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

EDITED BY

MICHAEL VOLGGER

Curtin University, Australia

DIETER PFISTER

University of St Gallen, Switzerland



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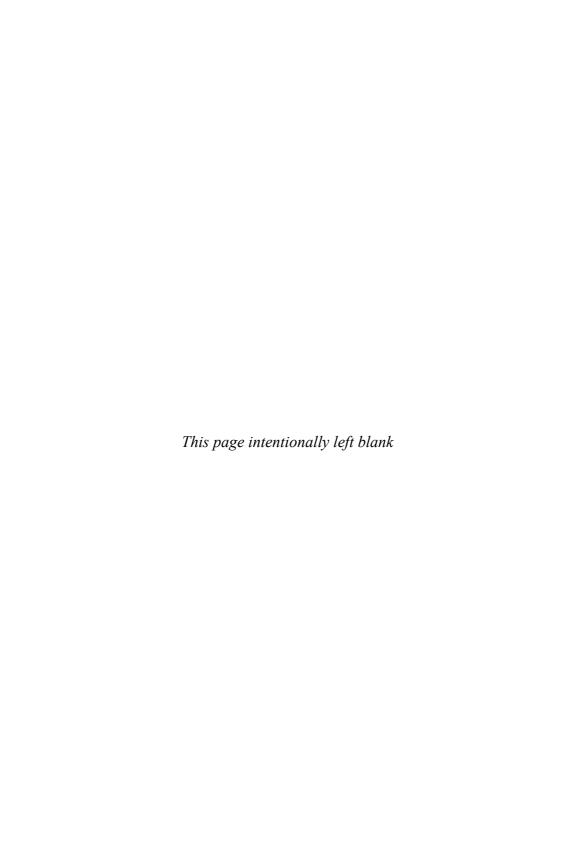
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LIST OF CONTRIBUTORS

Manolya AksatanDokuz Eylül University, TurkeyBilge AykolDokuz Eylül University, Turkey

Pietro Beritelli University of St. Gallen, Switzerland

Pedro Mir BernalUniversity of Navarra, SpainCaglar BideciSwansea University, UKBilsen BilgiliKocaeli University, Turkey

Hakan Boz Usak University of Applied Sciences, Turkey

Carl Cater Swansea University, UK

Helene Cristini International University of Monaco, Monaco

Bekir Bora Dedeoglu Nevsehir HBV University, Turkey

Christian Eckert Catholic University of Eichstaett-Ingolstadt,

Germany

Elina Gavriljuk Catholic University of Eichstaett-Ingolstadt,

Germany

Thomas Herdin University of Salzburg, Austria

Elisa Innerhofer Eurac Research, Italy

İlayda İpek Dokuz Eylül University, Turkey

Marie-Nathalie Jauffret International University of Monaco, Monaco

Bomi Kang Coastal Carolina University, USA

Hannele Kauppinen-Räisänen University of Vaasa, Finland University of Grenoble, France

Ksenia Kirillova Hong Kong Polytechnic University, China

Erdogan Koc Bahcesehir University, Turkey

Kemal Gurkan Kucukergin Atilim University, Turkey

Christian Laesser University of St. Gallen, Switzerland
Thomas Latka Munich Working Group for New

Phenomenology, Germany

Marta Massi Catholic University Sacro Cuore, Italy

Lorenzo Mizzau Catholic University Sacro Cuore, Italy

Fabrizio Montanari University of Modena and Reggio Emilia,

Italy

Emrah Ozkul Kocaeli University, Turkey

Harald Pechlaner Catholic University of Eichstaett-Ingolstadt,

Germany

Dieter Pfister University of St. Gallen, Switzerland

Christof Pforr Curtin University, Australia

Andreas Rauh University of Wuerzburg, Germany

Anna Scuttari Eurac Research, Italy

Michael Volgger Curtin University, Australia
Philipp Wassler Bournemouth University, UK

