

Factors affecting tourist buying behavior

Abstract

The chapter presents the concept of experience within the tourism context and it relates tourist experiences to the five senses and realms of experiences. It also highlights the threestage model of service experience consumption as well as the importance of hedonic and utilitarian factors in service experience consumption. tourism as service, people and experience industry Tourism is an industry that provides a series of services and unique experiences that are created and staged by the main subsectors of tourism suppliers in their specific contexts. Tourism experiences are events or activities that engage individuals in a personal way—an intangible form of memories. Unlike goods and services, Pine and Gilmore (1999) describe the concept of experience as a form of 'stage' by the suppliers that is memorable, personal and sensational. The delivery and consumption of services