Index

	G
Absorption, 77	Certainty, 153–154
Accessibility, 240	Cheltenham festival, 126
Advertising sources, 123	Childhood memories, structuring,
Agency, 153	140-142
Airlines, 61	China's outbound,
Altruism, 103	multigenerational
American Health Public	experiences of, 76–89
Association, 150	Chinese family trips, 88–89
Antecedents of emotions, 154–155,	Chinese tourists, 79
156	Classic SERVQUAL model, 5
cognitive appraisal as, 152-154	Co-creation
Anticipation interaction phase, 117	of experiences, 4, 125
Arousal, 154–155	process, 94
Asia, luxury brands in, 196–197	Cognitive appraisal
Assurance dimension, 225–226	as antecedents of emotions,
Atmospheric factors, 158	152-154
Attitude, 44, 158, 171	theory, 152
Authenticity, 103–104	Cognitive orientation, 104
• /	Composite tastes, 144–146
Barcelona, hotel business in,	Compound pricing, 221
215-216	Comprehensive storytelling
Bebo, 110	framework, 97–101
Behavioral intentions, 170, 171	Conference attendance, 168
"Big data", 216	Conference quality, 168–170, 172
Bipolar dimensions, 152	meeting sector in, 168
Branding strategy, 16	as perceived by attendees in
Burj Al Arab hotel in	Malaysia, 166–167
Dubai, 242	value and intention, 168–170
Business excursion, 184–185	Confrontation, 136
Business tourists, 182, 183	Conservation attitudes, 247
conceptual framework,	Consumers, 44, 125
190–191	factors, 207
service experiences, 186–188,	storytelling theory, 95
188–190	Convention quality, 169
100 170	Convention quality, 10)

Convention tourism, 165–166	Dispositional factors of plural
Conventional hotel classification	tourist, 135–136
systems, 5–6	family history of individuals,
Corporate-wide quality	136–146
management systems, 242	
Cross-cultural perspective, 60	Domestic socialization process,
	141-142
Crystalware, silverware, and chinaware, 205	F1 (1) 50
Cultural difference, 62	Education(al), 79
· · · · · · · · · · · · · · · · · · ·	experience, 77
impact, 61	system, 31
Cultural/culture, 68–69, 86	traditional method, 29
distance, 63	Electronic tourism experiences
factors, 76	(eTE), 110
Culture and service quality, 59	four propositions about, 115–118
impact of cultural difference,	model, 115
61–73	through SNSs, 112-115
Customer	Elegant, exceptional, and exclusive
behavioral loyalty, 190	characteristics (3E
behaviors, 123	characteristics), 197–198
expectations, 62, 246	Emotional outcomes of DAFH
loyalty, 53	experiences,
perspective, 60	conceptualization of,
satisfaction, 10, 11	155–160
	Emotional/emotions, 150
Destination, 11–13, 16	and DAFH experiences, 151–160
service quality, 42	value, 183–184, 186
strategic marketing approach, 14	well-being, 150
Destination perceived risk, 43	Empathy dimension, 226
Developing countries in tourism	Energy content in food, 158
education, 30	
Digital revolution, 10	Entertainment, 79
Dining-away-from-home (DAFH	Escapism, 79
experiences), 151	Esthetics, 79
arousal and other antecedents of	experience, 77
emotions, 154–155	Ethical and sustainability
cognitive appraisal as antecedents	dimensions, 105–106
of emotions, 152–154	European Hospitality Quality, 243
conceptualization of emotional	European quality management
outcomes, 155–160	systems, 242
emotions and, 151–152	Event concept, 122

Expectancy-disconfirmation	"Gap" study, 126
theory, 61	GastroSuisse, 233
Expectation, 117	Global community impacts, 10
Expectation—performance gap (EPG), 60–73	Global meeting sector, rankings of, 167
Expectations and perceived	Google+, 110
performance, 62	Gratitude, 184, 189
gap between, 60, 61	Guided tour, 102
match between, 72	
Expedia, 80, 240	Heightening tourism experiences
Experience	with quality services,
and experience economy, 77–80	245-248
opportunity design principles,	Heroism, 103
101-105	High level of loyalty, 48, 55
Experience opportunity design	High level of service, 61
(EOD), 94, 95, 97, 101–102,	Hofstede national cultural
105, 107	dimensions, 62
	Hong Kong economy, 60
Facebook, 110, 113, 124	Hong Kong Tourism Board
Fairness, 153–154	(HKTB), 64
Family	Horse racing, 122
tourism, 76	events, 126
tourists, 76, 85	social media building
trips, 82	relationships with customers,
Fashion designers, 202–203	123-130
Federation of Hotel and	Hospitable employees, 182
Restaurant Association of	Hospitality
India, 231–232	business, 189
Festival fans, 122	education, 29
Focus Group findings, 36–39	Hotels, 229
Food and beverage, 206–207	architects, 241
Food neophobia concept, 158–159	chains, 242
4-star hotels, 222, 223	characteristics of five hotel
"Freeling" program, 219	classification systems, 234
Friendly socializations and influences, 143–144	critical areas of hotel evaluation, 236
Functional theory, 169	findings of critical areas, 235-243
Functionality, 88–89	guest room score, 232
"Fundamental get" element,	hotel rating framework, 230
170-171	investigation in China, 235