Arch G. Woodside Yonsei University, Republic of Korea

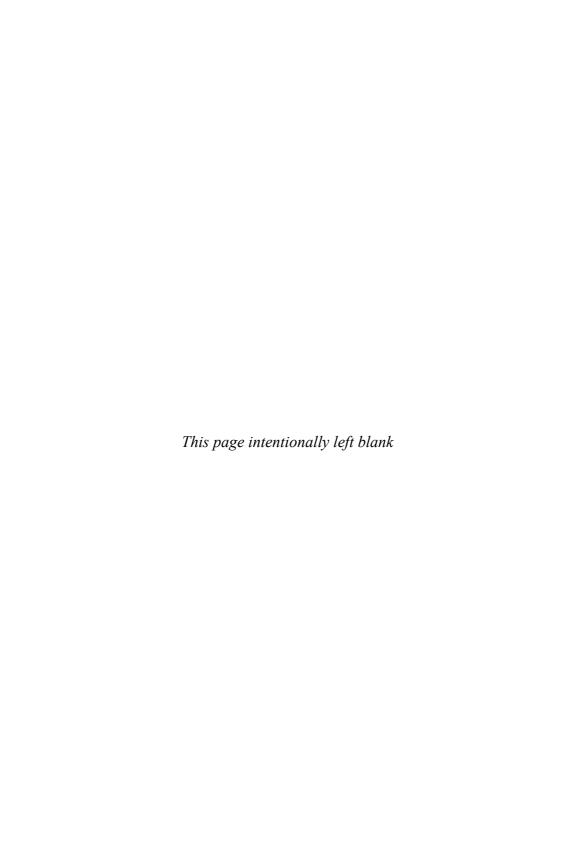
Daniel Zacher Catholic University of Eichstaett-Ingolstadt,

Germany

ABOUT THE VOLUME EDITORS

Lic. phil. Dieter Pfister is Head of the 'Building Owner-Program' at the University of St. Gallen in Switzerland. Since the 1990s, he is concerned with the connection between brand and space, strategy design and design strategy. Based on practical experience, he has developed theoretical models of holistic perception of space up to atmospheric design.

Dr Michael Volgger is a Senior Lecturer with the School of Marketing at Curtin University in Australia where he is a Co-director of the Tourism Research Cluster. His areas of expertise include tourism destination governance, product development and innovation in tourism and tourism marketing. He has published widely in high quality journals and books.



EDITORIAL BOARD

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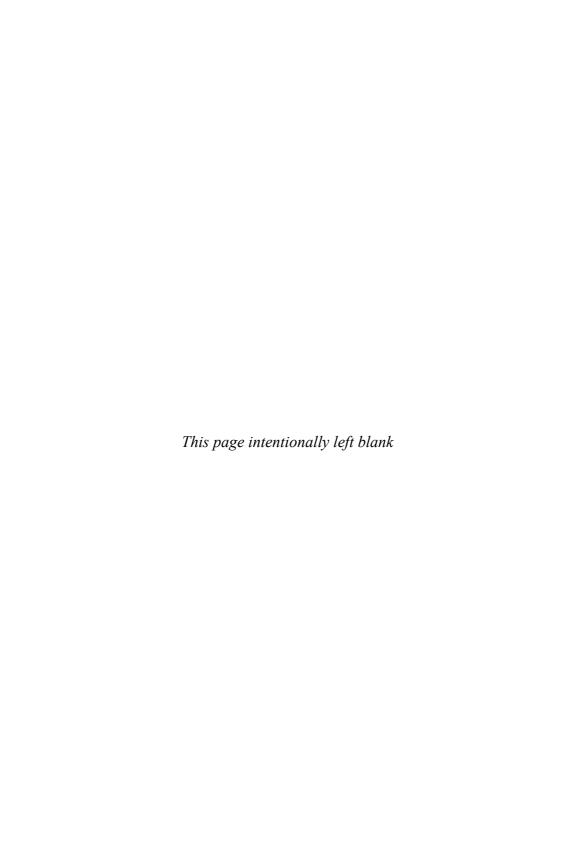
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Michael Volgger, Senior Lecturer (Tourism), School of Marketing, Curtin University, Australia



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.