

# **Tourism, Hospitality & Event Management**

More information about this series at <http://www.springer.com/series/15444>

Metin Kozak · Nazmi Kozak  
Editors

# Tourist Behavior

An Experiential Perspective

 Springer

*Editors*

Metin Kozak  
School of Tourism and Hotel Management  
Dokuz Eylül University  
İzmir  
Turkey

Nazmi Kozak  
Faculty of Tourism  
Anadolu University  
Eskişehir  
Turkey

ISSN 2510-4993                      ISSN 2510-5000 (electronic)  
Tourism, Hospitality & Event Management  
ISBN 978-3-319-78552-3              ISBN 978-3-319-78553-0 (eBook)  
<https://doi.org/10.1007/978-3-319-78553-0>

Library of Congress Control Number: 2018935958

© Springer International Publishing AG, part of Springer Nature 2018

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Printed on acid-free paper

This Springer imprint is published by the registered company Springer International Publishing AG part of Springer Nature  
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

# Preface

The academic world began talking about *Consumer Behaviour* in the 1960s once the book by Engel, Kollat and Blackwell was published in 1968. Almost one decade later, the field of tourism introduced it as a part of academic activity; as a result, the first evidence of tourism studies appeared in the late 1970s (Crompton 1979; Goodrich 1978; Pizam, Neumann and Reichel 1978; Plog 1974). Over the past decades, the study of consumer behaviour has been widely integrated into the body of tourism research. A large number of researchers have attempted to assess the relevance and to test the validity of consumer decision-making models in tourism. The number of books has increased, while there has been an incredible amount of research papers published in tourism and hospitality journals, particularly commencing from the early years of this millennium.

Consumer behaviour is a central topic to marketing because product choices and consumption are key to a better comprehension of human beings and to maintaining a business success regardless of the industry profile (Hoyer and Machnnis 2004; Schiffman and Kanuk 1978; Solomon 2013). Unsurprisingly, many conferences and organisations have established a specific track on consumer behaviour in tourism and hospitality because tourist behaviour has a more meaning than when a person decides to buy manufacturing products such as cars, milk or pencils. For instance, it includes the use of services, activities and ideas such as the evaluation of vacations, tours and leisure. It also includes the effective use of time and the answers to questions such as where, how, how much and how often to consume in general and to take vacations in tourism.

Consumer behaviour is one of the most explored topics by both academicians and industry practitioners. From the academic point of view, rather than examining a particular action or event, consumer behaviour considers itself as a target to examine the process in a more general sense. It has been defined by Engel, Blackwell and Miniard (1995, p. 4) as “those activities directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precedes and follows these actions”. This definition emphasises the importance of psychological process that consumers go through during the pre-purchasing, purchasing and post-purchasing stages. Specifically, it examines

how consumers behave at all stages, including information search, choice of alternatives, decision-making, purchasing, consumption and post-consumption. Therefore, understanding consumers helps to establish efficient marketing strategies to understand why, how and when they make decisions and serve better quality of services (Hyde and Lawson 2003).

As an human-based activity, consumer behaviour is an interdisciplinary approach to practise. In other words, it is based on basic fields, such as economics, sociology and psychology, and influences consumer behaviour before, during and after purchasing. For example, psychology seeks to answer the question of why potential consumers want to engage in particular activities such as tourist motivations (e.g. Gnoth 1997; Mayo and Jarvis 1981; Pearce 1993; Yoon and Uysal 2005) and tourist experiences on vacations (e.g. Gross and Brown 2008; Otto and Ritchie 1996); economics seeks to investigate the cost of consumption experiences and its distribution by product categories on a vacation (Agarwal and Yochum 1999; Davies and Mangan 1992; Kozak et al. 2008) and answer the question that consumers cannot fulfil these needs and expectations in a monetary and temporal sense; and sociology explores the direction of possible changes in the way of life and how or what the dialectic between service providers and consumers should be. The outputs of such interaction appear in a form of hospitality, bargaining and harassment in tourism (Kozak 2007, 2016), and social impacts (Dogan 1989), among others.

