

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910780213303321  |
| Autore                  | Reisinger Yvette   |
| Titolo                  | Cross-cultural behaviour in tourism : concepts and analysis // Yvette Reisinger, Lindsay Turner  |
| Pubbl/distr/stampa      | New York, : Routledge, 2003  |
| ISBN                    | 1-138-13196-2<br>1-136-41285-9<br>1-281-00613-0<br>9780585459711<br>9786611006136<br>0-08-049086-7   |
| Descrizione fisica      | 1 online resource (363 pages)  |
| Disciplina              | 338.4791   |
| Soggetti                | Tourism<br>Tourism - Social aspects  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Cross-Cultural Behaviour in Tourism: Concepts and Analysis;<br>Copyright; Contents; Foreword; Preface; List of tables; List of figures;<br>Introduction; The aim; The main users; Structure and content; Part 1<br>Concepts of Cross-Cultural Behaviour in Tourism; Culture;<br>Introduction; Concept and definitions; Purpose of culture;<br>Characteristics of culture; Subcultures; Cultural differences; Cultural<br>dimensions; Inter-cultural interaction model; Importance of<br>understanding the cross-cultural differences in behaviour; Tourism<br>cross-cultural studies; Culture and tourism marketing management;<br>Summary<br>Discussion points and questions; Further reading; 2 Social contact;<br>Introduction; Concept and definitions; Contact hypothesis;<br>Determinants of tourist-host contact; Types of intercultural tourist-<br>host contact; Interaction difficulties in inter- and cross-cultural tourist-<br>host contact; Culture shock; Measurement of tourist-host contact;<br>Importance of the cultural background analysis; Tourist-host contact<br>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,

---