

Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context

Advances in Tourism Marketing

Metin Kozak, Antónia Correia and Alan Fyall

The purpose of this series of cutting-edge research-informed edited books is to introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each book will bring together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and brought to a conclusion by the series editors who between them have many decades of research and publishing experience. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas. This series encourages critical, participatory and humanistic approaches to research and welcomes contributions from all over the world. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in both its reach and impact.

Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context

Editors:

Antónia Correia, Alan Fyall, Metin Kozak



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Author biographies

Fernando Almedia-García, Ph.D., is Professor in the Department of Geography, Faculty of Tourism, University of Malaga. His research is focused on tourism and regional residents' attitude towards tourism, sustainable development, economic development and tourism policy. He has published many papers on these subjects. He has collaborated in international projects with European, Latin American and East Asia universities. He leads the 'Territory and Tourism' Research Group. Email: falmeida@uma.es.

Zaid Alrawadieh, Ph.D., holds a Doctorate in Tourism Management from Istanbul University (Turkey) and a Master's Degree in Tourism and Environment from Pisa University (Italy). Currently, he lectures in the Department of Hotel, Restaurant and Catering Services at Istanbul University Cerrahpasa. His research interests include customer complaining behavior, tourist experiences, tourist behavior, and sharing economy in tourism and hospitality. Email: zaid.alrawadieh@istanbul.edu.tr.

Maria João Amante, Ph.D., holds a Doctorate and a Master in Psychology from the University of Coimbra. She is a Coordinate Professor at the Higher School of Education of the Polytechnic Institute of Viseu where she is the Director of the Department of Psychology and Science Education. She is a researcher at Center for Studies in Education, Technology and Health and has published several articles in international scientific journals. Email: majoa@esev.ipv.pt.

Robin M. Back, Ph.D., is an Assistant Professor at the Rosen College of Hospitality Management, University of Central Florida, USA following a lengthy career in the hospitality, tourism and wine industries. He has published a number of articles and book chapters in the areas of tourism, events and organizational leadership. He sits on the editorial board of the *Journal of Vacation Marketing*. His current research interests include wine tourism, wine marketing, and events, and he teaches wine and spirits related courses. Email: robin.back@ucf.edu.

Ali Bavik, Ph.D., is an Assistant Professor at the Institute for Tourism Studies (IFT), Macau. He completed his Ph.D. at the University of Otago and his undergraduate studies at Eastern Mediterranean University. His research interests are in the areas of hospitality marketing and management, specifically nepotism, organizational culture, consumer behaviour, job satisfaction, and employee performance management. Email: ali@ift.edu.mo.

Diego Bufquin, Ph.D., is an Assistant Professor at the Rosen College of Hospitality Management, University of Central Florida, USA, where he teaches hotel and restaurant management courses for both undergraduate and graduate students. He has published a variety of articles in the areas of hotel and restaurant management, more specifically in organizational and consumer behavior. He sits on the editorial boards of the *International Journal of Contemporary Hospitality Management* and the *Journal of Foodservice Business Research*. Email: diego.bufquin@ucf.edu.

Gürel Cetin, Ph.D., is an Associate Professor in Tourism Management Department at Istanbul University. He earned his Ph.D from business administration from Istanbul University in 2012, since then he has been teaching tourism management courses in several institutions. Dr. Cetin also has 15 years of practical experience in the hospitality and travel trade. His research interests include tourism marketing, destination management, sustainable tourism, tourist behavior and information technology in tourism. He is also the managing editor of *Journal of Tourismology*. Email: gurelc@istanbul.edu.tr.

Antónia Correia, Ph.D., is Professor of Tourist Behaviour and Tourism Economics, University of Algarve and Dean at the Faculty of Tourism and Hospitality at Universidade Europeia, both in Portugal. Research areas include consumer behaviour, tourism economics and modelling. She is also affiliated to CEFAGE and Coordinator of Tourism Research Line. She has published more than one hundred papers in tourism, leisure and economics journals. She is a member of the editorial boards of several leading journals including *Journal of Travel Research*, *Journal of Business Research*, *Tourism Analysis*, *Anatolia* and *Tourism Management Perspectives*, among others. E-mail: ahcorreia@gmail.com.

