

**ADVANCES
IN TOURISM
MARKETING**

Sustainable and Collaborative Tourism in a Digital World

EDITORS

**ALAIN DECROP
ANTONIA CORREIA
ALAN FYALL
METIN KOZAK**



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.

Sustainable and Collaborative Tourism in a Digital World

Editors:

**Alain Decrop, Antónia Correia,
Alan Fyall and Metin Kozak**



Goodfellow Publishers Ltd



Published by Goodfellow Publishers Limited,
26 Home Close, Wolvercote, Oxford OX2 8PS
<http://www.goodfellowpublishers.com>

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-911635-78-9

DOI: 10.23912/9781911635765-4477

Copyright © Alain Decrop, Antónia Correia, Alan Fyall and Metin Kozak, 2021

All rights reserved. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher or under licence from the Copyright Licensing Agency Limited. Further details of such licences (for reprographic reproduction) may be obtained from the Copyright Licensing Agency Limited, of Saffron House, 6–10 Kirby Street, London EC1N 8TS.



Design and typesetting by P.K. McBride, www.macbride.org.uk

Cover design by Cylinder

Contents

<i>List of tables</i>	vii
<i>List of figures</i>	viii
<i>Author biographies</i>	ix
1 Introduction: Collaboration and technology for more sustainable and responsible tourism marketing	1
<i>Antónia Correia, Alain Decrop</i>	
<hr/> Part 1: Technology and Value (Co-)creation <hr/>	
2 Absorptive capacity, co-creation and tourism: A mixed analysis method	6
<i>Michelle Moraes, Áurea Rodrigues, Antónia Correia and Metin Kozak</i>	
3 Social interaction in co-creating the tourist experience: An exploratory study of Chinese visitors to Japan	29
<i>Xing Han, Carolus L.C. Praet and Liyong Wang</i>	
4 Emotional interactions in festivals: How do consumers build a collective emotional experience?	48
<i>Nico Didry and Jean-Luc Giannelloni</i>	
<hr/> Part 2: Platforms and the Collaborative Economy <hr/>	
5 Collaborative economy in the tourism industry: The new deal for consumers in the European Union	66
<i>Silvana Canales Gutiérrez</i>	
6 An analysis of meal-sharing reviews to explore serendipity	82
<i>Marina A. Petruzzi, Áurea Rodrigues, Michelle Moraes and Antonia Correia</i>	
7 Consumer perception of service quality: The case of Airbnb and Couchsurfing	100
<i>Marie Dewitte, Jérôme Mallargé and Alain Decrop</i>	
<hr/> Part 3 : Sustainable Tourism Development <hr/>	
8 Host–tourist interactions and residents’ attitudes towards sustainable tourism development	122
<i>Foad Irani, Ali Öztüren and Arash Akhshik</i>	
9 Challenges to sustainability in prospective world heritage sites	141
<i>Sina Kuzuoglu and Stella Kladou</i>	

Part 4: Technology, residents and over-tourism

10	How digital strategy increases overtourism – the case of Barcelona	163
	<i>Stephane Bourliataux Lajoinie, Josep Lluís del Olmo Arriaga and Frederic Dosquet</i>	
11	Residents' perceptions of cruise tourism in an overcrowded city: The case of Venice	180
	<i>Giacomo Del Chiappa, Francesca Checchinato and Marcello Atzeni</i>	
12	Place attachment and residents' perceptions of tourism development in small town destinations	200
	<i>Carla Silva, Cláudia Seabra, José Luís Abrantes, Manuel Reis and Andreia Pereira</i>	
13	Conclusion: Preparing for the future of travel and tourism in vulnerable times	216
	<i>Alain Decrop, Antónia Correia</i>	
	Index	223

List of tables

2.1: Number of publications by source (more than two publications)	12
2.2: Number of publications by document type	13
2.3: Number of publications by author (more than 1 publication)	14
2.4: Number of publications by country (top 3)	14
3.1: Frequency and evaluation of interactions with other social actors	36
4.1: Data collection tools used in this research	5
6.1: Serendipity by main dimension by country	91
7.1: Dimensions of the three quality scales	106
7.2: Summary of findings about service evaluation – A comparison of Airbnb and Couchsurfing	114
8.1: Result of confirmatory factor analysis, CR, AVE and Alpha	131
8.2: Result of the structural equation modeling (SEM)	132
11.1: Socio-demographic characteristics of the sample (%)	187
11.2: Residents' views towards cruise tourism development: results of factor analysis	188
11.3: A comparative analysis of the level of agreement of different groups of residents (mean value)	190
12.1: Sample profile	205
12.2: Factor loadings, variance and Cronbach's Alpha of cognitive destination image dimensions of small town destination residents	207
12.3: Factor loadings, variance and Cronbach's Alpha of Place Attachment dimensions of small town destination residents	208
12.4: Correlations between the different impacts of tourism and place attachment according to the residents	209

