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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cross-Cultural Behaviour in Tourism: Concepts and Analysis; Copyright; Contents; Foreword; Preface; List of tables; List of figures; Introduction; The aim; The main users; Structure and content; Part 1 Concepts of Cross-Cultural Behaviour in Tourism; Culture; Introduction; Concept and definitions; Purpose of culture; Characteristics of culture; Subcultures; Cultural differences; Cultural dimensions; Inter-cultural interaction model; Importance of understanding the cross-cultural differences in behaviour; Tourism cross-cultural studies; Culture and tourism marketing management; Summary Discussion points and questions Further reading; 2 Social contact; Introduction; Concept and definitions; Contact hypothesis; Determinants of tourist-host contact; Types of intercultural tourist- host contact; Interaction difficulties in inter- and cross-cultural tourist- host contact; Culture shock; Measurement of tourist-host contact; Importance of the cultural background analysis; Tourist-host contact studies; Summary; Discussion points and questions; Further reading; 3

Values; Introduction; Concept and definitions; Values and culture; The relationship between values and other related concepts
Types of values and their classification
Measurement of values;
Differences in cultural value patterns between Asian, US, European, and Australian societies: empirical and non-empirical evidence; Summary;
Discussion points and questions; Further reading; 4 Rules of social interaction; Introduction; Concept and definitions; Cross-cultural differences in rules of social interaction; Summary; Discussion points and questions; Further reading; 5 Perception; Introduction; Concept and definitions; Relationship between culture, social interaction and perception; Measurement of perception
Tourists' and hosts' perceptions of each other - Asia, Europe, US and Australia
Perception versus attitude, image and attribution;
Stereotyping; Ethnocentrism; Summary; Discussion points and questions; Further reading; 6 Satisfaction; Introduction; Concept and definitions; Satisfaction versus customer service quality; Measurement of satisfaction; Summary; Discussion points and questions; Further reading; Part 2 Methods for Cross-Cultural Analysis in Tourism; 7 Principal Components and Factor Analysis for cross-cultural analysis; Introduction; Principal Components Analysis
Tests of significance
Segmental correlation; Simple representation of correlation and component extraction; Communality; Scores; Factor Analysis; The difference between Principal Components Analysis and Factor Analysis; Factor rotation; Factor scores; Controlling the input matrix in both Principal Components and Factor Analysis; Alternative input matrix modes for both Principal Components and Factor Analysis; Example: cultural analysis using Principal Components Analysis; Example: component interpretation; Summary; Discussion points and questions; Further reading
8 Structural equation modelling for cross-cultural analysis

Sommario/riassunto

Cross-Cultural Behaviour in Tourism: Concepts and Analysis is important reading for those in the following areas of industry: *

- * Tourism: illustrates the importance of cultural background in the tourist experience and how it is a major determinant in repeat visitation
- * Marketing: provides an understanding of the cultural background of a destination that is vital when formulating successful marketing strategies
- * Management: provides valuable examples on how cultures influence tourist behaviour and decision-making,