policies of hotel classification Joint Comprehensive Plan of Action, 17 systems, 237-238 services and facilities, 242 "King of hoteliers and hotelier for tourism sectors, 61 kings", 198 see also Luxury hotels Hotelstars Union, 233, 240 Legal compliances, 231 classification system, 231 Leisure purposes, 14, 18, 22, 182, system of hotel classification, 243 187 Human resources, 29, 33, 235 "Leisure pursuit", 76 Low neophobic tourists, 159 Indian hotel classification system, Low service quality, 54 231, 233 Luxury classification, 199–200 Industry practitioners, 33, 36–38, Luxury hotels, 197, 246 61 architecture and surroundings, Information search, 111 200 - 201Informed tourists, 114 business, 183-191 Infrastructure, 13, 18, 20, 21, 38, crystalware, silverware, and 88, 167, 210, 235, 241, 243, chinaware, 205 247 food and beverage, 206-207 Instagram, 124 intangible assets of luxury, Intangible assets of luxury, 207 - 209207 - 209interior design, furnishing, and Intellectual property, 200 amenities, 201-203 Intention-based models, 171 linen, tablecloth, towels, and Interior decorators, 241 uniforms, 205-206 International tourist, 10 performance (2013), 199 Internet, 10, 248 tangible assets of luxury, 200 for information, 111 technology and equipment, Internet-and mobile-based 203 - 205channels and tools, 124 value of leading luxury brands Iran, teaching tourism service worldwide (2016), 196 quality in Mashhad case, 29-39 Magnetic Island (MI), 96 tourism industry, 28-29 Market segmentation, 12 Isfahan Conference (2016), 2 Market-oriented approach, 11, 14 ISO 9000 quality system, 242, 243 Marketers, 61 Marketing Jahad Daneshgahi system, 35 approaches, 10 James-Lange theory, 154 managers, 126

Mashhad, 29, 46, 48, 51 domestic pilgrims, 42–43 Focus Group findings, 36–39 lack of motivation, 30–31 tourism and hospitality education, 31–35 tourism education, 29–30 Medical tourism, 20–21 Ministry of Tourism of India, 231 Mixed-method approach, 126 Motivation, 13 Motivational factors, 13 Multigenerational experiences of China's outbound, 76 experience economy, 77–80 five experiential dimensions,	Perceived service quality dimensions and indicators, 220 Perceived value, 5, 168–170, 179–180, 183, 186, 188, 192, 246 Persian civilization, 18–19 Persian hospitality, 19, 20 Photography component, 83 Physical orientation, 104 Physiological arousal, 154 Physiological reactions, 154, 159–161 Physiological responses, 154 Pilgrims, 55 domestic, 42–43 Iranian pilgrims' perceptions, 43
81–86 framework of multigenerational experiences, 86–89	low levels of security, 42 traffic flow, 46 Plural socialization, 138
Multiple and cumulative influences, 142–144	Plural tourist, dispositional factors of. See Dispositional factors
MySpace, 110	of plural tourist Potential action plans, 14
Natural language processing techniques, 217–219 Novelty, 13, 153, 154, 158, 160 Nowruz, 18	Potential respondents, 46 Premier chains, 242 Price premium, 182–184, 190, 191 Psychological purposes, 14, 18–19 Purposes of visit, 13–16
Objective opportunities, 138, 144 One-way web communication, 123 Online blogs, 79 Online guest ratings, 240 Online travel agents (OTAs), 230, 241 Onsite activity interaction phase, 117 Opportunities, 144–146	Quality, 28 accommodation, 230 management systems, 242 services, 221–222 virtual experience, 112–113, 116 see also Service quality Quality experience as demand strategic marketing approach based on purpose of visit, 11–23