List of figures

2.1: Absorptive capacity process traditional perspectives	10
2.2: Number of Web of Science management publications about absorptive capacity (and tourism and/or co-creation) between 1996 and 2018	12
2.3: Absorptive capacity and tourism model	17
2.4: Absorptive capacity and co-creation model	19
2.5: A model of absorptive capacity, co-creation and tourism	20
4.1: Social interactions 'creation due to accessories (one minute between the two photos) / Hadra Trance Festival 2014	55
4.2: Flag and nations costumes during Tomorrowland Winter Festival 2019	56
4.3: Festival or community costumes during Tomorrowland Winter Festival 2019 and Harda Trance Festival 2014	57
4.4: Group costumes during Tomorrowland Winter Festival 2019	57
4.5: Spray or vaporizer to initiate emotional exchanges during Hadra Trance Festival 2013	58
4.6: Hugs between festival-goers who don't know each other (Hadra Trance Festival 2013)	59
6.1: Content analysis steps	89
6.2: Word Clouds France	90
6.3: Word Clouds Italy	90
8.1: Proposed model of the study	126
10.1: Number of tourists and nights in Barcelona	166
10.2: The new deal of promotion management for DMOs	167
10.3: Evolution of "Visit Barcelona" during the last 15 years	168

Author biographies

Alain Decrop, is Professor of Marketing at the University of Namur and President of the French Marketing Association (AFM). He is the Director of CeRCLe (Center for Research on Consumption and Leisure) and the co-Director of CCMS (Center on Consumers and Marketing Strategy). His current research interests focus on the sharing economy, decision-making processes and contemporary consumption phenomena, with applications most often related to tourism and leisure. He has published a large number of books, chapters and articles in top-tier journals around these topics. E-mail: alain.decrop@unamur.be

Antónia Correia, Ph.D., is Professor of Tourist Behaviour and Tourism Economics, University of Algarve, and at the Tourism and Hospitality School at Universidade Europeia, in Portugal. Her research areas include consumer behaviour, tourism economics and modelling. She has published more than 100 papers in tourism, leisure and economics journals and is on the editorial boards of several, including *Journal of Travel Research*, *Journal of Business Research*, *Tourism Analysis* and *Anatolia*. E-mail: ahcorreia@gmail.com.

Alan Fyall, Ph.D., is Associate Dean Academic Affairs and Visit Orlando Endowed Chair of Tourism Marketing at the Rosen College of Hospitality Management, University of Central Florida. Alan has published widely in the areas of tourism and destination marketing and management including 22 books and 150 articles and book chapters. He is Editor of Elsevier's *Journal of Destination Marketing & Management* and sits on the editorial boards of many leading journals. E-mail: alan.fyall@ucf.edu.

Metin Kozak, Ph.D., is Professor in the School of Tourism, Dokuz Eylul University, Turkey. His research focuses on consumer behaviour, destination management, and sustainability. He is 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 an invited speaker. E-mail: M.Kozak@superonline.com.

José Luís Abrantes, Ph.D. is Professor of Management and Marketing, Head of Department at the School of Technology and Management, and the Coordinator of CISED (Centre for Research in Digital Services) of the Polytechnic Institute of Viseu. His research areas are marketing, tourism management and pedagogy. He has published more than 100 papers in

Annals of Tourism Research, Tourism Management, Journal of Business Research, European Journal of Marketing, International Marketing Review, amongst others. E-mail: jlabrantes@estgv.ipv.pt.

Arash Akhshik, Ph.D., is a lecturer at the Faculty of Tourism, Eastern Mediterranean University, Famagusta, Turkey. He has published various articles in peer-reviewed top-tier journals and has presented his research at several international conferences on tourism and hospitality management. His research interest includes visitor management and experience design. E-mail: arash.akhshik@emu.edu.tr.

Marcello Atzeni, PhD, is a research fellow at the Department of History and Human Science at the University of Sassari (Italy). His research interests include tourism marketing, cultural and heritage tourism and authenticity in tourism. E-mail: matzeni1@uniss.it.

Stéphane Bourliataux-Lajoinie, Ph.D., is senior lecturer at Conservatoire National des Arts et Métiers, Paris (France), and a member of LIRSA. He has published many research papers and book chapters on digital, online consumer behaviour and privacy. He is pedagogical head of Masters E-business and digital marketing in Paris. He has been a visiting professor in different countries including Brazil, Lebanon, India, and Africa. E-mail: stephane.bourliataux@lecnam.net.

