

Book reviews: ToSEE - Tourism in Southern and Eastern Europe 2017, Conference Proceedings (Eds. Suzana Marković, Dora Smolčić Jurdana) ; The Routledge Handbook of Consumer Behaviour in Hospitality ...

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BOOK REVIEW



ToSEE – TOURISM IN SOUTHERN AND EASTERN EUROPE 2017 Conference Proceedings

Editors: Suzana Marković, Dora Smolčić Jurdana

(2017), University of Rijeka, Faculty of Tourism and Hospitality Management
ISSN 1848-4050, 672 pp.

The Faculty of Tourism and Hospitality Management, Opatija has published conference proceedings of the 4th International Scientific Conference titled Tourism in Southern and Eastern Europe (ToSEE). The conference, themed *Tourism and Creative Industries: Trends and Challenges*, was held from 4th - 6th of May 2017.

The editors of the conference proceedings are highly esteemed professors and scientists from University of Rijeka, Suzana Marković PhD, Full Professor at Faculty of Tourism and Hospitality Management Opatija and Dora Smolčić Jurdana, PhD, Full Professor and Dean at Faculty of Tourism and Hospitality Management Opatija. Members of the editorial board are also recognized professors and scientists from universities in Croatia, Bosnia and Herzegovina Slovenia and Macedonia: Sandra Janković, PhD, Full Professor at the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Selma Kadić-Maglajlić, PhD, Assistant Professor at the University of Sarajevo, School of Economics and Business, Dina Lončarić, PhD, Associate Professor at the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Elena Rudan, PhD, Assistant Professor at the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Sonja Sibila Lebe, PhD, Associate Professor at University of Maribor, Faculty of Economics and Business and Zoran Tuntev, PhD, Professor at University of St. Kliment – Ohridski in Bitola, Faculty of Tourism and Hospitality.

The conference proceedings encompasses 672 pages, not including the table of contents and editorial word. The content includes 48 scientific papers and a total of 112 authors. The papers contain tabular and graphic depictions, as well as reference list for each paper.

Authors who presented their papers come from different countries: Croatia, Bosnia and Herzegovina, Italy, Macedonia, Montenegro, Poland, Qatar, Serbia, Slovenia, Sweden, Thailand, Turkey and the UK.

All papers were written in English and double reviewed by prominent scientists from universities in Europe (Croatia, Bosnia and Herzegovina, Finland, Macedonia, Portugal, Romania, Serbia, Slovenia, UK) and in Australia.

The conference proceedings offers very interesting themes related to tourism and creative industries. Social innovation in tourism, cultural tourism in rural areas, medical tourism, holy tourism, film tourism, cultural and music events as creative tourism, mythical landscape as creative cultural tourism, local authenticity, creativity in entrepreneurship, creativity through arts and heritage development, innovative offer for ski tourism, creative accommodation, green organizational behavior in hotels, traditional events, sustainable local development, e-book – innovative technology for tourists, travel satisfaction, are just some of the topics analyzed in the papers. Creativity, as the key factor in developing process of every region or a country, is highlighted in the papers. In several papers, music, culture and film events have been researched as new strategies that offer diversity in the local tourist portfolio.

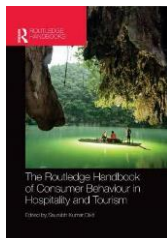
The conference proceedings provide a new knowledge about creative offer that can be implemented in tourism and hotel industry. Creative industries refer to a large number of activities which can be used to extend the tourist season, attract new tourists and provide an authentic, different, inclusive and creative experience in the destination. Creativity and economic development have become a key feature of the economic theory and practice. Creative industries as a new tourism concept improve image and competitiveness of tourist destination, create local authenticity, give a new dimension that meets the modern traveller's need for creativity and participation in various activities (arts, heritage, nature, the destination's peculiarities).

The papers promote interdisciplinary debate about creative industries, methods, tools and good practices in tourism in South and Eastern Europe. The 4th ToSEE conference conclude with mission that all stakeholders at tourism destination level need to invest in their skills to create an impulse for SEE countries to develop tourism based on the creative development concept.

The conference proceedings contribute to tourism and hotel industry, by presenting a new and different approach of tourism developing, and author's suggestions for the future collaboration between creative industries and tourism. The conference proceedings emphasize the importance of creativity, authenticity, covers a wide area of creative tourism and creativity in tourism, and it can be useful for the economists as well as tourist managers, employees, local authorities and other stakeholders in tourism in creating their own tourism product.

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BOOK REVIEW



THE ROUTLEDGE HANDBOOK OF CONSUMER BEHAVIOUR IN HOSPITALITY AND TOURISM

Edited by Saurabh Kumar Dixit

(2017), Routledge, Taylor and Francis group
ISBN 978-1-138-96167-8, 484 pp.

The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism was published by Routledge, Taylor and Francis group in 2017 and edited by Saurabh Kumar Dixit. Saurabh Kumar Dixit is Associate Professor and Founding Head of the Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (Meghalaya), India. He is a professor with more than 15 years of experience in research and teaching in the field of hospitality and tourism management.