Rafael Cortés-Macías, Ph.D., holds a doctorate from the University of Malaga and is Professor of Human Geography, University of Malaga in the Department of Geography. He teaches undergraduate and graduate classes in tourism in the Faculty of Tourism. His research is conducted within the research group 'Territory and Tourism' (SEJ-402) with an emphasis on the study of the relationships between tourism, impacts and territorial planning, both within the national and international context. Email: rcortes@uma.es.

José António Filipe, Ph.D., holds a doctorate in Quantitative Methods by ISCTE-IUL. He also holds a Master in Management Sciences by ISCTE-IUL (Portugal) and graduated in Economics by ISEG/UTL - Instituto Superior de Economia e Gestão, Universidade Técnica de Lisboa

(Portugal). He is currently an Assistant Professor with Habilitation at ISCTE-IUL. Research Department of Mathematics in ISTA - School of Technology and Architecture, at ISCTE-IUL. His primary research areas are finance, economics, and mathematics among others. He has published 250 papers in scientific journals and conference proceedings, 30 book chapters, 10 books and 2 edited books. Email: jose-filipe@iscte.pt.

Catarina Frias is a Master's student in Tourism Management at the School of Technology and Management of Viseu, Portugal, where she is developing a thesis on Storytelling. She has a degree in journalism from the Faculty of Letters of the University of Coimbra. Email: catarina_frias@hotmail.com.

Alan Fyall, Ph.D., is Visit Orlando Endowed Chair of Tourism Marketing at the Rosen College of Hospitality Management, University of Central Florida, USA. He has published widely in the areas of tourism and destination marketing and management including 22 books. To date, he has examined 27 PhDs in the UK, India, France, South Africa, Australia, Hong Kong and Malaysia. He is Co-Editor of Elsevier's *Journal of Destination Marketing & Management* and sits on the editorial boards of many leading journals. His current research interests relate to sustainable tourism and coastal destination resilience. Email: alan.fyall@ucf.edu.

Shoji Iijima, Ph.D., is a Professor of University of the Ryukyus, Japan. He obtained his doctor's degree in Environmental Engineering from Okayama University. He has analyzed townscape environments, applying theories and methods employed in studies of light and visual environments. Regarding tourism, he has investigated visitors' evaluations of tourism destination environments. His methods include qualitative data collection through personal interviews as well as quantitative data collection through questionnaire surveys and experiments with visual stimuli. He has recently studied the features of spaces for tourists and locals in commercial spaces in tourism destinations. Email: ijimash@tm.u-ryukyu.ac.jp.

Fusun Istanbulu Dinçer, Ph.D., is a Professor and Founding Chair in the Tourism Management Department at Istanbul University. Her research interests include sustainable tourism, tourism marketing and tourist behaviour. She is also the Founding Editor in Chief of the *Journal of Tourismology*. Email: istanbul@istanbul.edu.tr.

Metin Kozak, Ph.D., is a Professor in the School of Tourism, Dokuz Eylul University, Turkey. He holds both Master's and Ph.D. degrees in

Tourism Management. His research focuses on consumer behaviour, benchmarking, destination management, and sustainability. He acts as the co-editor of *Anatolia: An International Journal of Tourism and Hospitality Research* and has been to several universities in the U.S., Europe and Asia as a visiting scholar and many conferences as a keynote speaker. Email: m.kozak@superonline.com.

Anna Leask, Ph.D., is Professor of Tourism Management at Edinburgh Napier University, UK. She has published widely in the areas of heritage tourism and visitor attraction management. She has examined 15 PhDs in the UK, Hong Kong and Australia. She is Associate Editor of Elsevier's *Journal of Destination Marketing & Management* and sits on the editorial boards of many leading journals. Her current research and teaching interests relate to destination and visitor attraction management, with recent focus on employee retention. Email: a.leask@napier.ac.uk.

