range of activities at a destination and high-profile events increase tourist demand and willingness to pay, leading to faster movement of price. It also increases the demand for tourism goods and services leading towards the faster movement of price at a destination.
10.	Exchange Rates	Weaker domestic currency makes a destination cheaper for foreign visitors resulting slow movement of price and strengthening currency increases the relative cost of travel resulting faster movement of price.
11.	Experience	Tourist driven by positive past experience increases demand allowing price to move faster, while limited or negative experience reduce revisits and keep price movement slow.
12.	Crisis	Crisis creates uncertainty in tourism demand, sudden drops in tourist arrivals can slows movement of price, while limited availability or high demand during recovery periods can lead to faster movement of price.

Source: Adapted from Baum & Lundtorp (2001); Becker (1965); Dann (1977); DeSerpa (1971); Varian (2019); Mankiw (2021); Song (2012).

Table 2: Assumptions of and Relationship between Price, Tourist Stay Intention and Per-day Consumption

S.N	Variables	Assumptions	Relationship
1.	Price – Tourist Stay Intention	When price movement is slow, tourist intends to stay at the destination for a longer period of time resulting slow movement of Tourist Stay Intention, while faster movement of price leads towards the shorter stays of tourists allowing the movement of Tourist Stay Intention faster holding other influencing factors constant.	Positive relationship between Price hand and Tourist Stay Intention hand of a clock.
2.	Tourist Stay Intention – Per-day Consumption	When Tourist Stay Intention at a destination is slow Per-day Consumption typically shift towards a slower movement. Long-stay tourists tend to allocate their budgets more cautiously, often reducing daily costs related to transportation and accommodation by choosing cost-efficient options such as public transport or long-term lodging resulting to slower consumption on per day basis. While, tourist tends to stay for short period of time resulting fast movement of Tourist Stay Intention then the tourist tends to spend generously, prioritizing comfort and convenience in transport and lodging, purchasing souvenir and local products often leading towards the higher daily expenditure resulting fast movement of Per-day Consumption holding other influencing factors constant.	Positive relationship between Tourist Stay Intention hand and Per-day Consumption hand of a clock.
3.	Price – Per-day Consumption	In the tourism clock model, Per-day Consumption remains unaffected for the longer period of time during the movement of price. Whether price moves faster or slower, the level of consumption stays constant, maintaining a stable state at a same place for the extended period.	Uncertain relationship between Price hand and Per-day Consumption hand of a clock.

Source: Adapted from Uriely (2005); Tung & Ritchie (2011); Getz (2012); Bowdin et al. (2012); Gössling et al. (2020); Barros & Machado (2017)

5. Discussions

The findings are similar with Sinclair & Stabler (1997) when price slows, tourist's intention to stay at a destination tends to be slow, leading them to stay for longer period of time. As tourist intends to stay for longer period of time, their per-day consumption pattern typically shifts toward a slower pace in a tourism market if other variables remain constant. Conversely, when price moves faster, tourist stay intention also moves faster leading for shorter stay at the destination which results in fast per-day consumption of tourist if other variable remains constant. This relationship highlights the influence of price dynamics on tourist stay intention and tourist stay intention influences per-day consumption at a destination. Similarly, the study confirms the similarities with the findings of Thrane (2012) the clock system provides a useful analogy for understanding the relationship between prices, tourist stay Intention, and per-day consumption. When the second hand of a clock moves slowly, the minute hand also progresses slowly, which in turn causes the hour hand to advance at a slower pace. In contrast, when the second hand moves faster, the minute hand accelerates, leading the hour hand to move quickly than usual. Applied to tourism dynamics, price can be viewed as the second hand of the clock, tourist stay intention as the minute hand, and per-day consumption as the hour hand. Slower Price encourage longer stays, which results in a slower movement of Tourist Stay Intention that leads toward the slower Per-day Consumption when other variables remain constant and vice-versa. Findings of this study

supports the research results of Cooper et al. (2008) there are various determinants in tourism which can affect the whole tourism system with high effect on price.

Nevertheless, this study corroborates the findings of Yoon and Uysal (2005) by demonstrating that price is directly related to tourist stay intention and tourist stay intention is also directly related to per-day consumption of tourist. But, there is uncertain relationship between price and Per-day Consumption. This mechanism indicates that the clock system of tourism does not function directly towards Per-day Consumption through Price alone but relies on Tourist Stay Intention and other determinants as an essential link. If Tourist Stay Intention and other determinats are removed from the model, Price movement creates uncertain relationship with Per-day Consumption. Therefore, tourist stay intention acts as the connecting force that aligns price movements with per-day consumption, ensuring the smooth and logical operation of the clock system in tourism.

The study is consistent with the UNWTO (2021) definition of tourism, which specifies that a tourist must remain at a destination for more than 24 hours but less than one year and must include at least one overnight stay. This condition closely reflects the tourism clock model, which highlights Tourist Stay Intention as the key mediating mechanism linking Price and Per-day Consumption. Furthermore, in the absence of tourist stay intention, tourism activity cannot take place. Therefore, the tourism clock framework not only explains the interaction among price, tourist stay intention, and per-day consumption, but also reinforces the core structure underlying the concept of tourism itself.

6. Conclusion

The Tourism Clock framework highlights tourism as a synchronized system in which price, tourist stay intention, and per-day consumption move in a coordinated and sequential manner. The findings suggest that price does not directly determine per-day consumption; instead, its influence is transmitted through tourist stay intention, which acts as a critical mediating variable. Slower price movements encourage longer stays and more measured per-day consumption, while faster price movements are associated with shorter stays and higher daily expenditure. Additionally, the study shows that multiple tourism determinants collectively shape price, thereby directly affecting tourist stay intention. By conceptualizing tourism dynamics through a tourism clock analogy, this study contributes a novel theoretical lens that enhances understanding of tourism behavior and underscores the importance of considering tourism variables as an integrated system rather than independent elements.

During the preparation of this work, I used ChatGpt and Google Gemini in order to check the grammatical mistakes. After using this tool, I reviewed and edited the content as needed and take full responsibility for the content of the published article.

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