



Book Review: Future of Tourism Marketing edited by Seongseop (Sam) Kim and Dan Wang (Routledge; 1st Edition (15th June 2021); Pages: 128)

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**Introduction**

*The rapid emergence and vast adoption of information and communication technologies (ICT) have transformed tourism marketing strategies from a conservative, static marketing model to an emerging, transformative conception. The transformative power of ICT has created a paradigm shift in the tourism industry by providing an opportunity for tourism service providers and tourists to co-create value. Moreover, recent technological developments have paved the way for new markets, product/ service innovations, management practices, and competitive strategies, thus forming a complex socio-technical tourism ecosystem. Meanwhile, postmodern, digitally savvy tourists expect tourism service providers to be more active in digital platforms. Consequently, a burgeoning research stream has started looking into these new developments, capabilities, and changes driven by ICT advancement in the tourism and hospitality industry in recent times. Moreover, to better understand and anticipate these fundamental changes, novel theoretical lenses, approaches, concepts, themes, and even research methods have emerged lately. Future of Tourism Marketing, edited by two renowned contemporary tourism scholars, Seongseop (Sam) Kim and Dan Wang, adds to this growing research stream by emphasizing how ICT developments have revolutionized conventional tourism marketing strategies. The reviewer used the academic approach as applied by Gamage (2021) and Peiris et al. (2020) in reviewing this book.*

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## OVERVIEW

The book entitled *Future of Tourism Marketing* provides a bird's-eye view by reflecting on the influence of the proliferation of ICT and digital platforms in marketing tourist destinations and tourists' decision-making process concerning their adoption. The book is written in the English language, comprises 128 pages, and is structured in eight chapters. The chapters in this book were originally published in the *Journal of Travel & Tourism Marketing*. The twenty-seven (27) contributing authors of this book represent various research settings covering most parts of the world, including the United States of America, Finland, Taiwan, Serbia, United Kingdom, Hong Kong, Australia, Korea, Spain, and China.

The book commences with a prologue by the editors providing an overview of the chapter structure. The book's technical chapters start with research conducted on consumer adoption of the Uber mobile application by Somang Min, Kevin Kam Fung So, and Miyoung Jeong. Despite the intensified growth of sharing economy business models in the contemporary business world, only a handful of prior research has studied the factors influencing its adoption. This chapter addresses this void by investigating the consumer adoption process referring to the Uber mobile application through the lenses of two well-known theoretical models, namely Diffusion of Innovation Theory and Technology Acceptance Model. Using data collected from 404 Uber users, they empirically tested a new theoretical model advancing our current understanding of consumers' adoption process concerning sharing economy business models. As implied in the findings of this chapter, Uber mobile application adoption can be enhanced by incorporating more interactive features such as GPS tracking systems and real-time system filters. The next chapter by Jamie Murphy, Ulrike Gretzel, and Juho Pesonen also provides a profound understanding of the consumer acceptance of emerging technologies, specifically focusing on humanoid robotic technology. This chapter offers a deep understanding of the importance of service robot design by conceptualizing anthropomorphism as a critical factor influencing customer-robot service interaction in the tourism and hospitality context. Moreover, this chapter outlines that designing and marketing robotic services effectively requires comprehending and anticipating customer reactions to robots and robot characteristics. However, as the authors highlight, "Understanding the peculiarities of tourism and hospitality human robot interaction (HRI) clearly needs empirical research (p. 40)."

The third chapter, titled “Classifying technological innovation attributes for hotels: an application of the Kano model” by Chun-Fang Chiang, Wen-Yu Chen, and Chia-Yuan Hsu, empirically highlights the relevance of the Kano model in understanding hotel guests’ perceptions of changing technological innovation attributes introduced by the hotels. As the findings indicate, primary technological attributes well perceived by hotel guests are Internet and app usage, smartphone usage as a room key and for payment, e-housekeeping, and the use of electronic self-service systems. This chapter contributes to technology innovation literature by advancing guests’ perceptions and attitudes towards technological innovation attributes in the hotel industry. At the same time, the findings of this chapter can serve as references for hotel managers to understand how hotels can allocate limited resources effectively when introducing cutting-edge technologies into their businesses.

In chapter four, Uglješa Stankov, James Kennell, Alastair M. Morrison, and Miroslav D. Vujičić discuss the relevance of user-generated aerial drone videos in destination marketing. Based on meta-data analysis of aerial drone videos shared on YouTube in the United Kingdom, the authors suggest that aerial drone videos have unique user-generated content (UGC) characteristics. Moreover, as they emphasized, their spatial distribution tends to favor more populated areas. Furthermore, the authors stress that destination management organizations can encourage customers to create this UGC by serving as drone ambassadors, providing safe flying areas for drone pilots, thus mitigating the potential adverse effects of drone presence at travel sites. Through this new visual perspective, destination management organizations can create “wow” effects on tourist destinations.

