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Titolo	Creating experience value in tourism // edited by Nina K. Prebensen, Joseph S. Chen, Muzaffer Uysal ; contributors, Levent Altinay [and twenty-nine others]
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Nota di contenuto	Contents; Contributors; Preface; 1. Co-creation of Tourist Experience: Scope, Definition and Structure; 2. Dynamic Drivers of Tourist Experiences; 3. Tourist Experience Value: Tourist Experience and Life Satisfaction; 4. Conceptualization of Value Co-creation in the Tourism Context; 5. Why, Oh Why, Oh Why, Do People Travel Abroad?; 6. Revisiting Self-congruity Theory in Travel and Tourism; 7. Moving People: A Conceptual Framework for Understanding How Visitor Experiences can be enhanced by Mindful Attention to Interest; 8. Co-creation of Experience Value: A Tourist Behaviour Approach 9. Authenticity as a Value Co-creator of Tourism Experiences 10. Experience Co-creation Depends on Rapport-building: Training Implications for the Service Frontline; 11. Approaches for the Evaluation of Visitor Experiences at Tourist Attractions; 12. Storytelling in a Co-creation Perspective; 13. Tourist Information Search: A DIY Approach to Creating Experience Value; 14. Co-creation of Value and Social Media: How?; 15. Prices and Value in Co-produced Hospitality and Tourism Experiences; 16. Value Creation: A Tourism Mobilities Perspective

17. Guide Performance: Co-created Experiences for Tourist
Immersion18. Value Creation and Co-creation in Tourist Experiences:
An East Asian Cultural Knowledge Framework Approach; 19. Challenges
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Sommario/riassunto

As the field of tourism grows in maturity and scientific sophistication, it is important to fully understand the breadth and depth of vacation experience value. Current research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives, and interpretations of how tourists, as customers, create value alone and with others. Providing an analytical and systematic clarification of the approaches, this book suggests an understanding of the differences, offering new and practical knowledge for tourism scholars and professionals to highlight the rele
