Service Encounters in Tourism, Events and Hospitality

In this visionary book, C. K. Prahalad and Venkat Ramaswamy explore why, despite unbounded opportunities for innovation, companies still can't satisfy customers and sustain profitable growth. The explanation for this apparent paradox lies in recognizing the structural changes brought about by the convergence of industries and technologies; ubiquitous connectivity and globalization; and, as a consequence, the evolving role of the consumer from passive recipient to active co-creator of value. Managers need a new framework for value creation. Increasingly, individual customers interact with a network of firms and consumer communities to co-create value. No longer can firms autonomously create value. Neither is value embedded in products and services per se. Products are but an artifact around which compelling individual experiences are created. As a result, the focus of innovation will shift from products and services to experience environments that individuals can interact with to co-construct their own experiences. These personalized co-creation experiences are the source of unique value for consumers and companies alike. In this emerging opportunity space, companies must build new strategic capital—a new theory on how to compete. This book presents a detailed view of the new functional, organizational, infrastructure, and governance capabilities that will be required for competing on experiences and co-creating unique value.

The Future of Competition

This book examines the main issues and concepts relating to heritage, screen and literary tourism (HSLT) and provides a comprehensive understanding and evaluation of these three forms of tourism in the context of global tourism development. It analyses the demand and supply of HSLT within the frameworks provided by service-dominant logic and value creation to enable a critical perspective on how HSLT tourist experiences are created, produced and shaped. The volume explores the challenges which relate to the role of the consumer in the co-creation of the tourist experience, and the implications this has for the development, marketing, interpretation, consumption, planning and management of HSLT. It will appeal to researchers and students of heritage tourism, film and literary tourism, media-driven tourism, tourism planning and destination development and management.

Revisiting Value Co-creation and Co-destruction in Tourism

A key tool in creating a destination experience is the experience economy. This is even more true for cultural tourism experiences since culture's intrinsic values are inherently linked to experiences. The book Creating and Managing Experiences in Cultural Tourism aims to provide theoretical and practical background on the experience economy applied in sustainable cultural tourism. This entails a wide range of subjects addressing cultural heritage, creative industries and contemporary culture. Theoretical approaches to experience creation are presented to offer the 'rules' of designing the cultural tourism experiences. With inspirational and innovative examples, it provides an insight into the field of cultural tourism from prominent editors, authors and contributors in their respective fields.

Heritage, Screen and Literary Tourism

Tourism has often been described as being about 'selling dreams', tourist experiences being conceptualized as purely a marketing confection, a socially constructed need. However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices. The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship. The Handbook is divided in to nine inter-related sections: Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists; Part 2 explores macromarketing and tourism; Part 3 deals with strategic issues; Part 4 addresses recent advances in research; Part 5 focuses on developments in tourist consumer behaviour; Part 6 looks at micromarketing; Part 7 moves on to destination marketing and branding issues; Part 8 looks at the influence of technological change on tourism marketing; and Part 9 explores future directions. This timely book offers the reader a comprehensive synthesis of this sub-discipline, conveying the latest thinking and research. It will provide an
invaluable resource for all those with an interest in tourism and marketing, encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for Tourism students, researchers and academics as well as those of Marketing, Business, Events Management and Hospitality Management.

**Routledge Handbook of the Tourist Experience**

This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

**Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector**

This book assists the better understanding of value co-creation and co-destruction in tourism development by bringing together different perspectives and disciplines. It provides some examples of how value can be co-created or co-destroyed within the context of tourism. Tourism is susceptible to uncertainty and incidents that can directly impact the supply and demand of its discretionary products and services. Consensus has been reached among practitioners and academics that consumer experience is more important than ever for enterprises as well as destinations, as the sector has become globalized, reached maturity and become highly competitive. Still, the pathway to success (or failure) lies within the overall satisfaction of visitors and tourists, which heavily depends on perceived value; a concept that can be co-created or co-destroyed by the very interaction between all social actors and stakeholders involved. Value creation or destruction is critical not just for traditional supply and demand, but also for an array of actors across value and distribution chains (including, for example, staff and intermediaries across the networks). The book will be of great value to scholars, students and policymakers interested in tourism studies and practices and service management, as well as professionals in the field of tourism management. The chapters were originally published as a special issue of the journal, Tourism Planning & Development.