tourists, 10–11 Quality experiences of China's family tourists in United States, 76 multigenerational experiences of China's outbound, 76–89 Quality virtual experience, 112–113 Qyer.com, 80–81	Service employee factors, 207 experiences, 186–188, 188–190 management, 61 recovery, 183, 187 service-oriented industry, 61 surprise, 183 sweetness, 183, 188 Service quality, 1–2, 10, 11, 28, 76
Real/objective insecurity, 54	conventional hotel classification
Recollection interaction phase, 117	systems, 5–6
Regulatory systems, 247–248	evaluation, 241
Reinterpretation, 118	of experiences, 3–4
Relationship marketing, 123	exploring service quality through
Relaxation, 85–86	UGC, 214–226
Reliability, 219	Isfahan Conference, 2–3
dimension, 224–225, 227	see also Quality
Religious pilgrimage, 16, 21, 23	SERVPERF model, 216
Religious tourists, 43	SERVQUAL model, 1
Responsiveness	dimensions, 216
dimension, 226	model, 218
to purposes of visit, 13–16 Restaurants, 2, 61, 64, 68, 73, 150,	Six Sigma, 242 Ski areas, 61
186, 195, 202, 206–209	Skills, 28
Return travel interaction phase,	Small-and medium-sized enterprises
117	(SMEs), 28
Risk perceptions, 42, 44, 55	Smart investment, 18
Road trips, 83	SmartPLS, 49
Royal Ascot, 126	Social agreement, 79, 81–82
•	Social media, 114, 115
Safety, 42-44, 90, 185, 190, 207,	audiences, 95
208, 235, 239	building relationships with
Satiation, 159	customers, 123
Satisfaction, 117	sites, 110
Schumpeterian creative destruction,	Social network sites (SNSs), 109,
248	111
Security, 42, 43, 235, 239	eTE through, 112–115
perception, 48	four propositions about, 115–118
Self-reported Persian	multimedia features, 112
questionnaires, 46	Social psychologists, 188–189

Social purposes, 14, 15, 19-20	Taste quality, 158
Socialization processes, 134	Teaching tourism service quality in
experiences, 139–140	Iran
Sociological analysis, 4	Mashhad case, 29–39
Spanish hotel sector, 242	tourism industry, 28-29
"Sport of kings", 122	"Telepresence", 113
Staff attributes, 224	Text-mining analysis techniques,
Stimulating exchanges, 124	218
Stimulus-Response theory (S-R theory), 151, 155, 160	Theory of planned behavior (TPB), 171–172
Stone–Geisser's Q^2 , 50	Theory of Reasoned Action (TRA),
Storsjöyran festival managers in	171
Scandinavia, 124	Total quality management (TQM),
Story-pacing, 103	209, 242
Storytelling, 95	Tourism, 10–12, 18, 29, 42, 60–62,
Strategic action plan, 3	76, 94, 144–145
Strategic market-oriented	activities, 134
approach, 16	education, 28, 29–39
Strategic marketing approach based	experiences, 77, 112, 117, 138
on purpose of visit, 10, 11	higher education, 29, 30
application to of Iran case, 17	and hospitality education, 31–35
customer satisfaction, 11–12	industry sector, 60
destination, 12–13	information search, 111
leisure purposes, 18	potentials, 17
psychological purposes, 18–19	Tourist experience design
responsiveness to purposes of	case study destination, 96–97
visit, 13–16	comprehensive storytelling
social purposes, 19–20	framework, 97–101
special purposes, 20–23	ethical and sustainability
Subordinate level, 151	dimensions, 105–106
Superordinate level, 151	experience opportunity design
Sustainability, 96–97, 239, 246	principles, 101–105
dimensions, 105–106	story dimensions and research
SWOT analysis, 12, 21	coverage, 107
"Synsets", 219, 221	tourist experiences stories, 94
~5	Tourists, 14–15, 99–100, 112, 114,
Taarof, 19	144, 146, 157–158, 160, 247
Tangibility, 88–89	in adulthood, 141
tangible assets of luxury, 200	behaviors, 109
tangibles dimension, 223–224	expectations, 73
2	* / '

satisfaction index of Hong Kong,	exploring service quality through,
64	214-226
segments, 3	
stories for MI, 97	Value-attitude-behavior model, 5,
tourist-destination relation, 76	183-184, 188-189
Tourist—service provider, 76	service experience effects, 191
Tourist—tourist relation, 76	Victim of violent/nonviolent crimes
Traditional media, 123	in destination, 51
Translation—back—translation	Victimization experience, 51
technique, 47	Virtual experience, 4, 113
Travel	quality, 112–113
motivation factors, 13	Virtual platforms, 240
to site interaction phase, 117	Virtual tourism experience. See
tracking study, 10	Electronic tourism
Travel and Tourism	experiences (eTE)
Competitiveness Report, 17,	VisitEngland, 233
44	
Travelability dimension, 79	Web 2.0 world, 122
Tremont, 198	Web-based services, 110–111
Trip blogs, 80	Web-based virtual tours, 113–114
TripAdvisor, 5, 116, 230, 232, 240	Well-being of individuals, 150
quality attributes, 218	West Midlands, sport club in, 126
ratings, 241	Western cultural groups, 71
Twitter, 110, 124	WordNet, 219, 221
Two-way communication, 123	Work-based experiences, 30 World Heritage List, 17
1 wo way communication, 123	World Luxury Index, 197–198
United Kingdom, horse racing in,	World Travel and Tourism Council
122.	(WTTC), 17
User-generated content (UGC),	(W11C), 1/
216, 225	YouTube, 113, 124
210, 223	1001000, 113, 121