Silvana Canales Gutiérrez, Ph.D. studied at Rovira i Virgili University in Tarragona, Spain, with a master's degree in business and contracting law from the same university, and master's degree in Law with an investigative focus from the National University of Colombia. Her research areas include private international law, consumer rights, collaborative economy especially in the tourism sector, abusive clauses and cryptocurrencies. Email: silvana.canales@urv.cat

Francesca Checchinato, Ph.D., is Associate Professor of Marketing at the Ca' Foscari University, Venice. Her research is focused on brand management, digital marketing and communication. She is a co-founder of the Agrifood Management & Innovation Lab and scientific coordinator of its digital marketing research area. She teaches across a range of postgraduate and executive programs in marketing and branding strategy. E-mail: f.checchinato@unive.it.

Giacomo Del Chiappa, Ph.D, is Associate Professor of Marketing at the University of Sassari (Italy) and Senior Research Fellow at the School of Tourism & Hospitality of University of Johannesburg (South Africa). His

research areas include destination governance and branding, sustainable tourism, consumer/tourist behaviour, digital marketing and airport marketing. He is author and co-author of around 200 national and international publications and member of the editorial boards of several leading journals. E-mail: gdelchiappa@uniss.it.

Josep Lluís del Olmo Arriaga, Ph.D., is Professor of Marketing at University of Abat Oliba CEU in Barcelona (Spain). Her research areas include tourism marketing, market research and social media. She has published more than 50 papers in marketing, tourism and social media journals, and chapters on tourism marketing. She is a reviewer for several marketing journals, such as *Journal of Global Fashion Marketing*. E-mail: jlolmo@uao.es.

Marie Dewitte, Ph.D student, is researcher in marketing at the University of Namur. Her main research interests are consumer behaviour, sustainable marketing and green consumption. She is a member of the Namur Digital Institute (NADI) and the Center for Research on Consumption and Leisure (CeRCLe). E-mail: marie.dewitte@unamur.be.

Nico Didry, Ph.D, is Professor of Marketing and Consumer Behavior at University Grenoble-Alpes, where he leads the Sport & Tourism Economical Strategies program. His research focuses on leisure experiential consumption, tourism and territorial strategies with an ethnomarketing approach. He is a member of expert committees of tourism organizations and of the economics research center of Grenoble University. e-mail: nico.didry@univ-grenoble-alpes.fr.

Frédéric Dosquet, Ph.D. is Professor at ESCPAU Business School. He has published more than 40 contributions mainly on tourism, public management and political marketing. He is visiting professor at University Saint Joseph of Beirut (Lebanon) and Lagunes University (Ivory Coast), and a columnist in French newspapers, radios and TV. E-mail : frederic.dosquet@esc-pau.fr.

Jean-Luc Giannelloni, Ph.D., HDR, is full Professor of Marketing and Consumer Behavior at University Grenoble-Alpes. His research interests mainly lie in responsible consumption, hospitality and tourism. He has published in the *International Journal of Research in Tourism* and *European Journal of Tourism Research*, amongst others. He is currently Vice-President for publications of the French Marketing Association and former co-editor in chief of *Décisions Marketing*, a peer-reviewed academic journal published by afm. e-mail: jean-luc.giannelloni@univ-grenoble-alpes.fr.

Xing Han received her Ph.D. degree in Modern Commerce from Otaru University of Commerce. Her research interests include consumer behavior, tourist social interaction, and tourism co-creation. E-mail: xinghanida@hotmail.com.

Foad Irani, Ph.D. candidate of Tourism Management, is a research assistant at the Faculty of Tourism at Eastern Mediterranean University, Famagusta, TRNC, Turkey. He has presented his research at several international conferences on tourism and hospitality management. Research areas include consumer behaviour, sustainable development, and human resource management. E-mail: foad.irani@emu.edu.tr.

Stella Kladou, Ph.D., is a Postdoctoral researcher at the Hellenic Mediterranean University. She has served as an Assistant Professor in the Tourism Administration Department at Boğaziçi University in Istanbul, Turkey and a Senior Lecturer at Sheffield Hallam University in the UK. She has published in prominent academic journals and books of international publishers, and presented at well-esteemed international conferences. Her research interests include place branding, consumer behavior, cultural tourism, and digital marketing. E-mail: stellakladou@hmu.gr

Sina Kuzuoglu is a PhD student at the Department of Recreation of Leisure Studies at the University of Waterloo in Canada. He has worked on a number of World Heritage Sites in Turkey and his M.A. thesis focused on the relationship between tourism and conservation with the subjective well-being of residents in Istanbul's historic city center. His research interests include heritage cities, tourism planning and governance, urban communities, and health and well-being. Email: skuzuogl@uwaterloo.ca

Jérôme Mallargé, Ph.D., is a researcher in marketing at the University of Namur. His research interest is mainly on collaborative consumption, consumer behaviour and consumer evaluation process. He is a member of the Namur Digital Insitute (NADI) and of the Center for Research on Consumption and Leisure (CeRCLe). E-mail: jerome.mallargé@unamur.be.