As such, papers presented at international conferences have been central to the idea of producing a book as valuable as the present volume, which has been enriched by the inclusion of a range of international case studies. Over the last few years, it has become traditional to contribute to the existing body of tourism knowledge by selecting a group of papers presented at the *Interdisciplinary Tourism Research Conference* and the *World Conference for Graduate Research in Tourism, Hospitality and Leisure* series. These events take place annually or (bi-) annually, in a different city in Turkey on each occasion. The fifth series of these two conferences was successfully held in Bodrum, 24–29 May 2016, and attracted the participation of over 100 scholars from across the world. The cluster of papers included in this book address the issue of tourist behaviour. The earlier collections on the same subject have also appeared in two volumes due by several publishers: *Aspects of Tourist Behaviour* (Kozak and Kozak 2013) and *Tourist Behaviour: An International Perspective* (Kozak and Kozak 2016).

This book examines the subject of tourist behaviour in detail, through specific case studies in various countries. The authors of the papers selected for inclusion in the book are from diverse locations across the world, with several countries across three continents being represented: Australia, Italy, Malaysia, Portugal, Spain, Turkey and USA. The chapters accommodate different perspectives to understand the behaviour of tourists either both at domestic or international levels. As the authors from different countries have collaborated to produce a single chapter, the case studies are also more multicultural encompassing both the Western and Asian nations as consumers in the tourism and hospitality industry. Case studies do not only refer to destinations or hotel businesses, but it also consists of several specific

locations such as restaurants, trade shows, exhibitions, museums and hiking. If the subject matter is tourism, speaking about tourist experiences and its intercultural issues is inevitable.

Having said that, the book begins with an examination of experiences and co-creation by building a model in the context of Denmark (Sørensen, Jensen and Hagedorn-Rasmussen). Chapter “[Understanding the Behaviors of Japanese Tourists on Guided Tours](#)” is a more practical approach to understanding the cross-cultural behaviour by looking at Japanese tourists on guided tours in Turkey (Acar and Tanrisevdi). Chapter “[Visitors Experiences, Expectations and Satisfaction in Trade Shows and Exhibitions](#)” represents Malaysia and examines visitor experiences across different stands at the trade show and exhibition including expectations and satisfaction (Alias and Othman). Chapter “[Factors Shaping Tourists’ Inertia Towards Behaving Responsibly](#)” explores the influential factors shaping Italian tourists’ inertia on how to behave responsibly (Del Chiappa and Correia). Chapter “[Hotel Guests’ Satisfaction with Employees in Istanbul and Barcelona](#)” is a more comparative-oriented study between Spain and Turkey in terms of tourists’ satisfaction with hotel employees (Inelmen and Hatipoglu). Chapter “[Being Good to Be Happy? The Influence of Moral Values on Tourist Happiness](#)” confirms the relevance of moral values in shaping the happiness of domestic tourists in Italy (Pinna, Correia and Del Chiappa).

There are seven more chapters. In this context, Chapter “[Florence: Tourism, Heritage and Consumption](#)” looks at the issue of tourist behaviour from the post-modern age by examining how the image of Florence influences today’s tourist practices and political discourses (Melotti). Chapter “[Conceptualising Challenging Experiences and Post-Travel Culture Involvement](#)” is a conceptual study trying to challenge tourist experiences and post-travel culture involvement (Tikhonova, Kim and Butler). Chapter “[Barriers and Sentiment of the American Tourists Toward Travel to China](#)” considers the world’s biggest two powers in the context of the possible barriers of American tourists while travelling to China (Stepchenkova, Kirilenko and Li). Chapter “[Exploring the Visitors’ Perceptions and Experiences of Museums](#)” explores the subject of tourist behaviour from cultural perspective by looking at visitors’ experiences with museums in Italy (Gurel and Nielsen). Chapter “[Creating Value for Restaurant Customer: The Role of Other Customers in Dining Experience](#)” investigates the role of other customers in creating value for a dining experience in Turkish restaurants (Erkmen and Hancer). Chapter “[The Active Senior Tourist: The Case of the Balearic Islands](#)” examines the profile of active senior tourists visiting Balearic Islands for sport tourism such as hiking (Rejón-Guardía, García-Sastre and Alemany-Hormaèche). The book ends with the understanding of the movement of Asian market to Europe that is the motivations for Chinese travellers (Pung and Del Chiappa).

We believe that as a reference book, this volume will be a helpful resource, full of rich materials that refer to the applications of tourist behaviour practices in the context of worldwide case studies. As a supplementary textbook, the audience of this book may include advanced students of tourism, hospitality, leisure, recreation and marketing, and users of libraries in schools that run that tourism, hospitality,

leisure, recreation and marketing programs. A careful synthesis of the results of the studies presented is also worthy of consideration for practitioners (such as destination managers, ministry of tourism staff and individual tourism businesses) in order to operate better and to yield more economic and social benefits in such a challenging industry.

