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Born in Casablanca, Morocco in 2017, the book comprises chapters from those scholars who attended ‘The Art of Living Together’ conference, in addition to those who express a deep curiosity on the subject of experiential consumption and marketing in tourism generally, and the art of living together more precisely. In particular, the book sought to raise the profile of experiential marketing by analyzing and critically reporting on the facilitation, celebration and sharing of culture through tourism experiences. As culture is so often the reason for travel and consumption, tourism can enable and threaten culture and its practices. Questions such as what are the best opportunities and practices to follow, what are the aims and pitfalls and mistakes of those tourism operations in this arena already, and what forces and disruptors of change, such as huge growth of the outbound Chinese market, are likely to impact (for better or for worse) experiential consumption and marketing in the future? In addition, how may different tourists be engaged in exploring and learning by cultural experiences? To answer these questions, the book started with a discussion of the four realms of a tourism experience in different contexts, these being namely education, escape, entertainment and aesthetics. In turn, the book was broken down into four key sections: destination experiences; motivations and identity; narratives and storytelling; and gastronomy experiences.

Part I: Destination Experiences

In the first part of the book, Chapter 2 explored staisfaction and place attachment in a mature destination, that of Benalmádena in Spain. The chapter presented information about residents’ opinions regarding satisfactory and unsatisfactory aspects of tourism and determined levels of place attachment. The chapter concluded that the aspect of tourism that most satisfied the population of Benalmádena was the creation of employment and economic growth in the city, with residents noting that pollution, dirt and noise were those aspects of tourism that bothered them the most. Interestingly, while those residents under 20 years of age

and Benalmádena natives were the groups most comfortable with tourism as an engine of the economy and a generator of employment, while those over 65 years of age and those who did not have high levels of educational attainment expressed worries about the negatives, mostly pollution, caused by tourism. Overall, the population of Benalmádena has a high level of place attachment which is a positive outcome as the chapter concludes that the level of support for tourism development from the host community would decrease if the community perceives that the total effects of tourism are negative.

The tourism experience starts at the destination. However, the destination has a life cycle which can be challenging when reaching the maturity stage – destinations such as Benalmádena. Such destinations can not be new and unique forever, with the residents serving as those who are most aware of the destination's strengths and weaknesses. Chapter 2 thus represents a good example of how so-called mature destinations can avoid the typical decline of a mature destination. The compliance of residents to facilitate the tourists' experience thus comes about with a compromise of a more sustainable approach to tourism development by which tourists, destinations and residents may benefit.

Key research question: How can a more experiential approach to destination management and marketing be applied for the equal benefit of residents, the destination and its visitors?

Chapter 3 took a slightly different direction in that it evaluated the relationship between servicescapes and tourists' evaluation of shops. In this chapter, the subjects' evaluation was found to be influenced by the features of the shops in various manners. First, commercial manipulations (interior decorations, products for tourists, and shopkeepers' openness to tourists) were found to contribute to their touristic and active atmosphere. In addition, a shop's exterior's openness and Okinawa style had a positive effect on the active atmosphere and were thus found to be beneficial in its formation. However, excessive manipulation (organization) of the shops' interiors was suggested to have a negative effect on their touristic and active atmosphere. As such, although the presentation of the local lifestyle and shopkeepers' openness to tourists are important for shops to function as places for tourists' shopping or appreciation of local culture, the decoration and organization of the interiors and assortment of touristic goods might be regarded as too distracting vis-à-vis the local authenticity. Thus, servicescape of shops must be reconsidered carefully depending on whether the place intends to foster tourists' shopping activities or enhance their experience of local culture.

Key research question: How do shops and shop owners accommodate locals and tourists with a servicescape that enhances the experience of local culture for tourists yet maintains a sense of local authenticity for resident customers?

The experience theme continued in Chapter 4 whereby the authors determined and examined the role of tour guides and the contribution of guide's interpretation to the tourist experience and satisfaction. This chapter revealed that all educational, esthetic, entertainment and escapist experiences are relevant in package tours. Moreover, the communication skills of the guides, their personality, ability to create a sense of escape, represent the locals and show the unseen were experiential guiding characteristics of particular significance. It comes as no surprise, therefore, that communication skills, an ability to create a sense of escape, an ability to interpret various artistic details, and an ability to teach and create a fun environment, were identified as the guide related roles that explain the variance satisfaction levels.

Key research question: What are the most beneficial forms of training and certification for guides to follow to embrace a more experiential approach to tour guiding and how can more educational institutions incorporate such approaches in their own curriculum development?

The importance of place safety was introduced in Chapter 5 where terrorism, sadly, comes to the discussion of the interaction of the guest with the place. Terrorism tends to happen in the most vibrant destinations, but exactly where and when it will happen is impossible to predict. On the one hand, tourists tend not to travel to places where they feel threatened. On the other hand, tourists tend to visit places where their peers enjoy visiting to be in conformity with the others, consequently they end up visiting places that are very well known. Well known destinations are then more likely to be chosen as targets for terrorists. These conflicting motives lead some destinations to a more vulnerable form of safety, that could damage the image of the destination. Unfortunately only when terrorism happens is the destination then perceived as unsafe. The question is, shall destinations announce safety as a competitive advantage when all the world is vulnerable to terrorism?

Key research question: What strategies can destinations adopt to demonstrate their state of 'terrorist-readiness' as a strength to tourists, without compromising what tourists may perceive as increased vulnerability to such unpredictable events?
