Contemporary Approaches Studying Customer Experience in Tourism Research

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Contemporary Approaches Studying Customer Experience in Tourism Research

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In memory of Mama Zohra
Often times, I imagined you opening the door, as you often did, with your beautiful
smile and a lovely shine upon your beautiful green eyes as you proudly see me
holding my second book in hand. However, death took you away and usurped
me of my dream. I dedicate this book to your soul… RIP

To our 20 years of common life, to you Mejdi, thanks for being by my side
To my parents and my children with all my love

–Dhouha Jaziri

I wish to express my sincere thanks for the support and encouragement offered by
my beloved family members, parents, sisters, brother, my wife,
my friends, and colleagues

–Raouf Ahmad Rather

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List of Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
AVE	Average Variance Extracted
ÇAYKUR	General Directorate of the Businesses
CC	Customer Co-creation
CCX	Cyber Customer Experience
CDRA	Customer-driven restaurant analysis
CE	Customer Engagement
CEK	Customer Experiential Knowledge
CEKM	Customer Experiential Knowledge Management
CEKMC	Customer Experiential Knowledge Management Competence
CEK-PC	Customer Experiential Knowledge-Process Competence
CI	Customer Introspection
CJM	Customer Journey Mapping
CRA	Constructive Research Approach
CRM	Customer Relationship Management
CV	Consumer Value
CX	Customer Experience
DV	Discriminant Validity
DVD	Digital Video Disc
EA (chapter 13)	Emotional Attachment
EA (chapter7)	Experience Accounting
EEG	Electroencephalography
EMG	Electromyography
ET	Eye-tracking
eWoM	Electronic Word of Mouth

FAO	Food and Agriculture Organization of the United Nations
GIS	Geographic Information System
GPS	Global Positioning System
GSR	Galvanic Skin Response
GWR	Geographically Weighted Regression
HMD	Head-Mounted Device
HVM	Hierarchical Value Map
IJCHM	International Journal of Contemporary Hospitality Management
IJHM	International Journal of Hospitality Management
IoT	Internet of Things
M-DL	Memory-Dominant Logic
MDTE	Memorable Digital Tourism Experience
MR	Mixed Reality
MTE	Memorable Tourism Experience
OLS	Ordinary Least Squares
PLS-SEM	Partial Least Squares-Structural Equation Modeling
RBV	Resource-based view
RQ	Research Question
S-D Logic/S-DL	Service Dominant Logic
SoLoMo	Social, Local, Mobile
SPI	Subjective Personal Introspection
SRMR	Standardized Root Mean Squared Residual
TK	Tacit Knowledge
UGC	User-Generated Content
UNWTO	United Nations World Tourism Organization
USAR	Uniform system of accounts for restaurants
VCM	Value creation model
VOSviewer	'Visualization of Similarities' viewer software
VR	Virtual Reality
WEF	World Economic Forum
WHO	World Health Organization
WoS	Web of Science
Z-Met	Zaltman Metaphor Elicitation Technique

About the Editors

Dhouha Jaziri is a Senior Lecturer at the University of Sousse, FsegSo, Tunisia. She holds a PhD in Marketing from ISG Tunis (2015). Her research concerns mainly customer experience, tourism management, customer knowledge management, innovation, digital marketing, and customer brand engagement. She is a member of the editorial Advisory Board in several handbooks and journals. Her work to date is published in high-ranked journals, including the *Journal of Product and Brand Management* and *Journal of Business Research*. Moreover, she has edited mainly the *Handbook of Research on Tacit Knowledge Management* (2017) by IGI-Global.

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Preface

The experience, such a polysemous concept, has been considered for several decades an attractive concept that has been studied through the lens of research fields ranging from the philosophy, anthropology, to marketing and consumer research. Rooted in the depths of consumer research, this book stands out by shedding the light on the needed methodological approaches to study the experience, be it customer, consumer, and tourist experience while highlighting the consideration of a dynamic, processing, and systemic nature of the lived experience in the tourism field.

Unlike other sectors, tourism provides an intensive experience based on a set of complex interactions between tourists and service providers (Rather, 2020; Yachin, 2018). The experience concept takes a fresh impetus by considering the customer journey as a basis, which will take fully the experience concept in its complexity. It is a plethora of encounters involving the preexperience, an active tourism experience, and a reflective posttourism experience (Yachin, 2018). In this regard, close interactions with tourists present a rich source of experiential knowledge important to shed light on it, as the different parts of customer journey will enable tourism companies to learn from customers on the first level and to develop and readjust their marketing on the second level. To benefit from the experience as a source of knowledge (Jaziri, 2019a), marketing researchers should rethink the use of traditional studying methods/approaches of the customer experience (CX) in tourism sector (as customer survey) and to migrate to an innovative approaches and new related methods or through techniques' combination (example: *the use of interpretive approach*), that will grasp the complexity of CX and can paint the customer' latent desires.

