

Advances in Culture, Tourism and Hospitality Research, Volume 9

Special Issue on

Tourists' Behaviors and Evaluations

Guest Editors: Arch Woodside and Metin Kozak

Volume 9, Tourists' Behaviors and Evaluations, describes the benefits of taking a behaviors-to-evaluations perspective in tourism and customer research. The twelve papers in the volume include "the general theory of guest evaluations of service design/performance" by Woodside and Kozak; the authors propose that complexity theory holds great promise in improving understanding of guests' evaluations of their service experiences. The volume provides answers to the following and additional behavior and evaluation issues. How do general and behavior specific attitudes work together in explaining air travelers' carbon offsetting behavior? What can the zone of tolerance and importance-performance analysis (IPA) techniques tell us about the evaluations of convention delegates' perceptions of products and services? How can a "slow city" motivate domestic tourists to visit the destination? Do effective marketing strategies for performing arts require unique designs to attract incidental spectators as well as behaviourally loyal visitors? When do consumers attach themselves strongly to tourist souvenirs as well as to other cherished possessions such as a trophy won during a contest, a gift received from significant others, or a wedding ring? What are the nitty-gritty details in how exhibition areas can provide visitors with opportunities to understand corporate brands? Since values influence activities do they also influence holiday preferences?

Chapter Title and Authors

Chapter 1

Air Travelers' Carbon Offsetting Behavior: An Experimental Study.

Andy Choi, Brent Ritchie

Chapter 2

Evaluation of the Service Performance: Application of the Zone of Tolerance with Importance-Performance Analysis of a Convention Facility.

Hwansuk Choi, Woojin Lee, HeeKyung Sung, Chien-Fen Chiu

Chapter 3

Slow Tourism (Cittaslow) Influence over Visitors' Behavior.

Yesim Cosar, Metin Kozak

Chapter 4

A T-shirt from New York, a Coral from Mauritius: A Functional Typology of Tourist Souvenirs.

Alain Decrop, Julie Masset

Chapter 5

Exhibition Areas: Case Study Research of Japanese Firms.

Yosuke Endo, Yohei Kurata, Taketo Naoi

Chapter 6

Individual Values and Holiday Preferences.

Tamara Jovanovic

Chapter 7

Parenthood and Holiday Decisions: A Grounded Theory Approach.

Lidija Lalicic, Suzan Becks

Chapter 8

Constructing and Shaping Tourist Experiences via Travel Blog Engagement.

Alia Rahman, Sangkyun Kim, Steve Brown

Chapter 9

It Can't Happen to Me: Travel Risk Perceptions.

Brent W. Ritchie, P. Monica Chien, Bernadette Watson

Chapter 10

Adoption of Information and Communications Technology (ICT) by In-Trip Leisure Tourists.

Mareba Scott, Andrew Frew

Chapter 11

Heterogeneity in Tourism Motivations: The Case of the Algarve.

Jaime Serra, Antónia Correia, Paulo Rodrigues

Chapter 12

Configural Modeling of Country-Collectors Motives, Behavior, and Assessments of Strengths of National-Place Brands.

Arch G. Woodside, Xiang (Robert) Li, Karlan Muniz

ACTHR Book Series

ACTHR seeks to advance knowledge and sense-making skills in interpreting cultural, organizational, and personal influences relating to tourism and hospitality behaviors. This broad objective includes examining unconscious and conscious thinking processes of tourists, guests, and/or service providers in contexts that relate to tourism and hospitality. The series aims to be eclectic in providing both in-depth and holistic examinations of antecedents, process transformations, and immediate and long-range outcomes of contexts, thoughts, actions, behaviors, and interpretations relating to tourism and hospitality topics.

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