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Editors

# Trends in Tourist Behavior

New Products and Experiences from Europe

 Springer

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# Preface<sup>1</sup>

Compiling and editing a volume like this is always a teamwork. In this case, the present volume on *Trends in Tourist Behavior: New Products and Experiences from Europe* starts in June 2017, with the *9th Conference for Graduate Research in Tourism, Hospitality and Leisure*, together with the *5th Interdisciplinary Tourism Research Conference* taking place in Cartagena, Spain, at Business Faculty of the Universidad Politécnica de Cartagena (UPCT). Those two conferences moved for the first time out of Turkey, where Profs. Nazmi and Metin Kozak, chairs of the events, were inviting a number of colleagues and experts in tourism and hospitality along the last decade. The presence of more than 150 experts and academic researchers for the 5 days of the conference allowed to gather very interesting papers and contributions, whose findings should be disseminated across the industry and academia. One of these dissemination efforts is the present book by Springer. We want to acknowledge the Springer Publisher Company here to be always ready to cooperate with us on improving and spreading the knowledge on tourism and economics that we have been generating.

The present volume gathers and compiles 14 chapters focusing on the analysis of tourist behaviour and experiential tourism. The volume also allows to present different cases of study along the European space. The book presents two main blocks or parts. The first part is devoted to the analysis of “New Tourism Products and Consumer Behaviour”. Tourism has become a global industry with more than 1.3 billion international travellers worldwide in 2018. New destinations emerging all around the world seek to participate in the benefits of this highly growing industry. New products are also developed in order to attract and satisfy new visitors and international travellers. According to the characteristics of these new products, new behaviours also arise at destinations. In this first part, authors analyse such new personal behaviours linked to new products. It is important to understand

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and explain consumer behaviour in these new segments appearing at destinations. A better understanding of the new personal behaviours would result without a doubt in a higher capacity of destination managers to successfully anticipate and planning the near future. Sports' events, surf, wine and equestrian tourism, city trip activities or the youth tourism market are some of the fields of study in this first part of the book.

The second part mainly focuses on analysing the role of experiential tourism in today's tourism market. New tourists looking for experiential trips where mixing with the local residents, learning about the environment or discovering new experiences at traditional destinations are becoming significant in the first decades of the twenty-first century. Accordingly, the second part of the book deals with relevant questions of the tourism research, such as the factors that lead tourists to revisit and engage with destinations, how the outstanding vacation experiences could lead to promotional campaigns by the consumers themselves through social networks, for example, or the importance of the tourism experience in conforming the motivations of consumers regarding the trip.

In sum, the present volume on *Trends in Tourist Behavior: New Products and Experiences from Europe* compiles a selected number of chapters aiming to provide a basis for the interested reader on how the tourist behaviour is shaped by the new tourist products and segments appearing in the market, and learning how the tourist experience could influence the post-trip evaluation of the destination and tourism activities. The rigorous analysis in the book leads to very practical recommendations for Destination Management Organizations (DMOs) on how to improve the performance of destinations and particular businesses. Moreover, the volume is written by outstanding researchers in the tourism academy and industry, providing relevant material for graduate students and professionals in terms of methodology of research and dissemination of research findings.

Finally, we don't want to finish this introductory section without thanking all people that have made this book possible, with special regard to *Maria Cristina Acocella*, Associate Editor for Business & Economics from Springer, who has guided us all along the editing process of the volume.

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