

Atmospheric turn in culture and tourism: place, design and process impacts in customer behaviour, marketing and branding

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Abstrak

Combining ideas of sustainable development, product development and branding with notions from the fields of design, space shaping and architecture, this volume of *Advances in Culture, Tourism and Hospitality Research* offers contemporary perspectives on the strategic development, evaluation and impact of 'atmospheric quality' in tourism and hospitality service situations. Contributors explore the way atmospheric qualities in tourism and hospitality strongly influence customer behaviour and how their emotional responses to sensory pleasures translate into authentic experiences, excitement, happiness or enjoyment. Examples discussed include: - Participatory shaping of destination atmospheres - Urban atmospheres - 'Silent' airports - Atmosphere of religious buildings - Residents as elements of atmosphere - Emotional contagion - Building culture and architecture - eAtmospherics - Light and colour effects in hospitality encounters - The co-created atmosphere of concerts and events. Incorporating theoretical perspectives on atmosphere in culture, inter-cultural communication and marketing and numerous practical examples to promote a deeper understanding of atmospheric qualities in sustainable tourism and hospitality, this book furthers academic knowledge and gives guidance to tourism and hospitality practitioners interested in improving the atmospheric quality of their offers for the benefit of their guests.