**Co-Creation and Well-Being in Tourism**

Rev. ed. of: The experience economy: work is theatre & every business a stage. 1999.

**The Routledge Handbook of Tourism Experience Management and Marketing**

Bogen beskriver en samfundsudvikling, hvor oplevelsesøkonomi er et symptom og et udtryk for denne udvikling

**Critical Issues in Tourism Co-Creation**

**Revisiting Value Co-Creation and Co-Destruction in Tourism**

Traditionally, tourism media has referred to the image of destinations constructed through media texts such as brochures and postcards, with increasing attention towards other mediascapes such as films and television. Yet, with prolific advancements in technologies of media communication, such traditional formats have experienced a shift in the productive and consumptive practices through which they come into being. The possibilities of production and subsequent consumption are unequivocally changing the ways in which tourists imagine, understand and engage with destinations. This book therefore explores the role of tourism media and mediating practices in the development of non-linear processes of communication and understanding as both producers and consumers come together to negotiate the tourist experience. In varying ways it examines the emergent relationships and connections between media practices and tourism practices, everyday experiences and encounters of place. Collectively, the authors in this book address a range of media and technologies from brochures, television, video and film to mediated virtual spaces, such as e-brochures, Internet cultures, social networks, and Google Earth. In doing so, the book highlights the continued significance of media in tourism contexts; recognising both traditional and newer technologies, and the non-linear, continuous cycle of mediated representations and experiences.

**Tourist Behavior**

Apple embraced co-creation to enhance the speed and scope of its innovation, generating over $1 billion for its App-Store partner-developers in two years, even as it overtook Microsoft in market value. Starbucks launched its online platform MyStarbucksIdea.com to tap into ideas from customers and turbocharged a turnaround. Unilever turned to co-creation for redesigning product lines such as Sunsilk shampoo and revitalized growth. Nike achieved remarkable success with its Nike+ co-creation initiative, which enables a community of over a million runners to interact with one another and the company, increasing its market share by 10 percent in the first year. Co-creation involves redefining the way organizations engage individuals—customers, employees, suppliers, partners, and other stakeholders—bringing them into the process of value creation and engaging them in enriched experiences, in order to —formulate new breakthrough strategies —design compelling new products and services —transform management processes —lower risks and costs —increase market share, loyalty, and returns In this pathbreaking book, Venkat Ramaswamy (who coined the term co-creation with C. K. Prahalad) and Francis Gouillart,
pioneers in working with companies to develop co-creation practices, show how every organization—from large corporation to small firm, and government agency to not-for-profit—can achieve “win more–win more” results with these methods. Based on extraordinary research and the authors’ hands-on experiences with successful projects in co-creation at dozens of the world’s most exciting organizations, The Power of Co-Creation illustrates with detailed examples from leading firms such as those above, as well as from Cisco, GlaxoSmithKline, Amazon, Jabil, Predica, Wacoal, Caja Navarra, and many others, how enterprises have used a wide range of “engagement platforms”—and how they have even restructured internal management processes—in order to harness the power of co-creation. As the authors’ wealth of examples make vividly clear, enterprises can no longer afford to view customers and other stakeholders as passive recipients of their products and services but must learn to engage them in defining and delivering enhanced value. Co-creation goes beyond the conventional “process view” of quality, re-engineering, and lean thinking, and is the essential new mind-set and practice for boosting sustainable growth, productivity, and profits in the future.

