



## CALL FOR PAPERS

# Academy of Marketing: Tourism Marketing Special Interest Group (SIG)

### Workshop Theme:

***Consumer Engagement in the Tourism Industry: New Trends and Implications for Research'***

***Keynote Speaker: Professor Levent Altinay***

**Event Location: School of Social Sciences  
Business Management Department  
Heriot-Watt University  
Edinburgh  
EH14 4AS**

**Date: 01<sup>st</sup> December 2017**

## Workshop theme

Whilst the workshop organisers welcome submissions on all aspects of tourism marketing and tourist experience (see below) the 2017 workshop has the theme: 'Consumer Engagement in the Tourism Industry: New Trends and Implications for Research'.

With the rapid changes in the micro and macro environment, tourism sites are becoming interactive public consumption spaces in which tourists pursue more pleasant, engaging and transformative activities, often encompassing temporary modes of being. The concept of engagement has been studied in various academic disciplines such as sociology (civic engagement), psychology (task engagement), marketing (customer engagement), and organizational behaviour (employee engagement) (Brodie et al., 2011; Taheri et al., 2014). Engagement is commonly defined as "a state of being involved with and committed to a specific market offering" (Taheri et al., 2014, p.322). Tourism is a place for interaction and the tourist engages with places and cultures of destination(s), but also creates value-in-use through their experiences in places/destinations (Ingram et al., 2017). Within tourism studies, tourists' engagement can be influenced by various factors such as perceptions of authenticity, types of motivation, prior knowledge, cultural capital and desire for social interaction among others. Previous research also indicate positive consequences of tourist's engagement such as satisfaction, loyalty, commitment, behavioural intentions and memorable tourism experience (e.g., Taheri et al., 2014; Bryce et al., 2015; Ingram et al., 2017). However, given its relative recency, empirical studies to assess the level of engagement while actually experiencing tourism places/destinations are limited. Furthermore, we echo the recent call on advancing customer engagement and its distinction from other concepts such as service dominant logic (Jaakkola & Alexander, 2014; Hollebeek et al., 2017; Venkatesan, 2017; Pansari & Kumar, 2017; Taheri et al., 2017) in different settings within tourism industry.

This workshop solicits contributions that address both conceptual and empirical research on consumer (tourist) engagement. Both academic and practitioner papers are welcome on the following topics (but not limited):

- Toward a theory of consumer engagement in tourism
- Tourist engagement: the concept, antecedents, and consequences
- Consumer engagement vs. consumer experience management
- Smart tourism and tourist engagement
- Tangible and intangible benefits of tourist engagement
- Critical issues in tourist engagement research
- Toward a measurement of tourist engagement
- The role of tourist engagement in co-creation of value
- Online vs. offline tourist engagement
- Social media and tourist engagement
- Tourist engagement in new product development
- Service design and engagement for tourism service-centric services

- e-lienation and tourist engagement

### **Abstract Submission**

Authors interested to present a paper at the workshop should submit an abstract by **15<sup>th</sup> October**. Authors responding to this call will be informed of decisions on their acceptance by **01<sup>st</sup> November 2017**.

All submissions should have a cover sheet that includes the following information:

- Title of paper
- Contact person's name, institutional affiliation, mailing address, telephone number and email.
- Names, institutional affiliations and email addresses of all other authors.

The abstract should be in English and between 1,000 and 1,500 words in length. A suggested template would be to include an overview of the theoretical context, research objectives or questions, research methodology, main findings and conclusions. However we also welcome practitioner papers – the purpose of the abstract is to evaluate the quality and appropriateness of the paper to the intended audience. All submissions will be subject to a double-blind review process.

Please send your abstracts as a word document to:

**Dr. Babak Taheri:** [b.taheri@hw.ac.uk](mailto:b.taheri@hw.ac.uk)  
**Dr. Sameer Hosany:** [sameer.hosany@rhul.ac.uk](mailto:sameer.hosany@rhul.ac.uk)

### **Special Issue**

Participants are encouraged to draw on the feedback they receive at the workshop and to submit full papers inclusion in a special issue of the **Services Industries Journal** (<http://www.tandfonline.com/action/journalInformation?show=specialIssues&journalCode=fsij20>)

### **Workshop fee**

The fee for the Colloquium will be £100 for members of the Academy of Marketing and £120 for non-members.

### **References**

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- Bryce, D., Curran, R., O'Gorman, K., & Taheri, B. (2015). Visitors' engagement and authenticity: Japanese heritage consumption. *Tourism Management*, 46, 571-581.

- Jaakkola, E., & Alexander, M. (2014). The role of customer engagement behaviour in value co-creation: A service system perspective. *Journal of Service Research*, 15, 247-261.
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597-609.
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- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of Academy of Marketing Science*, 45, 294-311.
- Taheri, B., Coelho, F., Sousa, C., & Evanschitzky, H. (2017). Mood regulation, customer participation, and customer value creation in hospitality services. *International Journal of Contemporary Hospitality Management*, 29 (12). In Press.
- Taheri, B., Jafari, A., & O'Gorman, K. (2014). Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*, 42, 321-329.
- Venkatesan, R. (2017). Executing on a customer engagement strategy. *Journal of Academy of Marketing Science*, 45, 289–293.