

**Dixit, S. (Ed.) (2017) *The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism*. Routledge  
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The Routledge Handbook addresses a wide multidisciplinary set of Consumer behaviour topics explored through the prism of Hospitality and Tourism and provides valuable knowledge vital for any customer oriented organisation. This is a rich collection of 46 chapters each of them focused on different perspective of the psychology and behaviour of tourism and hospitality customers. The handbook is excellently organized in 6 Parts leading the reader from the first (more theoretically oriented) general overview of consumer behaviour through issues as Service quality, Customer satisfaction, Customer loyalty, E-consumer behaviour to the final part exploring the latest trends, industry advancements and newest dimensions of consumer behaviour.

**The first part** comprises nine chapters presenting a discussion on some conceptual foundations of consumer behaviour. The initial considerations allow the reader to get a clearer understanding of important aspects and insights of the general theme. Chapter 3 explores the multi-dimensional construct of

motivation and the inevitable shift towards the management of experience in the tourism sector. The authors point out to the notion that experience should be constantly evolving similarly to the process of incremental innovation in product design. They discuss the emergence of a new generation of consumers – “Transumers” (proactive travellers driven by experiences). Jennifer Kim Lian Chan and Azilah Kasim also focus on the substantial importance of offering unique tourist experience. They investigate the role of hedonic and utilitarian determinants and put an emphasis on the hedonic perspective and experiential factors as prime determinants of satisfaction evaluation. Gabrielle Walters and Shanshi Li expand the topic further as they focus on the role of emotions on enhancing the level of satisfaction and the self-report versus psychophysiological measurement of emotions in tourism research. Gaitree and Dixit investigate the factors that guide the consumers’ information search patterns and stress on the importance of studying these patterns for the development of appropriate

marketing strategies. Roy C. Wood reflects on some realities in the hospitality industry as consumer behaviour in the food service and hotel industry providing a lot of interesting examples. The next two chapters review ethical and cross cultural issues which are significant determinants of the changing consumer behaviour.

**Part II** addresses the service quality dimension of Tourism and Hospitality. Chapter 10 reflects customers' perspective and clients' service quality assessments. Recommendations for improving the quality of the experience are given. The authors emphasize on the creation of quality experience while co-creating value with the client. Ana Oliviera-Brochado and Paulo Rita upgrade the topic investigating the existing gap between the managers' and customers' perception of service quality and inspect the potential sources of incongruity. The next chapter is focused on the challenges in measuring the service quality. The authors introduce several popular approaches and a case study further illustrates the application of IPA technique in measuring the service quality in fine dining restaurants in Australia. Aparna Raj and Saurabh Kumar Dixit review the factors that lead to successful TQM implementation in the tourism sector. The authors stress on the importance of effective employee training and give as an example the TQM programme implemented at Ritz-Carlton. The authors of Chapter 14 investigate a more specific issue which has not been researched so widely – The impact of music on dining consumers' behaviour and perceptions of quality in Germany. The findings indicate differences in consumer behaviour and perceptions caused by variations in music tempo and volume. In Chapter 15 Girish Prayag, Jorg Finsterwalder and C. Michael Hall tend to emphasize on service experiences. Their paper develops further the topic discussed in previous chapters including the emotional, sensorial, spiritual and religious aspects in the multifaceted nature of service experience. An interesting case study about the Halal requirements of consumers proves the importance of investigating the religious

context of consumption. Chapter 16 by Valentina Della Corte and Giovanna Del Gaudio contributes to a more comprehensive understanding of the role of innovation in customer experience in tourism industry. The authors present a brief review of the existing literature on the constructs of experience and innovation. They discuss the increasing urgency for modifying and innovating "the product" at different levels. Innovations at the experiential level are particularly helpful in establishing and maintaining strong competitive edges.

