The Handbook of Managing and Marketing Tourism Experiences

Edited by

Marios Sotiriadis
University of South Africa, Pretoria, South Africa

Dogan Gursoy
Washington State University, Pullman, WA, USA
Contents

List of Contributors ix

Introduction xi

Marios Sotiriadis and Dogan Gursoy

Part I Planning: Design and Creating Tourism Experiences

CHAPTER 1 Experience-Based Service Design
Özlem Güzel 3

CHAPTER 2 Experience-Centric Approach and Innovation
Anita Zátori 21

CHAPTER 3 Crucial Role and Contribution of Human Resources in the Context of Tourism Experiences: Need for Experiential Intelligence and Skills
Marios Sotiriadis and Stelios Varvaressos 45

CHAPTER 4 Tourism Destination: Design of Experiences
Eyup Karayilan and Gurel Cetin 65

CHAPTER 5 Social Media and the Co-Creation of Tourism Experiences
Marianna Sigala 85

CHAPTER 6 Experiential Tourism: Creating and Marketing Tourism Attraction Experiences
Rachel Dodds and Lee Jolliffe 113
Part II Managing: Organizing and Delivering Tourism Experiences

CHAPTER 7 Cultural and Experiential Tourism
Hilary du Cros 133

CHAPTER 8 Dragon Boat Intangible Cultural Heritage: Management Challenges of a Community and Elite Sport Event as a Tourism Experience
Fleur Fallon 155

CHAPTER 9 Collaborating to Provide Attractive Hotel Guests’ Experiences
Marios Sotiriadis and Christos Sarmaniotis 175

CHAPTER 10 Managing Sport Tourism Experiences: Blueprinting Service Encounters
Chris A. Vassiliadis and Anestis Fotiadis 195

CHAPTER 11 Authenticity, Commodification, and McDonaldization of Tourism Experiences in the Context of Cultural Tourism
Medet Yolal 217

CHAPTER 12 Managing Experiences within the Field of Creative Tourism: Best Practices and Guidelines
Caroline Couret 235

CHAPTER 13 Greening as Part of Ecotourism to Contribute to Tourists’ Experiences: A Destination Planning Approach
Elricke Botha and Willy Hannes Engelbrecht 261

CHAPTER 14 Managing Rural Tourist Experiences: Lessons from Cyprus
Anna Farmaki 281

CHAPTER 15 Service Innovations and Experience Creation in Spas, Wellness and Medical Tourism
Melanie Kay Smith, Sonia Ferrari and László Puczkó 299
Part III  Marketing: Communicating and Promoting Tourism Experiences

CHAPTER 16 The Role of Online Social Media on the Experience and Communication of Gay Events in a Tourist Destination: A Case Study of a Small-Scale Film Festival in Nice
S. Christofle, C. Papetti and M. Ferry 323

CHAPTER 17 Marketing Experiences for Visitor Attractions: The Contribution of Theming
Elricke Botha 343

CHAPTER 18 Marketing Culinary Tourism Experiences
Lee Jolliffe 363

CHAPTER 19 Managing and Marketing Tourism Experiences: Extending the Travel Risk Perception Literature to Address Affective Risk Perceptions
Ashley Schroeder, Lori Pennington-Gray, Maximiliano Korstanje and Geoffrey Skoll 379

CHAPTER 20 Promotion Tools Used in the Marketing of Sport Tourism Experiences in a Mature Tourism Destination
Crystal C. Lewis and Cristina H. Jönsson 397

CHAPTER 21 The Role of Information and Communication Technologies (ICTs) in Marketing Tourism Experiences
Kyung-Hyan Yoo and Ulrike Gretzel 409

Part IV  Monitoring and Evaluating Tourism Experiences

CHAPTER 22 Memorable Tourism Experiences: Conceptual Foundations and Managerial Implications for Program Design, Delivery, and Performance Measurement
Jong-Hyeong Kim 431
CHAPTER 23  Proposing an Experiential Value Model within the Context of Business Tourism
Magdalena Petronella (Nellie) Swart 451

CHAPTER 24  Consumer Travel Online Reviews and Recommendations: Suggesting Strategies to Address Challenges Faced within the Digital Context
Marios Sotiriadis and Cinà van Zyl 469

CHAPTER 25  Assessing Tourism Experiences: The Case of Heritage Attractions
Gaunette Sinclair-Maragh 487

Conclusions: Issues and Challenges for Managing and Marketing Tourism Experiences
Dogan Gursoy and Marios Sotiriadis 507

About the Authors 529
Index 541