Enlightened Marketing in Challenging Times

This book assists the better understanding of value co-creation and co-destruction in tourism development by bringing together different perspectives and disciplines. It provides some examples of how value can be co-created or co-destroyed within the context of tourism. Tourism is susceptible to uncertainty and incidents that can directly impact the supply and demand of its discretionary products and services. Consensus has been reached among practitioners and academics that consumer experience is more important than ever for enterprises as well as destinations, as the sector has become globalized, reached maturity and became highly competitive. Still, the pathway to success (or failure) lies within the overall satisfaction of visitors and tourists, which heavily depends on perceived value; a concept that can be co-created or co-destroyed by the very interaction between all social actors and stakeholders involved. Value creation or destruction is critical not just for traditional supply and demand, but also for an array of actors across value and distribution chains (including for example staff and intermediaries across the networks). The book will be of great value to scholars, students and policymakers interested in tourism studies and practices, Service Management as well as professionals in the field of tourism management. The chapters were originally published as a special issue of the journal, Tourism Planning & Development.

The Handbook of Managing and Marketing Tourism Experiences

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives and interpretations of how tourists, as customers, create value alone and with others. Now updated throughout, Creating Experience Value in Tourism, 2nd Edition provides a clarification of these approaches as well as a practical translation as to how they can work within industry. Concluding with a summary of the areas for future research, this is a key resource for researchers, particularly those interested in experience value and co-creation, as well as a useful read for students of tourism and related industries.

The Routledge Handbook of Tourism Experience Management and Marketing

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter contents. Tourism experience drives the contemporary tourist’s behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

The Routledge Handbook of Tourism Marketing

This book examines and analyzes tourism consumption and tourist experiences, employing a systematic and case study-driven perspective. Covering approaches with a wider geographical background, it considers issues like tourism place experience and co-creation, as well as the behavior of tourists on guided tours, at trade shows and exhibitions, and in museums. Dedicated chapters deal with the aspect of customer satisfaction in places such as hotels or restaurants. In closing, the book highlights tourist behavior in the context of cultural heritage, regional and cultural differences and the general frameworks of consumer happiness and responsibility. Given its focus, the book provides a unique view on the interplay of tourism consumption and tourist experiences, and presents a comprehensive selection of case studies to exemplify and discuss in detail the frameworks covered and the current state of practice.

Co - Creation in Tourist Experiences

The planning, design, management and marketing of experiences for tourism markets is a major challenge for tourism destinations and providers in a globalized and highly competitive market. This book bridges the gap in contemporary literature by carefully examining the management and marketing of tourism experiences.

Handbook of Research on Resident and Tourist Perspectives on Travel Destinations
Co-creation is fast becoming a buzz word in tourism. Traditional approaches to value creation in tourism suggest that operators and suppliers produce goods and services which are consumed by tourists. The value produced is usually measured in economic terms. Co-creation challenges these assumptions, arguing that tourism producers and consumers co-create value together and that this value is more diverse than just economic value. Technologies underpinning social media, ratings and review tools and e-commerce are facilitating the creation of diverse values, and have been responsible for driving innovation in, for example, new business models such as the collaborative economy.

Social, environmental, emotional, reputational and other kinds of value may also be produced, and a wide range of stakeholders, not just producers or consumers, might also benefit from the value co-creation process. This edited volume seeks to go beyond the dominant business/management/marketing perspectives that focus on the co-creation of market value and innovation, to excavate complex and critical episodes of co-creation in tourism. By engaging authors from both the academy and beyond, it explores the rich historical lineage of co-creation and its contemporary practices. The chapters in this book were originally published in Tourism Recreation Research.

**The Experience Economy**

As the field of tourism grows in maturity and scientific sophistication, it is important to fully understand the breadth and depth of vacation experience value. This book evaluates this experience, as it is created and co-created by the tourist engaging in the experience, for himself, other tourists and the tourism firm. Providing a framework to distinguish among key resources or antecedents of customer value, this book also considers consumer behaviour.

**Tourism in Asian Cities**

This book offers insights into the demands made on staff in service encounters in tourism, events and hospitality roles. Using data from research completed in these industries, it hinges upon storied incidents offered by workers about which the reader can reflect and apply theoretical knowledge. A key feature of this volume is that it focuses on staff perspectives and perceptions of service encounters and delivery rather than on customer or management perspectives. This will provide students, lecturers, management and customers with fresh and clear understandings of the demands made on staff, but also the perspectives from which the demands are seen. The chapters clarify to students how to apply academic knowledge within customer service contexts and include learning objectives, questions and summaries.