In this regard, this book aims at presenting the contemporary approaches and related methods to study and explore the customer/tourist experience along the three main stages of the customer journey. These different methods have been discussed and applied to understand and to evaluate the CX before, during, and after the experience.

Recently, CX has garnered increasing scholastic and practitioner importance (Jaziri, 2019a; Lemon & Verhoef, 2016; Rather & Hollebeek, 2020, 2021), as reflected by its insertion in the Marketing Science Institute's Research Priorities since 2010–2020 (e.g., MSI, 2020). Further, in line with McColl-Kennedy et al. (2015) and Rather, Hollebeek, and Rasoolimanesh (2021) there is a tenuous empirical support of understanding the CX as a process involving various channels and touch points (see also Rather, Najar, & Jaziri, 2020).

Viewed in this way, the book highlights not only an interpretive view of the customer/tourist experience in tourism research, but it also considers it along an organizational view and in terms of a sequential process related to a set of tourism stakeholders.

Treating the experience concept through different conceptualizations has led to limit the capturing of the CX itself; in fact, this problem resulted from the limitation of the chosen methodologies. Generally, the tourism field investigates the CX by focusing on the self-reported of past experience, forgetting the essence of the experience and the delusive nature of CX changing at touch points with the implied stakeholders, and changing equally along the different series of experiences lived with the company and forming the consumption's lifetime. Hence, the CX needs to be measured moment by moment, to grasp its depths by trying to connect to its essence as well as to capture the totality of tourism experience at previsit, on-site, and postvisit stages.

Book Objectives

- This book bridges the gap in contemporary literature by carefully investigating the contemporary approaches studying CX in tourism research. Hence, it aims at exploring the adoption and implementation of approaches to managing and marketing CXs in various tourism contexts and industries.
- To discuss and provide adequate analytical frameworks, tools, and new methods.
- To emphasize the use of interpretive approaches in capturing the CX in situ or along the customer journey as well as the use of innovative approaches and techniques studying CX.
- To offer a rich nomological framework of the CX while embracing the different tourism types and contexts.
- To provide strategic management and marketing implications and recommendations for tourism businesses and destinations to facilitate them, to successfully create, manage market, and evaluate tourism experiences.

Book Structure Organization

To address the book objectives, we have divided the book in four main parts by treating the CX along several and complementary views of theory, interpretive, integrative, processing, and nomological view. The book takes up the methodological challenge while addressing the conceptual roots of the consumption/customer/tourist experience.

In this line, the book is composed of four main parts: Part I spotlights the theoretical foundations of the CX and its evolution in the tourism field. It presents two chapters. In Chapter 1, *Dhouha Jaziri and Raouf Ahmad Rather* readdress the conceptual and theoretical roots of the consumption experience

while showing the intimate epistemology and methodological connection of CX to consumer value. In this regard, authors discuss the relevance of customer introspection approach to study both concepts through the narration techniques. Then, in Chapter (2), *Mohsin Abdur Rehman, Eeva-Liisa Oikarinen and Mari Juntunen* carried out a bibliometric analysis to explore the CX in the field of tourism and hospitality. This chapter provides the reader with important insights about what he knows and what he/she should know after 14 years of research in the field (2008–2021).

Part II treats the methodological development of the CX by discussing mainly the interpretive approaches through chapter 3 and chapter 4, an integrative approach through chapter 5, and organizational approaches through Chapters 6 and 7. Respectively, in Chapter 3, *Yasin Sahhar, Raymond Loohuis and Jörg Henseler* take in the whole complexity of the consumption experience through a focus on the autohermeneutic phenomenology. Chapter 3 provides a thoughtful piece to illustrate how grasping the experience extremities (whether it is a consumer, customer, or tourist experience). Likewise, Chapter 3 has developed methodological guidelines for inspecting the layers of experience in tourism.

In Chapter 4, *Narjess Aloui and Imen Sdiri* examine the cyber-CX in online visitor attractions while conducting an in-depth netnography approach to understand the online CX of visiting virtually the attractions in lockdown situation.

In Chapter 5, *Maksim Godovykh* is interested in studying the affective components of CX, and he advances a selective review of measures to assess them. At this point, *Maksim Godovykh* prints up the need of a holistic interdisciplinary approach by associating a set of techniques to capture emotion states before, during, and after visit experience through combining the moment-based psychophysiological techniques and other techniques, to highlight the usefulness of following an integrative multidisciplinary methodology.

