

CALL FOR CHAPTERS (ABSTRACTS)

In an edited book

by

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Tentative Title

The 'new' Experience Economy: Smart Consumption, Consumer Behaviour and Marketing Practices and Management in Tourism

Since the term experience economy was firstly coined by Pine and Gilmore (1998), the interest and focus on creating unique and memorable experiences rather than producing and selling products have gained solid foothold in both academia and relevant industries such as service and tourism. As argued by Yeoman and McMahon-Beattie (2019), the philosophy of tourism is dominated by the experience economy. Technological advancement has certainly fuelled peoples' needs to seek hedonic and memorable experiences as well as the desire to showcase such experiences to the world through social media. The various stories and stream of experiences displayed on such platform also serve as ways to satisfy tourism consumers' and especially young consumers' desire to seek recognition and acknowledgement as well as their narcissistic behaviour, which drives the need-for-uniqueness (Neave, Tzemou, & Fastoso, 2020). The digital era also impacts the evolution of experience economy leading to changes in consumer behaviour. These include (young) smart consumers who are competent and willing to participate in experience sharing (Chen, Drennan, Andrews, & Hollebeek, 2018), and thus challenges the traditional tourism consumption experiences. Moreover, in marketing experiences, storytelling as an approach to create unique and memorable experiences in the experience economy will be revisited as such an approach and its effects have been diluted over the past years. In addition, it is crucial to consider tourism as part of a wider service ecosystem consisting of various stakeholders to develop the 'economy' in the experience economy.

Keywords

Experience economy, tourism, tourism management, tourism experiences, tourism marketing, memorable experiences, destination marketing, destination management, tourism stakeholders, tourism businesses, tourism ecosystem, storytelling, smart consumers, smart tourism consumption, service marketing and management.

Content (tentative)

The edited book is conceptualised to add to the body of knowledge by bringing together diverse theoretical perspectives and practical examples of experience economy in tourism-related industries. While the chapters and contents are not predefined, some broad categories as listed below are suggested at present stage:

Part 1: Conceptualising experience economy in tourism

- Evolution of experience economy
- Historical development and importance of experience economy
- Experience economy in the digital era

Part 2: Changing tourism behaviour in the 'new' experience economy

- Tourists' role in experience sharing in the experiencescape
- Tourist behavioural changes attributed by technology and digitalisation
- Smart consumers/tourists and smart tourism consumption
- Generation Z and their tourism consumption behaviour

Part 3: Marketing experiences in the experience economy

- The role of tourism stakeholders
- The experience economy in a destination/economy
- Marketing the 'new' experiences/'scapes'
- The impact of sharing economy in the experience economy
- Revisiting storytelling in marketing experiences

Part 4: Sustainability and future prospects

- Sustainable experiences in experience economy
- Future outlook of experience economy in tourism post covid-19
- Evolving paradigms and future trends

Other relevant topics related to the categories (but not limited to):

- Marketing tourism experience to Gen Z
- Exploring the relations between 'scapes' and tourism experience, and the impact of technology
- The role of social media in the service/experiencescape
- The role of technology and digitalisation in tourism experiences
- Smart city and tourism consumption
- Smart consumers in experience sharing
- The collaborative effort in developing experience economy
- The role of sharing economy in developing the experience economy
- Experience economy in the digital era
- Experience economy in developing regions and the role played by SMEs.
- Is storytelling still a thing in providing unique and memorable experiences?
- Sustainable experiences and experience economy in the digital era

Should the chapter abstract be accepted, contributors will be invited to submit a full chapter of 6000-7500 words) with a balanced discussion of conceptual/theoretical background followed by one or two (maximum two) cases/examples per chapter contribution.

Target Market

The intended audience for the edited book is undergraduate students at introductory level but may also be useful for a broader audience including researchers and industry practitioners. The relevant disciplines consist of:

- service marketing
- marketing in creative industries where experiences are the main ‘products’
- event management
- tourism management and experiences

Abstract Submission

Authors willing to contribute to the edited book can contact the editor regarding topics of interest or any other questions/suggestions. An initial abstract of 400-700 words (excluding references) should be e-mailed as a MS word attachment file by **December 10, 2021**, to xiang.mei@inn.no. Please note that Routledge will review the quality of the submitted abstracts and contents prior to making an official decision to publish the edited book.

References

- Chen, T., Drennan, J., Andrews, L., & Hollebeek, L. D. (2018). User experience sharing. *European Journal of Marketing*, 52(5/6), 1154-1184. doi:10.1108/EJM-05-2016-0298
- Neave, L., Tzemou, E., & Fastoso, F. (2020). Seeking attention versus seeking approval: How conspicuous consumption differs between grandiose and vulnerable narcissists. *Psychology & Marketing*, 37(3), 418-427. doi:<https://doi.org/10.1002/mar.21308>
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76, 97-105.
- Yeoman, I. S., & McMahon-Beattie, U. (2019). The experience economy: micro trends. *Journal of Tourism Futures*, 5(2), 114-119. doi:10.1108/JTF-05-2019-0042