

Preface

With a decade of academic experience and a significant presence in the international research community, the Advances in Tourism Marketing (ATMC) Conference launches a new topical theme in its book series: *Co-Creation and Well-Being in Tourism*. This new theme aligns with the overall mission of ATMC which is to co-create and share the knowledge and expertise that emerges from its conferences and community of international scholars.

ATMC aims to bring together researchers, Ph.D. candidates, policy makers, and practitioners to provide a forum for the discussion and dissemination of themes related to the marketing of travel and tourism and to critically evaluate how they can contribute to advancing knowledge and practice in the field. As a result of this mission, this conference has to date published five volumes of critical research after each of its five conferences.

The first conference, which was held in Turkey, led to the first volume edited by Metin Kozak and Luisa Andreu, entitled *Progress in Tourism Marketing* (Elsevier, 2006). Kozak, Gnoth, and Andreu then published the second volume *Advances in Destination Marketing* (Routledge, 2008) which was a direct response to papers presented at the Valencia Conference, Spain (2007). Fyall, Kozak, Andreu, Gnoth, and Lebe then worked on the third volume, *Marketing Innovations for Sustainable Destinations* (Goodfellow Publishers, 2009), with papers presented at the Bournemouth Conference, UK (2009). With the inclusion of a selected list of papers out of the Maribor Conference, Slovenia (2011), Kozak, Andreu, Gnoth, and Lebe edited the volume *Tourism Marketing: Both Sides of the Counter* (Cambridge Publishing Scholars, 2012). Finally, the editorial team of Correia, Kozak, Gnoth, and Fyall published the fifth volume entitled *Marketing Spaces and Places* which included papers presented at the Algarve Conference, Portugal, in 2013 (Emerald, 2015).

To date, the ATMC has accommodated more than 1000 authors, co-authors, scholars, and practitioners representing almost every continent of the world, to present their research. The conferences have also hosted over 25 internationally renowned scholars and practitioners as keynote speakers who contributed significantly to themed discussions either as panel members or as individual speakers. It is both gratifying and inspiring to see how the ATMC family has expanded both in quality and in quantity, how it has created new friendships and networks, and how it promises to continue to keep raising the standards of scholarship in the domain of tourism marketing.

The present book, *Co-Creation and Well-Being in Tourism*, is another step forward in consolidating the reputation of ATMC as a facilitator of knowledge exchange in tourism marketing and by promoting forums of discussion. The present book is the result of the conference held in Joensuu, Finland (2015), with the theme, *Tourism Engagement: Co-creating Well-being*, discussing how tourism experiences can create well-being for all stakeholders.

The editors of this book, with the assistance of many colleagues who served as reviewers for papers submitted to the ATMC 2015, selected and edited the papers for the individual chapters in this book. The editors would like to acknowledge the contribution of the authors and reviewers to make this achievement possible.

The result is a true engagement in co-creating value. In this book, well-being is treated and discussed as “prosumption” which is the result of customers’ participation in both the production and the consumption of the experience. Co-production starts with the integration and application of resources, contributed by service providers, and crosses over to invite tourists to participate in the co-production of tourism experiences. This book closes with a discussion around the co-creation of tourism atmosphere.

This book is divided into three parts. Each part contains between four and five chapters with 14 chapters featured in total. The chapters approach the co-creation of experiences in an integrative manner whereby the engagement of both tourists and hosts paves the way for tourists’ overall well-being. This book comprises many chapters written by scholars recognized worldwide, from Asia to Europe. Part I refers to *Experience Prosumption*, involving tourists’ engagement to co-create; Part II introduces *Experience Co-production* that involves tourists’ and industry’s engagement in co-creation; Part III explores *Co-creation of Experience Atmospheres* where tourists, hosts, places, and locals all engage in co-creation.

The broad approach of this book makes it useful to academic researchers, students, policy makers, and practitioners, and all those with an interest in the emerging field of co-creation and well-being. The interest of readers is also enhanced by the quality of the authors, many of whom are young emerging scholars who share chapter contributions with their academic mentors. This team approach to authorship is critical in opening new horizons for future generations of academia and industry and for the development of knowledge that is academically rich and professionally relevant.

This book thus covers most topical dimensions of tourism experiences and offers itself an innovative approach to co-creating tourism marketing research literature. As inspiring and enriching as the ATMC conferences, this book represents a compendium of worthy topics that the editors hope will inspire others to keep refueling the journey that is marketing tourism experiences.

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