**Co-Creating Tourism Research**

Tourism is an economic and social phenomenon that is centered on a tourist's experience and is dependent on the experiences that are co-created and provided to tourists. Tourism destination managers must understand what tourists perceive as engaging, intense, and memorable in order to remain successful. However, care must also be given to the residents’ perception of local tourism development and how it impacts their community. This is a fundamental aspect for tourism development since host communities that support tourism development tend to be more hospitable with tourists, which influences their satisfaction and loyalty. Moreover, the interaction with residents of host communities is a crucial component of the quality of the tourist experience, contributing to the long-term success and sustainability of destinations. The Handbook of Research on Resident and Tourist Perspectives on Travel Destinations is a collection of innovative research that examines travel destinations from the resident and tourist perspectives in order to better support and inform the tourism development process and to make the destinations attractive to visitors while at the same time contributing to resident quality of life and happiness. While highlighting topics including sustainable development, hotel management, and customer satisfaction, this book is ideally designed for government officials, tour developers, travel agencies, brand managers, advertising agencies, restaurateurs, public administrators, hotel managers, tourist industry professionals, academicians, researchers, and students.

**Tourismscapes**

Experiences are an important part of our lives and increasingly represent a crucial topic to address for businesses and professionals. This book focuses on designing, staging and managing experiences within the context of the events, tourism and hospitality industries. It also illustrates current and future developments in these industries and wider society, with an emphasis on sustainable development. The book offers an innovative approach for successfully creating experiences for (potential) customers that is based on combining insights and methods from the world of design and the social sciences. Moreover, it shows how the experience economy and sustainable development both reinforce one another and create challenges that businesses and professionals can address through this approach. Critical thinking questions, practical examples and international case studies are integrated throughout the text. Combining a design science and a social sciences perspective in one inclusive hands-on approach to designing, staging and managing experiences, this is essential reading for all students of Events, Tourism and Hospitality Management, but also related fields.

**The Co-creation of Tourism Experience**

Co-creation has become a buzzword in many social science disciplines, in business and in tourism studies. Given the prominence of co-creation, surprisingly little discussion has evolved around its implications for research practices and knowledge production as well as what challenges there are for fulfilling the promise of co-creation in tourism research. This book aims to contribute to this discussion by addressing how tourism research comes together as a collaborative achievement and by exploring different ways of collaborative knowledge production in tourism research. It is structured to offer, on one hand, an introduction to the ontological basis for collaborative research and, on the other hand, a set of empirical examples of how collaborative knowledge creation can inform tourism design, management, policy and education. The theoretical accounts and empirical cases of this book display how research collaborations can offer modest, local yet often impactful insights, traces and effects. It therefore will be of value for students, researchers and academics in tourism studies as well as the wider social sciences.
Industrial and Managerial Solutions for Tourism Enterprises

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter contents. Tourism experience drives the contemporary tourist’s behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

Creating Experience Value in Tourism

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives, and interpretations of how tourists, as customers, create value alone and with others. Updated to include new studies, the second edition of Creating Experience Value in Tourism introduces the concept of co-creation of value in the tourist experience, looking at the definitions, structures and models available; provides new chapters addressing stakeholder perspective and concretion, the role of the experience setting in creating experience, the connection between co-creation and subjective well-being and global perspectives on value creation; and considers consumer behavior and factors affecting value creation from both physiological and psychological perspectives.

Creating and Managing Experiences in Cultural Tourism

Most discussion of visitor experiences uses a behavioural or managerial approach where the way the visitor thinks is ignored - it's a black box. Visitor Experience Design is the first book of its kind to examine best practice in creating and delivering exciting and memorable travel and visitation experiences from a cognitive psychological perspective - it opens the black box. The chapters draw on recent findings from cognitive psychology, cognitive science and neuroscience to provide a basis for a better understanding of the antecedents of a memorable experience. Tourism, hospitality and event managers seek to provide WOW experiences to their visitors through better design and management. This book encourages the discussion of different facets of experience design such as emotions, attentions, sensations, learning, the process of co-creation and experiential stimuli design. It will be of interest to tourism researchers and postgraduate students studying tourism management, marketing and product design.