**Part III** aims at exploring the path in optimizing the client experience and increasing the level of satisfaction. Chapter 17 by David Drewery and Ron McCarville is mainly focused on the emotional satisfaction and its impact on the long term behavioural loyalty and on positive WOM. The next chapter explores attributes determining customer satisfaction in tourism. The authors provide an interesting case study – "Dolphin watching on the island of Mauritius" and analyse a set of positive/negative attributes causing tourist satisfaction/dissatisfaction with the dolphin watching activity. The crucial importance of pricing decisions and practices in the tourism industry and the relation between price and satisfaction judgments are explored in Chapter 19 by Giampaolo Viglia. Anestis Fotiadis, Marios Sotiriadis and Chris A. Vassiliadis present an integrated review of tourism destination image (TDI) management. The TDI construct is analysed in relation to customer satisfaction and the behavioural intentions to visit or revisit a tourist destination. A case study "The island of Mauritius: segmentation of visitors based on destination image and loyalty" is an excellent example of the practical application of the TDI construct. Jianyu Ma and Noel Scott explore an emerging research area - the effects of delight on hospitality and tourism experience. They clearly differentiate customer satisfaction and delight and provide an extensive critical analysis of the consequences of both concepts. The chapter ends with an elaborate table summarizing the evolution of existing literature on customer delight. The next chapter by Abdullah

Tanrisevdi and Vedat Acar is focused on motivation and behavioural intentions in the cruise tourism sector. After a review of the literature briefly highlighting the theoretical background the authors present the results of a descriptive study of cruise passengers visiting Kusadasi, Turkey. According to the findings of the study experiencing other cultures is the strongest motivating factor in this particular case. In Chapter 23 Roh Theng Loo explores a significant for the service industry topic – the customer complaint behaviour. The theoretical discussion is supported by many interesting practice examples and a case study which raises a lot of questions. The author of Chapter 24 Priyanko Guchait develops the theme of the previous chapter further and provides a theoretical framework of service recovery performance. According to the author no organisation is immune to errors and every hospitality organisation should focus on the adoption of error management culture. This chapter ends with a short example which soundly supports the need to incorporate error management principles in hospitality and tourism industry.

**Part IV** aims to expand on previous understanding of probably the most enduring asset of any company - consumer loyalty. The first chapter reviews the concept and dimensions of loyalty covering the findings of an impressive number of researchers. A case study on the Shangri-La Hotels and Resorts group illustrates how an organisation might successfully enhance customer loyalty. The authors of Chapter 26 identify key constructs of loyalty behaviour to build a new loyalty integrated model. Trust in social media, destination image, tourist satisfaction and consumption emotions are interrelated in the model as main drivers of consumer loyalty. In chapter 27 Keith H. Mandabach suggests that companies should be involved in relationship marketing and build loyalty by building customer engagement. Developing a dialogue with the customer on multiple levels; using cognitive, emotional, social and behavioural approaches in an integrated manner will activate their loyalty. The next chapter is focused on the rising notability of social media

for the creation of a loyal customer base. Millennials are the most substantial emerging cohort in the tourism sector and marketers should put efforts to modify their loyalty programmes adding new features valued by the segment. The authors of Chapter 29 clarify the complex construct of brand experience and discuss the differences between satisfaction and loyalty. The authors argue that the formation of brand communities is one of the best manifestations of intense brand loyalty because they accelerate the emotional connections. Chapter 30 presents the relationship marketing paradigm and stresses on the importance of virtual social software platforms for the tourist and hospitality industry. Based on the findings of their study about luxury hotels in Portugal the authors conclude that involving the customers through well-designed and maintained virtual communities enhances the customers' experience in five areas: personalized service, Brand image, Service quality, contact with guests, adapted services. Chapter 31 is built upon the case of Istanbul as a tourist destination and explores the customer behavioural intentions influenced by the cultural brand assets and branding efforts.

