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### **Chapter 1**

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While other disciplinary approaches such as sociology and anthropology are important, this chapter introduces a cognitivist psychology approach to experience research. Such theoretical discussion may seem of little practical use, but the chapter argues that it is fundamental to understanding how and why experiences are created. The chapter applies theory and concepts from cognitive science (cognitive psychology and neuroscience) in the study of tourism experiences. This provides a different psychological paradigm to the behavioural approach currently in use in much research. The chapter describes the scope of cognitive psychology and neuroscience, its main concepts of cognitive psychology (perception, attention, emotion, memory, consciousness, learning), and their neuronal basis (neuroscience). These concepts are then applied in three topic areas related to tourism experiences: decision making, emotion, and attention. Several applications to tourism experience research are noted. Finally, the chapter discusses the way cognitive psychology concepts can be used in tourism research.

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The development of world tourism and the increase in the number of tourism destinations has led to the development of competition. Therefore, to gain a competitive advantage, efforts to create a destination image have gained importance. It is necessary to create an image for the destinations and communicate this image clearly to the visitor. An accurate and effective strategy should be pursued in the creation of the destination image, and the impression and perception that will create behavioural intention should be given importance. It is very important to include tourism experiences because of the undeniable necessity of managing and marketing services and experience in tourism. Destination image consists of the sum of the information individuals have about a region, their experiences, and impressions. Therefore, effective

and efficient use of tourism experiences is very important for a positive destination image.

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*Özgür Davras, Süleyman Demirel University, Turkey*

This chapter aims to identify the destination attributes and compare them based on two assumptions that form either a symmetric or an asymmetric relationship between destination attribute performance and tourist satisfaction. For this purpose, data were collected from tourists coming to Fethiye, Turkey. Multivariate regression analysis was performed on the obtained data based on the linear assumption first. The results revealed that the attitudes of staff and the attitudes of the shopkeepers are the main determinants of tourist satisfaction. Then, penalty-reward-contrast analysis was performed based on the nonlinear assumption. According to analysis results, attitudes of the staff are performance factors; and travel agency services, attitudes of the shopkeepers, security/safety, and beach/sea are classified as excitement factors. The elements that take part in the excitement factor are the attributes that contribute to satisfaction the most.

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*Veronika Trengereid, Western Norway University of Applied Sciences, Norway & Nord  
University, Norway*

There is growing research interest in innovation network dynamics. Based on an explorative case study of a regional innovation network for the tourism industry, this chapter contributes to a better understanding of network engagement as a dynamic and social construct. By following the microfoundational trend, the chapter anchors the concept of engagement at a lower level in order to increase the depth of understanding of the conditions of network engagement. As there are many different notions of engagement, the chapters start by providing an overview of the different notions of engagement in innovation and network literature. Then, inspired by the critical incident technique, a narrative presents the findings, showing the dynamic and social aspect of network engagement, followed by a discussion of the conditions of network engagement and theoretical contributions.

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*Sumedha Agarwal, Sharda University, India*

Experience economy plays a predominant role in the hospitality industry. Consumer experience has always been of great importance for the hospitality business. As consumer experience evolved, businesses needed and still need to find new ways to differentiate themselves. To remain competitive and stay in the market, hospitality firms are working towards creating outstanding and memorable experiences that exceed guest expectations. In the context of Pine and Gilmore's experience economy conceptual model,

the chapter attempts to theorize and explain how hospitality businesses are curating consumer experiential encounters. Digital nomads are the ignition source of driving an experience economy. The chapter further highlights how technology would additionally ease hospitality enterprises to frame excellent strategies focused on supplying the value to the digital consumers and then expecting their customers to generate additional business.

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Over the last years, an evolution of museum function has occurred. Museums are no longer considered just a treasure house but a place that matches cultural and commercial needs. Recently, the literature sheds light on their relevance to customers’ experiences. The chapter aims to explore a specific category of museums, highlighting their many functions. More specifically, the chapter analyses the relevance of corporate museums in the enogastronomic industry. Two Italian corporate museums in the pasta industry are explored, highlighting their relevance for visitor experience needs.

