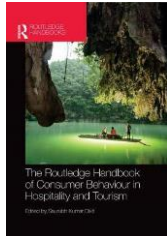


BOOK REVIEW



THE ROUTLEDGE HANDBOOK OF CONSUMER BEHAVIOUR IN HOSPITALITY AND TOURISM

Edited by Saurabh Kumar Dixit

(2017), Routledge, Taylor and Francis group
ISBN 978-1-138-96167-8, 484 pp.

The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism was published by Routledge, Taylor and Francis group in 2017 and edited by Saurabh Kumar Dixit. Saurabh Kumar Dixit is Associate Professor and Founding Head of the Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (Meghalaya), India. He is a professor with more than 15 years of experience in research and teaching in the field of hospitality and tourism management.

Handbook is written in English language and contains 484 pages. It comes both in hardcover and ebook version. It starts with providing *List of figures and tables* from the Handbook and continues with *List of contributors* with their short biographies and *Acknowledgements* from editor. After this *Introduction* to the Handbook is provided and contents divided into six different parts. Handbook concludes with *Index* of specific terms used by authors and with countries mentioned in text.

Consumer behaviour is one of the most researched topics within field of tourism and hospitality management. It encompasses tourist experience, re-patronage and satisfaction as well as process of creating and delivering product or service to the end-consumers, that is tourists. It also includes tourist motivation, typologies and process of decision making on tourist market. With rise of new technologies like Internet and mobile technology this reflects not just on tourists having more information and varieties to choose from. But it also reflects on service providers and urges them to develop new channels and approaches to provide service and satisfy new tourists. Providers on market must be aware of three faceted approaches to customers, that is, tourists. Customers are reacting and behaving based on internal processes, as a part of social environment and as a part of larger context of consumption environment. So, consumers react based on these three bodies of influences and as a consequence this is reflected in Handbook of consumer behaviour in hospitality and tourism.

Handbook is organized in six parts and includes 46 chapters. Each of six parts starts with short overview of specific topic and provides intro to all chapters. Each chapter starts with Introduction and ends with References.

Part one *Overview of Consumer Behaviour* includes nine chapters related to conceptual foundation of consumer behaviour, sociology of consumption in tourism and tourist needs and desires. It also identifies factors affecting buying behaviour, explores emotions and information-seeking behaviour as well as point out ethical and cross-cultural issues.

Service Quality Vis-A-Vis Consumer Behaviour as a second part of the Handbook focuses on the service quality perspectives of consumer behaviour. It explores service quality from consumer and management perspective as well it explains how service quality can be measured and how total quality management can be applied in tourism sector. Services experiences are also tackled with exploring music, service experiences measurement and overview of innovations in experience research.

Part three entitled *Customer Satisfaction Perspective* explores the re-patronage behaviour of consumers. It stresses relationship between service, emotional satisfaction and behaviour patterns and reveals attributes influencing consumer satisfaction as well as pricing decisions that lead to consumer satisfaction. It focuses on destination image, customer delight and cruise passengers travel patterns related to customer satisfaction. It also provides insight on consumer complaint behaviour and service recovery management.

Consumer Loyalty Outlook as part four of Handbook tackles issues related to antecedents of consumer loyalty, trends and development of consumer loyalty model. It stresses the consumer engagement and brand experience in building consumer loyalty as well as it points out relationship marketing practices on social platforms and provides example how destination branding helps build consumer loyalty.

Part five *E - Consumer Behaviour* deals with social media in tourism, creating authentic travel experiences and with travel review websites. It stresses the role of eWOM and use of ICT in tourism. Also covers marketing communication trends in online environment and electronic customer relationship management.

Emerging Dimensions of Consumer Behaviour as part six on Handbook stresses the use of technological advancements, smartphone as well as augmented reality use in consumer behaviour in tourism. It also points out the specifics of rural destinations, consumer behaviour related to Olympic Games and industry adaptations to changing consumer market. With covering servicescapes specifics in hospitality and tourism as well as with pointing out socially responsible and sustainable practices the Handbook concludes part six where authors elaborate upon other emerging paradigms of consumer behaviour.

These six parts are on average 78 pages long with range from 67 to 91 pages. Also these six parts comprise from seven to nine (part one) chapters. Majority of chapters are purely conceptual, followed by equal number of research based chapters and chapters based on case study examples. Chapters are between six and 16 pages long with majority of them between eight to eleven pages. Not all chapters include tables and figures. In total there are 30 figures and 27 tables in 26 chapters. Hence, in Handbook 20 chapters are without either figures or tables.

Value of this Handbook rises from providing international perspective on consumer behaviour in hospitality and tourism. Contributors are from 25 different countries from all continents. Majority of 76 contributors are from Australia, United Kingdom and USA, followed by contributors from Canada, Malaysia and New Zealand. There is one contributor from African continent and one contributor from South American continent. This ensures international perspective on consumer behaviour in tourism and hospitality as examples in chapters are related to different contexts as authors do come from different geographic backgrounds. Some authors have contributed in more than one chapter in this Handbook. Authors range from former students and PhD candidates, readers, lecturers, to researchers and professors. This contributes to different styles of writing and makes Handbook usable for different audiences.

Handbook is most appropriate for undergraduate, graduate and research students. Due to its interdisciplinary perspective it can be used in different industries and by different professionals dealing with consumers. So, besides its obvious use in tourism and hospitality field it can be used by teachers and researchers in non-tourism sectors like marketing, consumer behaviour, management, psychology, international business and sociology. Even if there are numerous different authors with different geographical and academic backgrounds the Handbook is easy to read as it has logical flow from basics to more advanced topics and perspectives in each part. It provides an overview of fundamental elements as well as it discusses advancements in field of consumer behaviour in hospitality and tourism. Hence, a must read for students and researchers in hospitality and tourism field that are exploring consumer i.e. tourist behaviour.

Jasmina Dlačić, PhD, Assistant Professor
University of Rijeka
Faculty of Economics
Ivana Filipovića 4, 51000 Rijeka, Croatia
E-mail: jasmina.dlacic@efri.hr