Advances in Hospitality and Tourism Series

TOURIST BEHAVIOR

Past, Present, and Future

Edited by

Narendra Kumar, PhD Bruno Barbosa Sousa, PhD Swati Sharma, PhD



CONTENTS

	ntributions
	face xix
1.	Relationship Management in Spa Tourism: An Approach to Cross-border Regions1 César Lapa Barros and Bruno Barbosa Sousa
2.	The Contribution of Tourist Events to Local Development: A Case Study
3.	Museum Visitor Experience in Sri Lanka (Special Reference to the Department of National Museums)
4.	The Attitudes of Local Residents Toward Tourists in the Destination of Marmaris, Turkey
5.	Luxury Brands: Creation and Sustainability
6.	Influence of Social Media on Tourist Behavior: Indian Perspective
7.	Mediating Role of Tourist Motivation and Participation with Satisfaction and Revisit Intention in Rishikesh, India
8.	Changing Tourist Behavior with Growing Technology Usage: The Entry of Generation Z Tourists

xii Contents

9.	Tourists' Attitudes toward Cultural Heritage: Pre- and Post-Visit Evaluation		
	Muhammad Hassan Mahboob, Muhammad Ashfaq, Asad Afzal Humayon, and Mustafa Kan	,	
10.	Foodie Tourist Behavior21	9	
	Nilgün Demirel and Ezgi Kırıcı Tekeli		
11.	Impact of Mobile Applications and Internet of Things (IoT) in Halal Tourism	9	
	Aiman Siraj, Fauzia Ashraf Shaikh, Vinod Kumar Shukla, Ipseeta Nanda, and Ritu Punhani	•	
12.	A Study on Perception and Revisiting Behavior of Tourists toward Heritage Tourism Destinations in Sivaganga District, Tamil Nadu, India	3	
13.	The Relevance of Virtual Reality and Increased Reality in Events with Streaming and Livestreaming in Covid and Post-Covid-19 Era: A Touristic Perspective	7	
14.	Tourism Activities' Role on Destination Choice and Post-Visiting Behavior: Evidence from Istanbul as a Cultural Destination	5	
Ind	ex32	3	