Creating Experience Value in Tourism

This book brings together cutting edge research and applications of social media and related technologies, their uses by consumers and businesses in travel, tourism and hospitality. The first section addresses topical issues related to how social media influence the operations and strategies of tourism firms and help them enhance tourism experiences: open innovation, crowdsourcing, service-dominant logic, value co-creation, value co-destruction and augmented reality. The second section of the book looks at new applications of social media for marketing purposes in a variety of tourism-related sectors, addressing crowd-sourced campaigns, customer engagement and influencer marketing. The third section uses case studies and new methodologies to analyze travel review posting and consumption behaviors as well as the impact of social media on traveller perceptions and attitudes, with a focus on collaborative consumption and sharing economy accommodation. Finally, the fourth section focuses on hot topics and issues related to the analysis, interpretation and use of online information and user-generated content for deriving business intelligence and enhancing business decision-making. Written by an international body of well-known researchers, this book uses fresh theoretical lenses, perspectives and methodological approaches to look at the practical implications of social media for tourism suppliers, destinations, tourism policy makers and researchers alike. For these reasons, it will be a valuable resource for students, managers and academics with an interest in information and communication technologies, marketing for tourism and hospitality, and travel and transportation management.

Marketing of Tourism Experiences

This book explores the phenomena of the urban everyday and new urban tourism. It provides a systematic framework and draws on a mix of theoretical and empirical work to look at the increasing intermingling of ‘tourists’ and ‘residents’. Tourism and urban everyday life are deeply connected in a mutually constitutive way. Tourism has become a key momentum of urban development and affects cities beyond its economic dimension. Urban everyday life itself can turn into a matter of tourist interest for people searching for experiences off the beaten track. Even living in a city as a resident involves moments, activities and practices which could be labelled ‘touristic’. These observations demonstrate some of the various layers in which urban tourism and everyday city life are intertwined. This book gathers multiple interdisciplinary approaches, a diversity of topics and methodological variety to examine this complex relationship. It presents a systematic framework for the dynamic research field of new urban tourism along three dimensions: the extraordinary mundane, encounters and contact zones, and urban co-production. This book will be of interest to students and researchers across fields such as Tourism and Mobility Studies, Urban Studies, Leisure Studies, Tourism Geography, and Tourism Sociology.

Sustainable Customer Experience Design

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This book offers a wealth of new views and interpretations of well-being in tourism, emphasizing the role that co-creation – the creation or enhancement of value through tourist engagement with tourism providers and other tourists – is increasingly playing in enriching tourist experiences. A combination of theoretical and empirically based contributions relating to various tourism contexts shed light on existing and potential contributions of tourists and destination providers to tourist well-being. Readers will find novel and compelling insights into both the very nature of wellbeing as perceived by the tourist and the opportunities that are emerging as tourists become savvy decision-makers capable of activating their own networks and resources in order to shape their experiences. The book will be of interest for all who wish to learn more about the character and the construction of well-being within tourism, the relationship of well-being to a range of factors, and the ways in which tourism operators can assist tourists in creating high-value experiences.

Open Tourism

The tourist experience is multi-faceted and dynamic, as tourists engage with its formation and creation. The tourists then become vital in creating value for themselves together with the service provider. Experience value cannot be pre-produced, but is co-created between host and guest(s) in the servicescape. The tourist managers can therefore only plan for and facilitate for value co-creation to take place. This book responds to the need for a critical review of how firms can facilitate and dramatize for enhanced experience value for tourists. As the roles of participants and providers are changing rapidly, new knowledge in terms of how value creation and value co-creation can transpire needs to be generated. The aim of this book is therefore to accentuate the role and importance of the core elements in value creation processes, namely, the customer(s), the setting in which co-creation would take place, and the provider. Bringing together scholars from diverse areas to address the nature of how the actors co-create values through interaction in different experience settings, the book also serves as a guide to the best practice of co-creation of tourist experiences. It will therefore appeal practically as well as theoretically to scholars and students of tourism, marketing, leisure, hospitality, and services management.