Last but not least, we acknowledge and thank all the authors for their remarkable contributions and for showing the commitment and continuous cooperation that has been of such help in bringing this proposal to fruition. We would also like to thank *Springer* for giving us a unique opportunity to publish this volume in such a smooth and professional manner. Without their endless patience, positivity and understanding, we would never have been able to make this happen. Enjoy reading!...

İzmir, Turkey  
Eskişehir, Turkey

Metin Kozak, Ph.D.  
Nazmi Kozak, Ph.D.

## References

- Agarwal, V. B., & Yochum, G. R. (1999). Tourist spending and race of visitors. *Journal of Travel Research, 38*(2), 173–176.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research, 6*(4), 408–424.
- Davies, B., & J. Mangan (1992). Family expenditure on hotels and holidays. *Annals of Tourism Research, 19*(4), 691–699.
- Dogan, H. Z. (1989). Forms of adjustment. *Annals of Tourism Research, 16*, 216–236.
- Engel, F., Kollat, D., & Blackwell, R. (1968). *Consumer behaviour*. New York, NY: Holt, Rinehart and Winston.
- Engel, J. F., Blackwell, R. D., & Miniard, R. W. (1995). *Consumer behavior*. Fort Worth, TX: Dryden Press.
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research, 24*(2), 283–304.
- Goodrich, J. N. (1978). The relationship between preferences for and perceptions of vacation destinations: application of a choice model. *Journal of Travel Research, 17*, 8–13.
- Gross, M. J., & Brown, G. (2008). An empirical structural model of tourist and places: progressing involvement and place attachment into tourism. *Tourism Management, 29*(6), 1141–1151.
- Hoyer, W., & Machnnis, D. (2004). *Consumer behaviour*. Boston: Houghton Mifflin.
- Hyde, K., & Lawson, R. (2003). The nature of independent travel. *Journal of Travel Research, 42*, 13–23.
- Kozak, M. (2007). Tourist harassment: a marketing perspective. *Annals of Tourism Research, 34*(2), 384–399.
- Kozak, M. (2016). Bargaining behavior and the shopping experiences of British tourists on vacation. *Journal of Travel & Tourism Marketing, 33*(3), 313–325.
- Kozak, M., Gokovali, U., & Bahar, O. (2008). Estimating the determinants of tourist spending: a comparison of four models. *Tourism Analysis, 13*(2), 143–155.
- Kozak, M., & Kozak, N. (Eds.). (2013). *Aspects of tourist behaviour*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Kozak, M., & Kozak, N. (Eds.). (2016). *Tourist behaviour: an international perspective*. Oxon: CABI.



- Mayo, E. J., & Jarvis, L. P. (1981). *The psychology of leisure travel: effective marketing and selling of travel services*. Boston: CBI Publishing Company.
- Otto, J. E., & Ritchie, J. R. B. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165–174.
- Pearce, P. L. (1993). Fundamentals of tourist motivation. In D. G. Pearce & R. W. Butler (Eds.), *Tourism research: critiques and challenges* (pp. 113–134). London: Routledge.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction area. *Annals of Tourism Research*, 5, 314–322.
- Plog, S. C. (1974). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 14(4), 55–58.
- Schiffman, L. G., & Kanuk, L. L. (1978). *Consumer behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Solomon, M. R. (2013). *Consumer behavior: buying, having and being*. Essex: Pearson.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26, 45–56.

# Contents

<b>Tourism Place Experience Co-creation</b> . . . . .	1
Flemming Sørensen, Jens Friis Jensen and Peter Hagedorn-Rasmussen	
<b>Understanding the Behaviors of Japanese Tourists on Guided Tours</b> . . . . .	19
Vedat Acar and Abdullah Tanrisevdi	
<b>Visitors Experiences, Expectations and Satisfaction in Trade Shows and Exhibitions</b> . . . . .	37
Zauyani Zainal Mohamed Alias and Nor'Ain Othman	
<b>Factors Shaping Tourists' Inertia Towards Behaving Responsibly</b> . . . . .	49
Giacomo Del Chiappa and Antónia H. Correia	
<b>Hotel Guests' Satisfaction with Employees in Istanbul and Barcelona</b> . . . . .	65
Kivanc Inelmen and Burcin Hatipoglu	
<b>Being Good to Be Happy? The Influence of Moral Values on Tourist Happiness</b> . . . . .	81
Mariella Pinna, Antónia H. Correia and Giacomo Del Chiappa	
<b>Florence: Tourism, Heritage and Consumption</b> . . . . .	97
Marxiano Melotti	
<b>Conceptualising Challenging Experiences and Post-Travel Culture Involvement</b> . . . . .	111
Daria Tikhonova, Sangkyun Kim and Gareth Butler	
<b>Barriers and Sentiment of the American Tourists Toward Travel to China</b> . . . . .	129
Svetlana Stepchenkova, Andrei Kirilenko and Xiang (Robert) Li	
<b>Exploring the Visitors' Perceptions and Experiences of Museums</b> . . . . .	141
Eda Gurel and Axel Nielsen	

