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Book Review

Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context, A. Correia, A. Fyall, M. Kozak (Eds.). Goodfellow Publishers, Oxford (2019). p. 281 pp (Pbk) £34.99, ISBN: 978-1-911396-97-0, (Hbk), £85.00, ISBN: 978-1-911396-98-7

Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context is an outcome of the Advances in Tourism Marketing Conference, held in Casablanca, Morocco, 2017, and presents a number of international author contributions. This research-informed, edited book covers a range of issues in experiential marketing that highlight complexities and multidimensional aspects, including: studies of tourist motivation and behaviour; destination marketing and experience; narratives and storytelling; tourists' senses, emotions, and identities; and gastronomy experiences. The book contains 15 chapters and is divided into four sections: Part I introduces the tourist destination experience through different cultural contexts; Part II focuses on the theme of tourist motivation and identity; Part III assesses narratives and storytelling in the domain of tourist experiences; and Part IV explores the role of gastronomy in the tourist experience of destinations.

The varied nature of the tourist experience at destinations based on case studies from Spain, Japan, Turkey, Cabo Verde and Portugal is explored in Part I, which covers a range of issues on experiential consumption and marketing. Chapter 2 evaluates residents' experiences of tourism development at Benalmádena, Spain. Chapter 3 examines tourist evaluations of a shopping environment from the perspective of man-environment relationship in Naha City, Japan, highlighting that servicescapes help foster tourists' shopping activities and enhance their experience of local culture. A series of attributes that affect tourist experiences in guided package tours is explored in Chapter 4, while in Chapter 5, the connection between terrorism and tourism, identifies the vulnerability of the tourism sector. In Chapter 6, tourist perceptions of sensorial experience through a study of online reviews of Cape Verde is explored. The role of eWOM in purchasing behaviour, and how social contexts and hotel features contribute to satisfaction as expressed in online reviews is the focus of Chapter 7.

Part II and Part III of the book include small collections of studies on travel motivation and narrative studies. Part II comprises two chapters dealing with tourist travel motivation and identity. In Chapter 8, a motivation-based clustering analysis for gamblers and non-gamblers traveling to Macau is used to explore the link between tourist motivation and destination image. Through an examination of the relationship between identity and tourists behaviour, research on Chinese outbound tourists recognising the interactive nature of identity formation and its role in shaping the relation between host and tourists is discussed in Chapter 9. In Part III, Chapters 10 and 11 focus on heritage tourism, and explore storytelling and visitors' experiences. Chapter 10 examines the popular concept of co-creation of customer experience and the application of narrative creation and storytelling in a museum in Edinburgh,

Scotland, while Chapter 11 explains how storytelling helps stimulate and add value to the pre-tourist experience, looking at the example of websites for World Heritage sites in Portugal. In the last section of the book, Part IV explores the theme of experiential marketing of gastronomy experiences, examined from perspectives of destination promotion, food servicescape and visitors' behaviour, with case studies from Turkey, Spain and Portugal.

Given its highly relevant contents, this book is suitable for a wide audience. Academic readers will appreciate the theoretical insights, the good collection of empirical case studies from different parts of the world, and examples of experiential marketing activities and place-host-guests interactions. Chapters in this book are highly referenced and most are based on authors' fieldwork. Taking this into consideration, though not particularly suitable to be adopted as a text book, this book could serve well as a reference book and would be of interests to undergraduate and postgraduate students of marketing, tourism, hospitality and other related areas. In particular, chapters not only include a review of literature and analysis of research findings but discussion and evaluation of research approaches could be of value to students in preparation of industry projects or research dissertations. In addition, the book is relevant for marketing practitioners, destination management organisations, tourism policy-makers and tourism service providers involved in the management, promotion, planning, and development of tourism destinations.

Overall, *Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context* is well structured and edited. It offers an inclusive range of theoretical, methodological and practical perspectives through the different empirical cases. As an edited book with contributors from all over the world, some inconsistency is noted across chapters. For example, though all chapters set out objectives that outline the key contents and purpose of the chapter, several chapters miss out a summary of discussion and key ideas at the end. Furthermore, culture was highlighted as a key theme of this book in the introduction chapter yet not all chapters demonstrate clear and strong links to this theme. Despite this, the book is a valuable addition to the existing literature on tourism and marketing studies. It fulfils its claim to enrich the research portfolio of experiential marketing by analysing and reporting on the facilitation, celebration and sharing of culture through tourism. It is wide ranging, thoughtful, insightful and comprehensive in coverage and chapters are in an easily accessible format. At the end of each chapter, there is an extensive bibliography which provides readers an opportunity for further research across a range of discourses. The book is an excellent research collection of experiential marketing in tourism and it should inspire further interest and research by readers in this area.

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