ATMOSPHERIC TURN IN CULTURE AND TOURISM

Place, Design and Process Impacts on Customer Behaviour, Marketing and Branding

Edited by
Michael Volgger and Dieter Pfister

ADVANCES IN CULTURE, TOURISM AND HOSPITALITY RESEARCH
VOLUME 16

ATMOSPHERIC TURN IN CULTURE AND TOURISM: PLACE, DESIGN AND PROCESS IMPACTS ON CUSTOMER BEHAVIOUR, MARKETING AND BRANDING

EDITED BY
MICHAEL VOLGGER
Curtin University, Australia

DIETER PFISTER
University of St Gallen, Switzerland

emerald PUBLISHING
United Kingdom – North America – Japan
India – Malaysia – China
2020
CONTENTS

List of Contributors ix
About the Volume Editors xi
Editorial Board xiii
Foreword xv

Chapter 1 Introduction
Michael Volgger and Dieter Pfister 1

PART 1 ATMOSPHERE AND CULTURE
Chapter 2 Philosophy of the Atmospheric Turn
Thomas Latka 15

Chapter 3 The concept of Atmosphere from a Multidisciplinary Perspective
Dieter Pfister 31

Chapter 4 Describing and Creating Atmospheres
Dieter Pfister 45

Chapter 5 Architectural Governance and the Coordination of Building Culture: An Exploratory Reflection
Michael Volgger, Harald Pechlaner, Anna Scuttari and Elisa Innerhofer 63

Chapter 6 Enhancing Understanding: The Atmospheric Dimension of Communication as a Catalyst for Creating Deeper Human Understanding
Thomas Herdin 77

Chapter 7 Changing Atmospheres: On the Duration and Exploration of Urban Experiences
Andreas Rauh 91

Chapter 8 The Effects of Atmospheres
Rainer Kazig 107

Chapter 9 Combining Brand Theory with Space and Atmosphere Theory
Dieter Pfister 119

PART 2 ATMOSPHERE IN TOURISM, HOSPITALITY AND EVENTS
Chapter 10 Staging Genus Loci: Atmospheric Interventions in Tourism Destinations
Michael Volgger 139

Chapter 11 Travel Beautifully: The Role of Aesthetics in Experience Design
Ksenia Kirillova and Philipp Wassler 153

Chapter 12 Social Aspects of Tourism Atmosphere and Emotional Contagion in Destinations
Kemal Gurkan Kucukergin and Bekir Bora Dedegeli 165

Chapter 13 Atmospheric Turn and Digitisation as Chances for a Sustainable Destination Management
Christian Laesser, Dieter Pfister and Pietro Bertelli 177

Chapter 14 From Flow Analysis to Shared Insight to Planning for Impact: The Development Campaign of Altdorf (CH)
Pietro Bertelli 195

Chapter 15 Does the Living Space Prevent Destination Development? The Bavarian Town of Eichstaett as a Space of Possibilities
Harald Pechlaner, Daniel Zacher, Elina Gavriljak and Christian Eckert 209

Chapter 16 What Colour and Light Do in Service Atmospherics: A Neuro-Marketing Perspective
Emrah Ozkul, Hakan Boz, Bilsen Bilgili and Erdogan Koc 223
LIST OF CONTRIBUTORS

Manolya Aksatan
Bilge Aykol
Pietro Beritelli
Pedro Mir Bernal
Caglar Bideci
Bilsen Bigili
Hakan Boz
Carl Cater
Helene Cristini
Bekir Bora Dedeoglu
Christian Eckert
Elina Garriljuk
Thomas Herdin
Elisa Innerhofer
İlayda İpek
Marie-Nathalie Jauffret
Bomi Kang
Hannele Kauppinen-Räisänen
Rainer Kazig
Ksenia Kirillova
Erdogan Koc
Kemal Gurkan Kucukergin
Christian Laesser
Thomas Latka
Marta Massi

Dokuz Eylül University, Turkey
Dokuz Eylül University, Turkey
University of St. Gallen, Switzerland
University of Navarra, Spain
Swansea University, UK
Kocaeli University, Turkey
Usak University of Applied Sciences, Turkey
Swansea University, UK
International University of Monaco, Monaco
Nevşehir HBV University, Turkey
Catholic University of Eichstätt-Ingolstadt, Germany
Catholic University of Eichstätt-Ingolstadt, Germany
University of Salzburg, Austria
Eurac Research, Italy
Dokuz Eylül University, Turkey
International University of Monaco, Monaco
Coastal Carolina University, USA
University of Vaasa, Finland
University of Grenoble, France
Hong Kong Polytechnic University, China
Bandirma Onyedi Eylül University, Turkey
Atilim University, Turkey
University of St. Gallen, Switzerland
Munich Working Group for New Phenomenology, Germany
Catholic University Sacro Cuore, Italy

Chapter 17  In Search of Underwater Atmosphere:
A New Diving World on Artificial Reefs
Caglar Bideci and Carl Cater 243

Chapter 18  Authenticity as a Contributor to Satisfaction with
Arts Events: The Moderating Role of Involvement
Bilge Aykol, Manolya Aksatan and İlayda İpek 259

Chapter 19  Extending a Festival’s Social Atmosphere Online:
The Case of Fotografia Europea
Lorenzo Mizzau, Fabrizio Montanari and Marta Massi 277

Chapter 20  Silence as a Moment of Luxury: Insights from
Contemporary Travellers Visiting Churches
Hannele Kauppinen-Räisänen, Helene Cristini and
Marie-Nathalie Jauffret 291

Chapter 21  Capricornia: An Atmosphere of ‘Otherness’
Christof Pforr and Michael Volgger 303

Chapter 22  How Advertising e-Atmospherics Impact Consumer
Behaviour: Evidence from True Field Experiments in Hospitality
and Tourism
Arch G. Woodside, Pedro Mir Bernal and Bomi Kang 319

Index 333
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution, Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorenzo Mizzau</td>
<td>Catholic University Sacro Cuore, Italy</td>
</tr>
<tr>
<td>Fabrizio Montanari</td>
<td>University of Modena and Reggio Emilia, Italy</td>
</tr>
<tr>
<td>Emrah Ozkul</td>
<td>Kocaeli University, Turkey</td>
</tr>
<tr>
<td>Harald Pechlaner</td>
<td>Catholic University of Eichstaett-Ingolstadt, Germany</td>
</tr>
<tr>
<td>Dieter Pfister</td>
<td>University of St. Gallen, Switzerland</td>
</tr>
<tr>
<td>Christof Pfort</td>
<td>Curtin University, Australia</td>
</tr>
<tr>
<td>Andreas Rauh</td>
<td>University of Wuerzburg, Germany</td>
</tr>
<tr>
<td>Anna Scuttari</td>
<td>Eurac Research, Italy</td>
</tr>
<tr>
<td>Michael Volgger</td>
<td>Curtin University, Australia</td>
</tr>
<tr>
<td>Philipp Wassler</td>
<td>Bournemouth University, UK</td>
</tr>
<tr>
<td>Arch G. Woodside</td>
<td>Yonsei University, Republic of Korea</td>
</tr>
<tr>
<td>Daniel Zacher</td>
<td>Catholic University of Eichstätt-Ingolstadt, Germany</td>
</tr>
</tbody>
</table>