

ATMOSPHERIC TURN IN CULTURE AND TOURISM

**Place, Design and Process
Impacts on Customer Behaviour,
Marketing and Branding**

Edited by

Michael Volgger and Dieter Pfister

ADVANCES IN CULTURE, TOURISM
AND HOSPITALITY RESEARCH

VOLUME 16

ATMOSPHERIC TURN IN CULTURE AND TOURISM

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HOSPITALITY RESEARCH VOLUME 16

**ATMOSPHERIC TURN IN
CULTURE AND TOURISM:
PLACE, DESIGN AND
PROCESS IMPACTS ON
CUSTOMER BEHAVIOUR,
MARKETING AND
BRANDING**

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FOREWORD TO INSIGHTFUL READING OF THE ‘*ATMOSPHERIC TURN IN CULTURE AND TOURISM*’

Arch G. Woodside

The two editors, Michael Volgger and Dieter Pfister, of this 16th volume in the *Advances in Culture, Tourism and Hospitality Research* (ACTHR) series provide a broad and deep vision of the meaning, processes and outcomes flowing from embracing the atmospheric turn in culture and tourism. In the lead chapter, Volgger and Pfister masterfully unite contributions from multiple disciplines to provide a foundation for developing the atmospheric turn in culture; in the same chapter they go on to do the same for developing the atmospheric turn in tourism as well. The entire volume is divided into two parts.

Part 1 presents a deep and broad coverage of the atmospheric turn in culture in eight chapters. Part 1 surprises and delights in creating a configurational treatise by blending philosophy, aesthetics, art, architecture, history, sociology, cognitive psychology and additional disciplines into a complex whole – a claim made in Chapter 1 that the eight chapters fulfil. ‘That is a remarkable achievement’, is the thought that came to mind in reading Chapter 1 that Chapters 2–9 demonstrates convincingly. Viewing J. M. W. Turner’s painting in Fig. 1 is to glimpse the promise. Connecting Turner’s painting to the contributions of Latka, Lewin, Polanyi and additional cross-discipline leaders in Chapter 1 positions the reader well for what lies ahead in reading the next nine chapters.

Part 2 is a deep and broad coverage of the atmospheric turn in tourism that the next 13 chapters deliver. These chapters include narrative case studies, empirical experimental designs and findings, as well as marketing, branding, tourism destination, architectural and geographic interpretations and insights into the atmospheric turn in tourism.

The resulting volume’s coverage of multiple disciplines’ contributions to tourism science will surprise and delight readers. This conclusion is a guarantee. I have written forewords to prior volumes in the ACTHR series. This guarantee is the first one that I ever made. The volume on the atmospheric turn in culture and tourism is a foundational interdisciplinary contribution to hospitality and tourism research. In closing, as the ACTHR Series Editor, I send congratulations and thanks to Michael Volgger and Dieter Pfister and the volume’s chapter authors for their valuable contribution in the series.