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| <i>Marcel Bastiaansen, Breda University of Applied Sciences, The Netherlands &amp; Tilburg University, The Netherlands</i> |     |
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An increasing body of research has addressed what a tourism experience is and how it should best be measured and managed. One conclusion has been to recommend observational methods such as facial expression analysis. The chapter uses facial expression analysis to determine whether the emotions of employees in the tourism industry affect the emotions of their customers, following a pattern of emotional contagion. The findings show that emotional valence and arousal are both contagious. Furthermore, the findings show that arousal is less contagious at a higher likelihood to recommend, likely due to higher employee arousal during approximately the middle third of their conversation. Furthermore, findings demonstrate that emotion measurement is now possible at reasonable convenience for the tourism industry and gives a unique insight into tourists’ actual experiences that is more precise and valid than self-report alone, though with certain costs and stringent methodological limitations.

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In this chapter, using the Portuguese tourist guides as an example, the author intends to expose the reality of the profession and how it is nowadays necessary to adapt it to the new tourism paradigms. The pandemic, which has suddenly and deeply affected tourist guides, will also be one of the topics. A brief historical background of the profession will be given to be able to understand what a tourist guide is today, as well as the skills needed for the profession obtained through education and training, which are also one of the topics presented. The way these professionals have been dealing with digitals and how new technological tools are being used for the profession will be explained. Issues like authenticity,

responsibility, and the contribution of tourist guides to develop tourism destinations will also be covered in the text.

### **Section 3** **Managing Experiences in Tourism Products**

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*Marcus Hansen, Wrexham Glyndwr University, UK*

Certifications, quality systems and standardization carriers systemic innovativeness, since they usually are established after a lengthy period of research, evidence-finding and testing. Ideally, they incorporate the most decisive best practices that will benefit firms, customers, and wider groups of stakeholders in communities. Such systems can be seen as driving forces for innovation, and memberships in them is likely to enhance prospective changes in the any industry. This chapter addresses the prospects of diffusion of innovation through certification and quality systems, using Rogers (1995) diffusion theory explaining adoption based on the five attributes. Findings from a qualitative multi-case study of the national tourism quality certifications of VisitScotland (Quality Assurance), New Zealand (Qualmark) and Iceland (Vakinn) is used to illustrate and explain diffusion. The study shows that relative advantage and compatibility seem most critical for adoption. Complexity and observability are important too, while trialability seems less obtainable in this particular context.

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This chapter presents a case study of community-based tourism (CBT) in Nepal. Based on the Nepalese experiences, this chapter demonstrates that the CBT approach not only helps to economically empower the local community, revitalize local culture, and enhance appreciation for the natural and cultural environment, but also ultimately helps to promote socially responsible and environmentally conscious sustainable tourism practices. Identifying policies and appropriate practices for the sustainable development of tourism is critical because of the recent crisis of COVID-19 that has almost paralyzed the entire travel and tourism industry. Furthermore, based on CBT approaches, the knowledge derived from the Nepalese experiences can be used in various developing countries that aim to develop sustainable tourism development models for the post-COVID-19 era.

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Creative tourism experiences constitute clear examples of the experience economy principles. They

address new tourists' necessities. They can activate tangible and intangible resources, contribute to the development of local skills while offering the chance to engage with the overall social agents of the tourism system addressing key tourism challenges of the 21st century. Over the past few years, surf tourism has aroused the interest of many people, and surf tourists are increasingly more experienced, demanding and seeking a wide range of engaging experiences. To connect surf tourism to creative tourism, the authors developed a model focused on a creative surf experience. The chapter presents several contributions to the development of creative experiences of surf tourism where surf destinations can focus on and develop a greater audience that searches for such experiences.

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This chapter synthesizes the emergence of the growing wellness tourism segment in an era of post-COVID-19 travel when consumer mentality has been radically changed and shifted towards different needs. This includes any activity that allows tourists to work on themselves mentally or physically and present several considerations and recommendations for the wellness industry to take full advantage of tourism opportunities moving forward. It aims to help understand consumer behaviour and preferences by predicting wellness tourism trends and developments, acknowledging the gaps in the research available for understanding wellness tourism post covid and reflecting the experience economy perspective in the sector. A research method was developed, including a literature review and survey application to potential wellness tourists. Discussion of results is provided, along with main conclusions, allowing the identification of trends and development measures to help improve wellness tourism in a post-COVID era.