Mediating the Tourist Experience

Tourists frequently rely on social networks to provide information about a product or destination as a decision support tool to make adequate decisions in the process of planning a trip. In this digital environment, tourists share their travel experiences, impressions, emotions, special moments, and opinions about an assortment of tourist services like hotels, restaurants, airlines, and car rental services, all of which contribute to the online reputation of a tourist destination. The Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector is a fundamental reference source that provides vital theoretical frameworks and the latest innovative empirical research findings of online social media in the tourism industry. While highlighting topics such as e-business, mobile marketing, and smart tourism, this publication explores user-generated content and the methods of mobile strategies. This book is ideally designed for tour developers, travel agents, restaurateurs, hotel management, tour directors, entrepreneurs, social media analysts, managers, industry professionals, academicians, researchers, and students.

Creating Experience Value in Tourism, 2nd Edition

Routledge Handbook of the Tourist Experience offers a comprehensive synthesis of contemporary research on the tourist experience. It draws together multidisciplinary perspectives from leading tourism scholars to explore emergent tourist behaviours and motivations. This handbook provides up-to-date, critical discussions of established and emergent themes and issues related to the tourist experience from a primarily socio-cultural perspective. It opens with a detailed introduction which lays down the framework used to examine the dynamic parameters of the tourist experience. Organised into five thematic sections, chapters seek to build and enhance knowledge and understanding of the significance and meaning of diverse elements of the tourist experience. Section 1 conceptualises and understands the tourist experience through an exploration of conventional themes such as tourism as authentic and spiritual experience, as well as emerging themes such as tourism as an embodied experience. Section 2 investigates the new, developing tourist demands and motivations, and a growing interest in the travel career. Section 3 considers the significance, motives, practices and experiences of different types of tourists and their roles such as the tourist as photographer. Section 4 discusses the relevance of ‘place’ to the tourist experience by exploring the relationship between tourism and place. The last section, Section 5, scrutinises the role of the tourist in creating their experiences through themes such as ‘transformations in the tourist role’ from passive receiver of experiences to co-creator of experiences, and ‘external mediators in creating tourist experiences’. This handbook is the first to fill a notable gap in the tourism literature and collate within a single volume critical insights into the diverse elements of the tourist experience today. It will be of key interest to academics and students across the fields of tourism, hospitality management, geography, marketing and consumer behaviour.

The Tourism and Leisure Experience

People do not buy products or even services; they purchase the total experience that the product or service provides. This book brings together established and emerging international scholars to provide systematic reviews and illustrative cases drawn from tourism, leisure, hospitality, sport and event contexts. The book provides a useful framework for focusing the goals and associated methodologies of future research efforts and for implementing the results of these efforts.

Meeting Challenges for Rural Tourism through Co-Creation of Sustainable Tourist Experiences

The tourist experience is multi-faceted and dynamic, as tourists engage with its formation and creation. The tourists then become vital in creating value for themselves together with the service provider. Experience value cannot be pre-produced, but is co-created between host and guest(s) in the servicescape. The tourist managers can therefore only plan for and facilitate for value co-creation to take place. This book responds to the need for a critical review of how firms can facilitate and dramatize for enhanced experience value for tourists. As the roles of participants and providers are changing rapidly, new knowledge in terms of how value creation and value co-creation can transpire needs
to be generated. The aim of this book is therefore to accentuate the role and importance of the core elements in value creation processes, namely, the customer(s), the setting in which co-creation would take place, and the provider. Bringing together scholars from diverse areas to address the nature of how the actors co-create values through interaction in different experience settings, the book also serves as a guide to the best practice of co-creation of tourist experiences. It will therefore appeal practically as well as theoretically to scholars and students of tourism, marketing, leisure, hospitality, and services management.