Then, the book will transport the reader to discover two newness organizational approaches and their related concepts to study the CX in tourism. Hence, in Chapter 5, *Dhouha Jaziri and Raouf Ahmad Rather* relaunch the discussion of CX as a source of experiential knowledge (see also Jaziri, 2019a, 2019b) and perform a first measurement development of the customer experiential knowledge-process competence in driving the experiential innovation in the well-being tourism. This organizational competence aims at measuring to what extent the management levels are processing the customer experiential knowledge (CEK, Jaziri, 2015; Jaziri-Bouagina, 2017; Jaziri-Bouagina & Triki, 2015) by adopting a global approach of ethnography; grounded on a phenomenological philosophy.

In the same perspective, Chapter 7 of *Mats Carlbäck* debates the fundamental role of valuing the customer information through the implementation of a Customer-Centered Management System. Hence, the author found the Experience Accounting (EA) as an organizational approach to establish a competitive advantage for hospitality and tourism firms.

Part III aims at studying the CX along a process perspective by focusing on the tourism journey via the concept of memorable tourism experience (MTE). The latter is discussed by the book along chapter 8 and chapter 9 through its examination, respectively, in online, digital tourism experience, and offline context that of tea tourism (ch. 9).

In this vein, *Nila Armelia Windasari, Halim Budi Santoso and Jyun-Cheng Wang* discuss the digital tourist experience by understanding tourists' emotions along different tourist experience journeys. Hence, they are following a systemic view via the Service-Dominant Logic (S-DL) paradigm and mapping out the interactions with other possible stakeholders in co-creating the experience with the customer (Vargo & Lusch, 2004; Vargo, Koskela-Huotari, & Vink, 2020). Chapter 8 outlines the digital tourism experience complexity and advances the memorable digital tourism experience framework (MDTE) that has stressed the interaction between actors, emotions as resources, and sensory stimuli enabled by a set of novel technologies.

In the same line, in chapter 9, *Suat Akyürek and Özcan Özdemir* invite the reader to understand in depth the essence, the environment, and the set of interactions in studying the memorable experience components of tourists participating in tea tourism. Authors have examined the tourist experience in a new type of tourism, that of tea tourism, which is based on culture sustainable nature-based tourism in Turkey.

The final part of the book, part IV, exposes and studies a rich nomological framework implying the CX through various types of tourism. Recognizing that the CXs are uniquely and contextually interpreted (McColl-Kennedy et al., 2015), part 4 treats the CX relationship with antecedents issued from the experiencescape as well as its relationship with consequences such as satisfaction (Chapter 12) and loyalty (Chapter 13).

Hence, in Chapter 10, *Elena Proietti and Michela Addis* shed light on the cultural and heritage tourism through an illustration of the critical economic situation of museums in Europe and beyond, due to the pandemic's impact. Specifically, they focus on the contemporary art organizations and young adults' relationship. Hence, they examine the contemporary arts aesthetic experience while determining the barriers and benefits of young consumers' engagement toward the arts to identify possible strategies to engage the Y generation.

Through Chapter 11, *Omid Oshriyeh and Antonella Capriello* focus on how films and popular media could present an effective means for tourism managers to enhance their capacity to improve the film tourist experiences and experience satisfaction. Hence, they adopt a comprehensive literature review to explore film tourism and its role in the tourist experience. The analysis highlighted the role of film tourism experience satisfaction, and storytelling as a contemporary approach to enhance film tourism experiences.

In Chapter 12, *María Illescas Manzano, Sergio Martínez Puertas and Manuel Sánchez-Pérez* apply a spatial analysis tool to analyze the customer satisfaction as a main outcome of CX. The chapter emphasizes the use of online reviews while measuring customer satisfaction via online rating. Following the geolocation analysis, this chapter sheds light on a complex relationship associating the price,

CX, the objective quality, and the subjective quality with customer satisfaction in the Spanish hotel industry.

In the end, Chapter 13 of *Raouf Ahmad Rather and Dhouha Jaziri* focus on the CX concept during COVID-19 crises in the tourism industry. They follow a service-dominant logic perspective and develop a model that investigates the impact of customer engagement (CE) and customer co-creation (CC) on CX, which consequently affects emotional attachment (EA) and customer loyalty (CL).

At its conception stage, the writing of this book has constituted a complex and an ambitious project for discussing the contemporary approaches studying CX in tourism research. At its final development stage, this book succeeds its challenge through embracing various international contributions and in treating adequately the tourist/consumer experience in all its facets. Hence, the customer/tourist experience is viewed through new and revisited interpretive, behavioral, and organizational approaches to capture the holistic and dynamic nature, the different facets, and the roots of the lived experience.

Through this book, we hope to fill knowledge gaps for readers and to push academics as well as tourism managers (service providers and destination responsible) to remodel their way of thinking about the CX and hence to readapt their practices and research employed methods.

We wish you a good travel along the contemporary approaches in studying the customer experience in tourism research.

On behalf of me and my co-editor Raouf Ahmad Rather

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