Handbook is written in English language and contains 484 pages. It comes both in hardcover and ebook version. It starts with providing *List of figures and tables* from the Handbook and continues with *List of contributors* with their short biographies and *Acknowledgements* from editor. After this *Introduction* to the Handbook is provided and contents divided into six different parts. Handbook concludes with *Index* of specific terms used by authors and with countries mentioned in text.

Consumer behaviour is one of the most researched topics within field of tourism and hospitality management. It encompasses tourist experience, re-patronage and satisfaction as well as process of creating and delivering product or service to the end-consumers, that is tourists. It also includes tourist motivation, typologies and process of decision making on tourist market. With rise of new technologies like Internet and mobile technology this reflects not just on tourists having more information and varieties to choose from. But it also reflects on service providers and urges them to develop new channels and approaches to provide service and satisfy new tourists. Providers on market must be aware of three faceted approaches to customers, that is, tourists. Customers are reacting and behaving based on internal processes, as a part of social environment and as a part of larger context of consumption environment. So, consumers react based on these three bodies of influences and as a consequence this is reflected in Handbook of consumer behaviour in hospitality and tourism.

Handbook is organized in six parts and includes 46 chapters. Each of six parts starts with short overview of specific topic and provides intro to all chapters. Each chapter starts with Introduction and ends with References.

Part one *Overview of Consumer Behaviour* includes nine chapters related to conceptual foundation of consumer behaviour, sociology of consumption in tourism and tourist needs and desires. It also identifies factors affecting buying behaviour, explores emotions and information-seeking behaviour as well as point out ethical and cross-cultural issues.

Service Quality Vis-A-Vis Consumer Behaviour as a second part of the Handbook focuses on the service quality perspectives of consumer behaviour. It explores service quality from consumer and management perspective as well it explains how service quality can be measured and how total quality management can be applied in tourism sector. Services experiences are also tackled with exploring music, service experiences measurement and overview of innovations in experience research.

Part three entitled *Customer Satisfaction Perspective* explores the re-patronage behaviour of consumers. It stresses relationship between service, emotional satisfaction and behaviour patterns and reveals attributes influencing consumer satisfaction as well as pricing decisions that lead to consumer satisfaction. It focuses on destination image, customer delight and cruise passengers travel patterns related to customer satisfaction. It also provides insight on consumer complaint behaviour and service recovery management.

Consumer Loyalty Outlook as part four of Handbook tackles issues related to antecedents of consumer loyalty, trends and development of consumer loyalty model. It stresses the consumer engagement and brand experience in building consumer loyalty as well as it points out relationship marketing practices on social platforms and provides example how destination branding helps build consumer loyalty.

Part five *E - Consumer Behaviour* deals with social media in tourism, creating authentic travel experiences and with travel review websites. It stresses the role of eWOM and use of ICT in tourism. Also covers marketing communication trends in online environment and electronic customer relationship management.

Emerging Dimensions of Consumer Behaviour as part six on Handbook stresses the use of technological advancements, smartphone as well as augmented reality use in consumer behaviour in tourism. It also points out the specifics of rural destinations, consumer behaviour related to Olympic Games and industry adaptations to changing consumer market. With covering servicescapes specifics in hospitality and tourism as well as with pointing out socially responsible and sustainable practices the Handbook concludes part six where authors elaborate upon other emerging paradigms of consumer behaviour.

These six parts are on average 78 pages long with range from 67 to 91 pages. Also these six parts comprise from seven to nine (part one) chapters. Majority of chapters are purely conceptual, followed by equal number of research based chapters and chapters based on case study examples. Chapters are between six and 16 pages long with majority of them between eight to eleven pages. Not all chapters include tables and figures. In total there are 30 figures and 27 tables in 26 chapters. Hence, in Handbook 20 chapters are without either figures or tables.

Value of this Handbook rises from providing international perspective on consumer behaviour in hospitality and tourism. Contributors are from 25 different countries from all continents. Majority of 76 contributors are from Australia, United Kingdom and USA, followed by contributors from Canada, Malaysia and New Zealand. There is one contributor from African continent and one contributor from South American continent. This ensures international perspective on consumer behaviour in tourism and hospitality as examples in chapters are related to different contexts as authors do come from different geographic backgrounds. Some authors have contributed in more than one chapter in this Handbook. Authors range from former students and PhD candidates, readers, lecturers, to researchers and professors. This contributes to different styles of writing and makes Handbook usable for different audiences.

Handbook is most appropriate for undergraduate, graduate and research students. Due to its interdisciplinary perspective it can be used in different industries and by different professionals dealing with consumers. So, besides its obvious use in tourism and hospitality field it can be used by teachers and researchers in non-tourism sectors like marketing, consumer behaviour, management, psychology, international business and sociology. Even if there are numerous different authors with different geographical and academic backgrounds the Handbook is easy to read as it has logical flow from basics to more advanced topics and perspectives in each part. It provides an overview of fundamental elements as well as it discusses advancements in field of consumer behaviour in hospitality and tourism. Hence, a must read for students and researchers in hospitality and tourism field that are exploring consumer i.e. tourist behaviour.

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