Visitor Experience Design

The tourism and hospitality industries are seeing continued success, which is why so many new businesses are trying to find a foothold in the field. However, the functions and responsibilities of management differ heavily between organizations within the tourism industry, such as the differences faced by big chain hotels, family owned hotels, and individually owned hotels. Understanding the methods of managing such companies is vital to ensuring their success. Industrial and Managerial Solutions for Tourism Enterprises is a pivotal reference source that focuses on the latest developments on management in the tourism and hospitality industries. Highlighting a range of topics including core competency, customer relationship management, and departmental relationships, this book is ideally designed for managers, restaurateurs, tour developers, destination management professionals, travel agencies, tourism media journalists, hotel managers, management consulting companies, human resources professionals, performance evaluators, researchers, academicians, and students.

The Experience Economy

This volume explores the interconnection of social, political, technological and economic challenges that impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing, globally shifting and digitally connected world. The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary marketing theory and practice. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. The series deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Advances in Social Media for Travel, Tourism and Hospitality

Presents theories, methods and results for enhancing techniques for more sustainable marketing and explores how sharing practices in business raises new social challenges and the ethical questions that arise as a consequence. It offers insights from some of the world experts in the area as to how tourism marketing can evolve and advance.

Sustainable and Collaborative Tourism in a Digital World

This timely and significant book explores the characteristics and complexities of Asian urban tourism, considering the extent to which Western paradigms can be transferred to Asian settings and the striking contrasts that exist within the region. In an era of unprecedented urban expansion in Asian cities, this book comes at a time of great urgency, illuminating the possible problems and opportunities that arise when a destination emerges as a tourism hotspot. Split into three parts; introducing Asian urban tourism and urbanization, the management and marketing of Asian cities, and emerging trends and issues associated with Asian urban tourism, the book offers a range of varying and vibrant perspectives from international and interdisciplinary experts in the field. Chapters include studies on a wide range of destinations such as Hong Kong, Macau, Cambodia, Phuket, Kolkata, Busan, Delhi, and Sri Lanka among many others, and explore crucial contemporary themes such as overtourism, urbanization and administrative challenges, world heritage, smart cities and the use of technologies such as VR in urban tourism experience creation. It will be a vital resource for upper-level students, researchers, and academics in tourism, city tourism, Asian studies, development studies, cultural studies, and sustainability, as well as professionals in the field of tourism management.

Tourism and Everyday Life in the Contemporary City

Co - Creation in Tourist Experiences

Rural tourism is not a new phenomenon in many parts of the world, but it has only recently received increased attention from researchers, politicians and managers as a result of new market trends, the recognition of the “rural crisis” and the urge to solve it. However, there is also evidence that rural tourism is not a miraculous antidote for this crisis, certainly not in all places and under all conditions. Despite some recent studies examining the critical factors of success for rural tourism, there is still a need for a deeper understanding of the rural tourism phenomenon, the nature of the tourism experience and how it could be optimized to the benefit of all, while making the best use of endogenous resources and competences, yielding sustainable destination development. This book contributes to the debate, focusing on the tourist experience, here conceptualized as “co-created” between hosts and guests, based on destination-specific elements of “countryside capital” and aiming at sustainability. It contains both conceptual and empirical chapters, with diverse and new perspectives, methodological
approaches and cases from several countries.

The Power of Co-Creation

This book provides a review of the current theory and practice of experiential tourism and how it is marketed. Many societies today are characterised by widespread individual wealth of an order previously confined to the elite with the consequence that ownership of ‘ordinary’ physical goods is no longer a distinguishing factor. Instead people are now seeking the ‘extraordinary’ with examples being bodies enhanced through surgery, personal fitness trainers, and, in the case of leisure and tourism, seeking unique and unusual places to visit and activities to undertake. This trend manifests in the increasing consumption of services and the addition of experiential elements to physical goods by businesses aware of societal changes. The trend is enhanced by rapidly changing technology and economic production methods providing new sectors of the world’s population with access to the consumption experiences that are repeatedly featured in the media. This is the experience economy, characterised by a search by consumers for fantasies, feelings, and fun. This book was based on a special issue of Journal of Hospitality Marketing & Management.