Arlindo Madeira is a student in Tourism and Hospitality Management by ISCTE-Instituto Universitário de Lisboa/ Universidade Europeia, Portugal. Currently is a lecturer and researcher at Universidade Europeia, (Lisbon). Master of Marketing from Universidade Europeia (Portugal) and graduated in Hospitality Management from ISLA (Portugal). His current research interests are in wine tourism, gastronomy and hospitality management. Email: arlindo.madeira@universidadeeuropeia.pt.

Sérgio Moro, Ph.D., is Assistant Professor at Instituto Universitário de Lisboa (ISCTE-IUL), Lisboa, Portugal, and Sub-Director and Coordinator of the Information Systems Group of ISTAR-IUL. Sérgio is an interdisciplinary data scientist aiming to unveil patterns of knowledge through data-driven approaches in a wide range of domains, including marketing and tourism. His research appears in journals such as *Annals of Tourism Research*, *International Journal of Contemporary Hospitality Management*, *International Journal of Information Management*, *Journal of Business Research*, and *Computers in Industry*. He is member of the Editorial Panel of *Tourism Management Perspectives* for the year of 2019. Email: sergio.moro@iscte-iul.pt.

Bendegul Okumus, Ph.D., is an Assistant Professor at the University of Central Florida's Rosen College of Hospitality Management. Her research areas include food safety, healthy eating, culinary tourism, destination marketing, ethnic restaurants, restaurant selection and food waste. She has authored/co-authored numerous academic journal articles, book chapters and conference presentations. Email: bendegul.okumus@ucf.edu.

Cristina Oliveira is a PhD researcher in tourism management at ISCTE-IUL and Universidade Europeia, being affiliated in ISTAR-IUL, Lisbon, Portugal. She worked as a tourist accommodation manager, having won awards for customer relationship management, and quality lodging experience. Cristina taught courses on Business Communication and Negotiation Skills, and Management of Tourist Attractions in postgraduate and master programs. She has presented paper communications at international conferences as well as co-authored articles published in scientific journals such as *Journal of Hospitality Marketing and Management*, *Annals of Leisure Research*, *International Journal of Culture, Tourism, and Hospitality Research*, *Anatolia*. Email: crisphdturismo@gmail.com.

Mustafa Özdemir obtained his Master's degree in Tourism Management from Istanbul University. His main research interests include tourist guide, customer experience, guiding studies in tourism. He also has seven years of professional guiding experienced in the tourism and travel industry. Email: mstfozdemir87@gmail.com.

Jeong-Yeol Park, Ph.D., is an Assistant Professor at the Rosen College of Hospitality Management, University of Central Florida, USA. His research interests are potential travelers' purchasing behavior in online travel agents, and restaurant customers' behavior. His work was awarded the Martin Opperman Best Research Paper of the Year in 2015. He sits on the editorial boards of the *Journal of Destination Marketing & Management* and the *Journal of Hospitality and Tourism Insights*. Email: jeong-yeol.park@ucf.edu.

Carimo Rassal develops his teaching activity at the European University and at the University of the Algarve, Portugal, as an invited professor. A Ph.D. student in Tourism with a specialization in Management at the Faculty of Economics of the University of Algarve, Carimo develops his academic research at the Research Center of the University of Évora (CEFAGE) as researcher in the areas of Tourism, Hospitality and Gastronomy. With more than 25 years of professional experience, he regularly participates in consulting and training projects both nationally and internationally. Email: crassal@ualg.pt.

Cláudia Seabra, Ph.D., is Professor at the University of Coimbra, and invited Professor at the Polytechnic Institute of Viseu. With a Ph.D. in Tourism, she is undertaking her post-Ph.D. on "Terrorism and the EU 28: Impact on citizens and organizations". She has publications in the *Journal of Business Research*, *Tourism Management*, *European Journal of Marketing*, *Journal of Marketing Management*, *International Journal of Tourism*

Cities, and *Journal of Hospitality and Tourism Technology* among others. She is affiliated with the Geography and Spatial Planning Research Centre, the Nova School of Business & Economics, and the Center for Studies in Education, Technologies and Health. Cláudia develops her research in safety and terrorism, and cultural tourism. Email: cseabra@uc.pt.