**Creating Value for Restaurant Customer: The Role of Other Customers in Dining Experience** ..... 157  
Ezgi Erkmen and Murat Hancer

**The Active Senior Tourist: The Case of the Balearic Islands** ..... 173  
Francisco Rejón-Guardia, María Antonia García-Sastre and Margarita Alemany-Hormaeche

**Understanding Chinese Travellers’ Motivations to Visit Europe** ..... 187  
Jessica Mei Pung and Giacomo Del Chiappa

# Editors and Contributors

## About the Editors

**Metin Kozak** is Professor of Tourism in the School of Tourism, Dokuz Eylul University, Turkey. He holds both master's and Ph.D. degrees in Tourism. His research focuses on *Consumer Behavior, Benchmarking, Destination Management and Marketing, and Mediterranean Tourism*. He acts as the Co-Editor of *Anatolia: An International Journal of Tourism and Hospitality Research*.

**Nazmi Kozak** is Professor of Tourism in the School of Tourism, Anadolu University, Turkey. He gained both his master's and Ph.D. degrees in Tourism. His research activities focus on *Tourism Marketing, History of Tourism and Bibliometrics*. He is the Editor of *Anatolia: Turizm Araştırmaları Dergisi* and the Co-Editor of *Anatolia: An International Journal of Tourism and Hospitality Research*.

## Contributors

**Vedat Acar** Faculty of Tourism, Adnan Menderes University, Aydın, Turkey

**Margarita Alemany-Hormaeche** University of the Balearic Islands, Palma, Spain

**Zauyani Zainal Mohamed Alias** Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia

**Gareth Butler** College of Humanities, Arts and Social Sciences, Flinders University, Adelaide, Australia

**Antónia H. Correia** CEFAGE, Faculty of Economics, University of Algarve, Faro, Portugal; Universidade Europeia, Lisbon, Portugal; University of Sassari, Sassari, Italy

**Giacomo Del Chiappa** Department of Economics and Business, University of Sassari and CRENoS, Sassari, Italy

**Ezgi Erkmen** School of Tourism and Hospitality, Istanbul Bilgi University, Istanbul, Turkey

**María Antonia García-Sastre** University of the Balearic Islands, Palma, Spain

**Eda Gurel** Bilkent University, Ankara, Turkey

**Peter Hagedorn-Rasmussen** Roskilde University, Roskilde, Denmark

**Murat Hancer** Rosen College of Hospitality Management, University of Central Florida, Orlando, USA

**Burcin Hatipoglu** Department of Tourism Administration, Bogazici University, Istanbul, Turkey

**Kivanc Inelmen** Department of Tourism Administration, Bogazici University, Istanbul, Turkey

**Jens Friis Jensen** Roskilde University, Roskilde, Denmark

**Sangkyun Kim** School of Business and Law, Edith Cowan University, Perth, Western Australia, Australia

**Andrei Kirilenko** Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, USA

**Xiang (Robert) Li** School of Tourism and Hospitality Management, Temple University, Philadelphia, USA

**Marxiano Melotti** Niccolò Cusano University, Rome, Italy

**Axel Nielsen** Nielsen Restauri, Genoa, Italy

**Nor'Ain Othman** Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia

**Mariella Pinna** Department of Economics and Business, University of Sassari, Sassari, Italy

**Jessica Mei Pung** University of Cagliari, Cagliari, Italy

**Francisco Rejón-Guardia** University of the Balearic Islands, Palma, Spain

**Flemming Sørensen** Roskilde University, Roskilde, Denmark

**Svetlana Stepchenkova** Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, USA

**Abdullah Tanrisevdi** Faculty of Tourism, Adnan Menderes University, Aydin, Turkey

**Daria Tikhonova** College of Humanities, Arts and Social Sciences, Flinders University, Adelaide, Australia