**Part V** explores the dynamic area of E-consumer behaviour. Ulrike Gretzel and Kyung-Hyan Yoo discuss the opportunities arising from emerging new social media types especially in the pre-trip phase. Bonita M. Kolb develops the topic further investigating the social media impact on the creation of authentic and personalized travel experiences. The author suggests that new technologies change the consumer behaviour and expectations. The "Travel brilliantly" campaign of Marriot Hotels is given as an example of the emerging trend of skipping the intermediary and the way companies can give their customers the opportunity to act as co-creators of the overall travel experience. The authors of Chapter 34 discuss the ICT revolution in travel and tourism. A case study built on the business model of TripAdvisor.com illustrates the marketing implications and opportunities of ICT. Alana Harris and Bruce Prideaux consider the

inevitable convergence of WOM and eWOM and the capacity of eWOM communication phenomenon. They provide a detailed discussion on various forms and aspects of eWOM fundamentally changing the tourism consumer behaviour. Roberta Minazzi traces the evolution of the travel distribution system and its future possible developments. A case study about the proliferation of the flash sales as a new channel of distribution in the tourism industry starts a debate about the positives/negatives of this approach. The authors of Chapter 37 argue that linear communication and mass marketing are getting ineffective as they are not engaging the customers seeking a more personalized communication. The adoption of Integrated marketing communications (IMC) in the paradigm of a diverse mix of online communications is crucial for the creation of interactive behaviours like co-design, co-creation, co-production, co-marketing, co-distribution and co-funding. In Chapter 38 Melissa A. Baker discusses the interactive properties of social networking and eWOM. The chapter is focused on the electronic customer relationship management.

**Part VI** is focused on the emerging dimensions of consumer behaviour. The authors of Chapter 39 review the influence of technological advancements like virtual reality tours on consumers' behaviour. In Chapter 40 Samuel Adeyinka-Ojo and Catheryn Khoo-Lattimore present the findings of an interesting qualitative study: Exploring consumer behaviour at slow food festivals in rural destinations in Malaysia. In general, the respondents share the opinion that their prime motivation for attending the festivals is the desire for authentic experience. Sarah Gardiner, Joan Carlini and Noel Scott consider a more specific aspect of ICT development discussed in the previous chapters – the smartphone technology adoption in tourism industry. They illustrate the benefits of designing a wildlife attraction smartphone app presenting a case study about zoological park located in Australia. Azizul Hassan and Neda Shabani review the potential and the challenges of augmented reality for tourism destination image

promotion. Richard Tresidder explores the influence of servicescapes (a set of images, sounds and smell) on tourism and hospitality consumers. The author is concerned with the unique sensual experiences fostered by the complexity of servicescapes. France Melissen emphasizes the sustainable development of tourism and hospitality and the behavioural responses of the consumers to this trend. The author points out that it is time to move beyond discussions on the importance of sustainability and to start implementing sustainable practices stimulating the consumer to engage in such activities. The Chinese market is of growing significance to the tourism sector in New Zealand. Adam Weaver reviews the perspectives of tourism industry practitioners' obtained from media sources. He analyses their shared experience and opinions to identify particular patterns, challenges and trends. The last chapter of this collection by Luke R. Potwarka and Kai Jiang integrates key consumer behaviour constructs in the context of the Olympic Games.

**We could totally** agree with the statement of the editor Saurabh Kumar Dixit that the collection is valuable for a wide group of readers. Although the main focus is on Consumer behaviour in Hospitality and Tourism most of the Routledge Handbook chapters are applicable in wider research, education and business scenarios. The contributing authors provide a smooth intermixture of foundational theoretical body of knowledge and newly emerging trends in consumer behaviour based on the latest advancements of ICT. This makes the book appropriate for both beginners and advanced researchers and educators not only in the field of Tourism and Hospitality but in the area of Marketing, Relationship marketing, Management and Consumer behaviour as well. From one point of view, the collection is excellently organized in parts covering logically correlated aspects of consumer behaviour and providing a deep holistic knowledge of the general theme. On the other hand, each part or chapter could be read separately according to the specific interests of the reader. A relatively small number of the

conceptual frameworks are tested empirically but each part is backed up by substantial body of past research. Most of the chapters include challenging propositions for future empirical research. The impressive number of case studies and practical examples, illustrating the theoretical and conceptual frameworks, adds significant value to the collection. These prompt ideas for further

research can be utilized in workshops and seminars by lecturers as interactive problem solving exercises or can be used by practitioners to critically evaluate the strengths and weaknesses of their business and to share best practices. Last but not least, the collection could be very useful for undergraduate and postgraduate students to widen and enrich their knowledge.

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