Michelle Moraes, Post-doctorate in Economics from the University of Aveiro (Portugal) and in Political Science and International Relations from the University Fernando Pessoa (Portugal), holds a PhD in Economics from the Università degli Studi di Ferrara (Italy) and in Public Policy from the Federal University of Maranhão (Brazil). She has published several articles on innovation, tourism and sustainability, and is on the board of several large companies in the service sector in Brazil and Italy. E-mail: michelle.moraes@universidadeuropeia.pt.

Ali Öztüren, Ph.D., is a Professor of Tourism Management in the Faculty of Tourism at the Eastern Mediterranean University and currently Vice Dean of the Faculty. He has published various articles in peer-reviewed scholarly journals and has presented his research at several international conferences on tourism and hospitality management. His current research interests include tourism and hospitality management, sustainable tourism management, service operations, and quality management. He is on the executive boards of various national and international academic projects and events, on the referee boards of many international and national journals, and on the advisory boards of academic and social organizations. E-mail: ali.ozturen@emu.edu.tr.

Andreia Pereira holds a master's degree in Tourism Management from the Polytechnic Institute of Viseu and is a PhD student in Tourism, Heritage and Territory at the Faculty of Letters of the University of Coimbra. Her main research interests are the study of storytelling, generations, gender in tourism. E-mail: arapereira@outlook.pt.

Marina A. Petruzzi, is Ph.D. Candidate in Tourism Management at the Instituto Universitário de Lisboa, Business Research Unit, Lisbon, Portugal and Unidade de Investigação em Turismo e Hospitalidade, Faculdade de Turismo e Hospitalidade, Universidade Europeia, Lisboa, Portugal. Her research areas include peer-to-peer accommodation in the sharing economy and tourism sustainability. E-mail: marina.a.petruzzi@gmail.com.

Carolus Praet is Professor of International Marketing at Otaru University of Commerce, and Guest Professor (Part time) at Keio University's Business School and at Kobe University's Graduate School of Management SESAMI program, Japan. His research interests include cross-cultural advertising and consumer behavior, services marketing, and tourism marketing. He has authored over 30 articles and book chapters on advertising and marketing in English and Japanese. He is a member of the editorial boards of *International Journal of Marketing & Distribution* and *Journal of Advertising Science*. E-mail: praetcar@res.otaru-uc.ac.jp.

Manuel Reis, PhD candidate in Management in the University of Beira Interior, is Assistant Teacher at the Polytechnic Institute of Viseu – Higher School of Technology and Management. He has a BSc in Mathematics from the New University of Lisbon and an MSc in Statistics from the University of Porto. He is affiliated with the Center for Studies in Education, Technologies and Health. E-mail: manuelreis@estgv.ipv.pt.

Áurea Rodrigues has a PhD in Tourism from the University of Aveiro. She is an assistant professor in Tourism Studies at the University of Évora and an affiliate researcher at CIDEHUS, UÉ, Portugal. Her main research interests focus on sustainable rural tourism development, ecotourism, astro-tourism, consumer behavior in tourism and tourism marketing. She has authored and co-authored chapters in books, articles in national and international journals, and has made various communications and lectures at international conferences and seminars. Email: aor@uevora.pt.

Cláudia Seabra, Ph.D., is Professor of Tourism and Coordinator of the PhD in Tourism, Heritage and Territories in the University of Coimbra, Portugal. Her research areas include tourism and safety and consumer behaviour. She has been published in several tourism, leisure and economics journals and has authored book chapters. She is theme editor of the *International Journal of Tourism Cities - Terrorism in Tourism Cities*. E-mail: cseabra@uc.pt.

Carla Silva, Ph.D., is Professor of Sociology of Tourism and Coordinator of the Master in Tourism Management at School of Technology and Management, Polytechnic Institute of Viseu (Portugal). Her research interests include culture of consumption, storytelling, mountain and nature-based tourism with special interest in tourism motivations, place attachment and tourism imagery. E-mail: csilva@estgv.ipv.pt.

Liyong Wang, Ph.D., is Associate Professor of International Marketing at Otaru University of Commerce, Japan. His research interests include global marketing, consumer behavior, and tourism marketing. E-mail: wangly-frank@res.otaru-uc.ac.jp.