### **Section 4**

#### **Smart-Based Experiences**

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Developing Smart Experiences..... 239

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Studies have drawn on single theoretical perspectives to examine smart experiences; however, this chapter proposes a multi-theoretical perspective for understanding the development of smart experiences. This is an alternate perspective to exploring the planning and management processes that precede the formation of smart initiatives. Different theoretical perspectives, focused on stakeholder involvement, are drawn upon to understand the engagement in developing smart experiences. This development has created various smart experiences, which was possible due to core collaboration components and varying factors. The chapter calls for empirical investigations into smart tourism through the lens of tourism collaboration to deepen understanding of this development. Practitioners can also benefit from using this perspective, as it provides insights useful for developing smart experiences at the destination level, which is currently lacking in public discourse.

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Experience Toward Smart Tour Guide Apps in Travelling: An Analysis of Users' Reviews on Audio Odigos and Trip My Way..... 255

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*Mohammad Rokibul Hossain, Premier University, Bangladesh*

The integration of navigation systems and smart tour guide apps has gained popularity among travellers with the rapid development of the internet, mobile technology, and the wide acceptance of smartphones. The purpose of the study is twofold: (1) to assess the growth of smart tour guide apps in India and (2) to examine the tourists' experiences in using smart tour guide apps. To achieve the purpose of the study, a content analysis method was employed to analyse the users' reviews on the "Audio Odigos" and the "Trip My Way," which are very popular tour guide apps in India. The results reveal that smart tour guide apps are more preferred than the human tour guide. An app-based tour guide facilitates exceptional experiences for accurate and useful information on historical monument tours, city tours, and destination tours. Thus, the findings can be used to improve the existing apps and develop more sophisticated apps in the future that can ensure sustainable smart tourism.

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*Fatih Ercan, Zonguldak Bülent Ecevit University, Turkey*

Accessible tourism is among the issues that have been emphasized in recent years. Smart technologies which have developed and become widespread nowadays are seen as an important tool in ensuring accessibility in destinations. Today, destinations are trying to improve the tourism experiences of individuals with some form of disability by using smart technologies. This study aims to reveal the current accessible tourism applications in smart destinations with the example of the city of Breda. Data were obtained using the document analysis technique, which is one of the qualitative data collection methods. As a result of the data analysis, it has been determined that technologies such as destination websites, mobile applications, virtual reality are used extensively for accessible transportation and information about the destination in Breda.

## **Section 5 Authenticity**

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Authenticity is a term that emerged from the modern era. Travellers are demanding authentic, experientially oriented opportunities with more meaningful interactions with locals. Travellers of the new generation want to have meaningful travel which is sustainable as well as experiential. The rise of an experience economy that concentrates on entertainment, education, escapism, and esthetics has made authentic travel experiences more critical. The tourists are more aware of their needs and are motivated towards places that offer real experiences. The chapter aims to explain the concept of authenticity and relate it to the tourism and hospitality industry. The discussion around various kinds of authenticity as described in

the literature has been done. A case study demonstrating authentic experiences in rural homestays has been included in the chapter. Further authentic experiences derived from various tourism and hospitality sectors like food, accommodation, and entertainment have been explained.

## **Chapter 17**

Promoting the Tourist Experience Economy in LEDCs Through Authentic Fair-Trade

Handicrafts: A Conceptual Framework ..... 318

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The handicraft sector plays an important role in providing economic benefits of tourism to local communities. However, this sector is threatened by globalized supply chains. This conceptual chapter explores the synergistic value of linking the experience economy, creative tourism, and fair-trade principles to increase the benefits of the handicraft sector to local communities while supporting positive tourist experiences. The handicraft sector contributes to the livelihoods of marginalized members of the supply chain side of a destination by opening opportunities for adding value to their tangible products through co-created experiences. Furthermore, the creative potential allows tourists to create memories, connecting with producers in interesting and meaningful ways, when fair-trade principles are integrated as part of the tourist experience. To ensure a balanced synergy and active connection between experience economy, creative tourism, and fair-trade concepts, well-trained and skilled artists, art managers, and creative entrepreneurs are needed in tourist destinations.

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