Francisco Serra, received his Ph.D. in Economics and Management Sciences from the University of Huelva, Spain, in 2003. He was hired as an Assistant Professor in 1992 by the School of Management, Hospitality and Tourism of the University of the Algarve, in Portugal and holds now the position of Coordinating Professor. Since June 2016 he is the President of the Coordinating Commission for the Regional Development of Algarve, and of the Algarve, Alentejo and Andalusia Euro region. From June 2012 to June 2016 he was the Director of the School of Management, Hospitality and Tourism of the University of the Algarve. He has conducted and supervised research in the fields of Hospitality Management, Tourism Development, Regional Economics and Systems Dynamics. Email: fserra@ualg.pt.

Carla Maria Alves da Silva, Ph.D., holds a Doctorate in Tourism from the University of Aveiro and a Master's degree in Social Sciences from ISCTE. She is an Associate Professor at the Higher School of Technology and Management of the Polytechnic Institute of Viseu (IPV), where she teaches in Tourism and Marketing degrees and in the Master of Tourism Management of which she is the director. She is a researcher at Center for Studies in Education, Technology and Health, and is a collaborator at the IPV's Digital Services Research Center and GOVCOPP - Competitiveness, Governance and Public Policy at the University of Aveiro. Email: csilva@estv.ipv.pt.

Naoi Taketo, Ph.D., is an Associate Professor of Tokyo Metropolitan University, Japan. He obtained his doctoral degrees from the University of Surrey, the UK, and Tokyo Institute of Technology, Japan. By adopting theories of environmental psychology and consumer behavior, he has investigated relationship among perceived physical features of destinations, visitors' impression, and goal-oriented mental states. His main target areas are public urban areas, such as historical districts and shopping streets. His methods include qualitative data collection through personal interviews with photographic stimuli and participatory photograph-taking research as well as quantitative data collection through slide experiments and questionnaire surveys. Email: naoi-taketo@tmu.ac.jp.

Akira Uehara is a PhD candidate of Tokyo Metropolitan University, Japan. He has studied the effects of perceived features of shops on tourists' evaluation of the shops, adopting theories and methods of tourism, consumer behavior, and man-environment research. Specifically, he focuses on the tourists' perception of environmental factors of tourist destination and its impact on their behavior. His main target areas are public urban areas, such as commercial spaces. His methods include quantitative data collection through questionnaire surveys and experiments with visual stimuli. He is currently researching impression and behavior of young tourists in the Tokyo Metropolitan area. Email: uehara-a.141950@outlook.com.

Ellis Urquhart, Ph.D., is a Lecturer in Tourism Management within the Business School at Edinburgh Napier University, UK. He specialises in visitor attraction management, co-creative experience design and technological mediation in the heritage sector and the wider attraction environment. Ellis teaches tourism management at both undergraduate and postgraduate levels at Edinburgh Napier University in addition to overseas programmes delivered in Switzerland and Hong Kong. He currently reviews for a range of tourism publications and sits on the editorial board of the *Journal of Tourism Futures*. Email: e.urquhart@napier.ac.uk.

Antonia Balbuena-Vázquez, Ph.D., holds a BA in Anthropology from the University of Granada, (Spain), a Ph.D. in Tourism from the University of Malaga, and is a member of the research group 'Tourism and Territory' (SEJ-402). Her main field of study is resident attitudes toward tourism. She is a researcher at the National University of Mexico (UNAM). Email: abalvaz@yahoo.es.

Carol Zhang, Ph.D., is Senior Lecturer in Marketing at Portsmouth Business School. Carol's research interests include nationalism, tourism marketing, tourism policy, cultural tourism, research methodology, and Chinese inbound and outbound tourism. As a critical tourism scholar, Carol has gained experience of using both qualitative and quantitative methodologies. She has published 7 journal articles in both English and Chinese peer-reviewed academic journals. Her recent publication, Politics and tourism promotion: Hong Kong's myth-making, is published in *Annals of Tourism Research*. Email: carol.zhang@port.ac.uk.

