

Metin Kozak · Nazmi Kozak  
Editors

# Tourist Behavior

An Experiential Perspective

 Springer

# Contents

<b>Tourism Place Experience Co-creation</b> . . . . .	1
Flemming Sørensen, Jens Friis Jensen and Peter Hagedorn-Rasmussen	
<b>Understanding the Behaviors of Japanese Tourists on Guided Tours</b> . . . . .	19
Vedat Acar and Abdullah Tanrisevdi	
<b>Visitors Experiences, Expectations and Satisfaction in Trade Shows and Exhibitions</b> . . . . .	37
Zauyani Zainal Mohamed Alias and Nor'Ain Othman	
<b>Factors Shaping Tourists' Inertia Towards Behaving Responsibly</b> . . . . .	49
Giacomo Del Chiappa and Antónia H. Correia	
<b>Hotel Guests' Satisfaction with Employees in Istanbul and Barcelona</b> . . . . .	65
Kivanc Inelmen and Burcin Hatipoglu	
<b>Being Good to Be Happy? The Influence of Moral Values on Tourist Happiness</b> . . . . .	81
Mariella Pinna, Antónia H. Correia and Giacomo Del Chiappa	
<b>Florence: Tourism, Heritage and Consumption</b> . . . . .	97
Marxiano Melotti	
<b>Conceptualising Challenging Experiences and Post-Travel Culture Involvement</b> . . . . .	111
Daria Tikhonova, Sangkyun Kim and Gareth Butler	
<b>Barriers and Sentiment of the American Tourists Toward Travel to China</b> . . . . .	129
Svetlana Stepchenkova, Andrei Kirilenko and Xiang (Robert) Li	
<b>Exploring the Visitors' Perceptions and Experiences of Museums</b> . . . . .	141
Eda Gurel and Axel Nielsen	

**Creating Value for Restaurant Customer: The Role of Other Customers in Dining Experience** ..... 157  
Ezgi Erkmen and Murat Hancer

**The Active Senior Tourist: The Case of the Balearic Islands** ..... 173  
Francisco Rejón-Guardia, María Antonia García-Sastre and Margarita Alemany-Hormaeche

**Understanding Chinese Travellers’ Motivations to Visit Europe** ..... 187  
Jessica Mei Pung and Giacomo Del Chiappa