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Titolo	Co-Creation and Well-Being in Tourism // edited by Antónia Correia, Metin Kozak, Juergen Gnoth, Alan Fyall
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ISBN	3-319-44108-6
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIX, 198 p. 25 illus.)
Collana	Tourism on the Verge, , 2366-2611
Disciplina	338.4791
Soggetti	Tourism Management Marketing Quality of life Tourism Management Quality of Life Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Part I Experience prosumption -- The experience economy logic in the wellness tourism industry -- The Relationship between travel motives and customer value among wellness tourists -- Postmodern museum visitor experience as a leisure activity -- Driving first-time Spectators and repeat spectators to cultural events -- A journey inside tourist souvenirs -- Part II Experience co-production -- From conflict to co-creation: Ski-touring on groomed slopes in Austria -- The importance of quality labels in consumers' preferences -- Image analysis of a tourist destination -- The influence of information sources on tourist image fragmentation -- Consumer animosity and affective country image -- Part III Co-creation of experience atmospheres -- Comparison between wayfinding direction descriptors of local and tourist preferences -- Well-being of locals, tourist experiences and destination competitiveness -- From emotions to place attachment -- Traits in tourists' experiences: Senses, emotions and memories.
Sommario/riassunto	This book offers a wealth of new views and interpretations of well-

being in tourism, emphasizing the role that co-creation – the creation or enhancement of value through tourist engagement with tourism providers and other tourists – is increasingly playing in enriching tourist experiences. A combination of theoretical and empirically based contributions relating to various tourism contexts shed light on existing and potential contributions of tourists and destination providers to tourist well-being. Readers will find novel and compelling insights into both the very nature of wellbeing as perceived by the tourist and the opportunities that are emerging as tourists become savvy decision-makers capable of activating their own networks and resources in order to shape their experiences. The book will be of interest for all who wish to learn more about the character and the construction of well-being within tourism, the relationship of well-being to a range of factors, and the ways in which tourism operators can assist tourists in creating high-value experiences.