Moving from the United Kingdom to a historic village of Richmond, Tasmania, chapter five by Bob Mckercher, Anne Hardy, and Jagannath Aryal reviews the movement patterns of different tourist segments. By applying a mixed-methods approach of combining a conventional visitor survey with a bespoke tourist tracking application, this chapter reveals that each tourist segment behaves somewhat differently in the community. Most importantly, different tourist segments demonstrate preferences for various bundles of attractions. Also, the authors suggest that visitors who stay for a short period (i.e., less than two hours) tend to explore the community more widely than those who stay comparatively longer. For example, tourists on shorter stays manage to visit multiple iconic sites conveniently located by the side of the main road without deviating from their schedule. In contrast, tourists on more extended

stays tend to concentrate their visits on a single attraction.

The main focus of chapter six by Jinsoo Hwang, Sun-Bai Cho, and Woohyoung Kim is the psychological benefits obtained by customers using eco-friendly drone food delivery services. In line with Stankov, Kennell, Morrison, and Vujičić, the authors highlight the vital role of drones in the contemporary business world in providing eco-friendly services. Based on the findings of a survey of 397 customers in Korea, the authors suggest that three sub-dimensions of psychological benefits, namely warm glow, self-expressive benefits, and nature experiences, play an essential role in forming positive and negative customer emotions towards drone food delivery services. Furthermore, as the findings indicate, positive and negative customer emotions significantly influence customers' desire to use drone food delivery services, triggering purchase intention. Consequently, food service companies should keep consumers alert and aware of environmental pollution created by conventional food delivery services. By doing so, they will be more likely to create positive emotions within their target customer segments. The seventh chapter titled "Integrating virtual reality devices into the body: effects of technological embodiment on customer engagement and behavioral intentions toward the destination" by Carlos Flavián, Sergio Ibáñez-Sánchez, and Carlos Orús, reviews how the degree of technological embodiment affect tourists' pre-experiences with a destination. Building on the Stimulus-Organism-Response approach, the authors suggest that level of embodiment (stimulus) influences tourists' perceptions of immersion and sensory stimulation (organism), which in the end determine their experience in terms of engagement and behavioral intentions toward a destination (response). By profoundly understanding how technological embodiment enhances customer experience, tourism marketing practitioners can create superior and unforgettable customer experiences by offering the target tourists high-value propositions, particularly in the initial stages of their decision-making process.

The book's final chapter, written by Feifei Xu, Feng Tian, Dimitrios Buhalis, Jessica Weber, and Hongmei Zhang, introduces the front-line notion of game-based marketing for tourism. Based on four focus group discussions with 26 undergraduates from Nanjing University, China, this chapter reveals how gaming can revolutionize the tourism industry by engaging tourists in a dynamic, personalized, and memorable way through their whole travel experience, including before, during, and after the trip. Understanding customer motivations is significant for both tourism marketing practitioners and game

designers, as this can aid in the development of appropriate games and experiences utilizing cutting-edge technologies. Although the sample size is relatively small, the participants' insights and Xu, Tian, Buhalis, Weber, and Zhang's discussion make the chapter very interesting to read.

## **EVALUATION AND CONCLUSION**

This book features concise, well-written chapters focusing on how a variety and breadth of different ICT applications and platforms have transformed tourism marketing strategies in recent times. Most importantly, at the end of each chapter, references for further reading are provided. Moreover, throughout the chapters of this book, readers get acquainted with the most current trends and challenges that prevail in the intertwined fields of tourism, marketing, and technology management. Another strength of this book is that all the chapters follow a similar format, including introduction, literature review, research methods, findings and discussion, conclusion, and a list of references. Although the broad-reaching array of content of this book delivers context-driven, theoretically rigorous works, some chapters omit methodological rigor, making authors simply the authorities hidden behind the text. Further, this book is heavily weighted towards mobile applications, GPS and drone technology, and robotics, neglecting some of the emerging technologies widely used in tourism marketing, such as social media, big data, blockchain, and 5G technology.

However, a single book cannot capture the broad spectrum of ICT applications and platforms that have remodeled tourism marketing strategies lately. Overall, *Future of Tourism Marketing* makes a worthy contribution by emphasizing the transformative role of emerging ICT in reshaping tourism marketing strategies. Because of its systematic approach and clear writing style, this book is appropriate for tourism and marketing undergraduate and postgraduate students and also for scholars who are keen to stay up-to-date in this fast-moving contemporary business landscape in front of us. Moreover, this book can also be welcomed in industry circles and has a valuable set of contributions for tourism marketing practitioners. As a concluding remark, the editors, Seongseop (Sam) Kim and Dan Wang, and all the contributing authors should be appreciated for their magnificent effort.

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## **CONFLICT OF INTEREST**

The authors declare no conflicts of interest.

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