

Complete Holiday Experience – Perspectives from Asia

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The hospitality and tourism industry is growing rapidly in Asia. Indeed, it is forecast to be the world's largest tourist destination and tourist-generating region by 2020.

Research and practice in hospitality and tourism experiences in Asia is at the exploratory stage. To date, the services literature has tended to focus on either tourism or hospitality in isolation rather than considering potential overlaps and synergies between these two areas of research – especially when there is a focus on the 'complete holiday experience'. In addition, research has been largely derived from Western tourist destinations or 'westernised' beach complexes, rather than considering the specific set of complexities for Asia's service businesses when they seek to build and retain a customer base from home markets or attract both home and international tourists.

Therefore, this Special Issue in the *Journal of Hospitality and Tourism Research* aims to encourage Asia-specific research that is likely to require departures from existing tracks. In particular, it seeks to highlight research and practices surrounding service experience. Conceptual, empirical, case and industry-based research are welcome.

Manuscripts may deal with any of the following topics in the context of Asian cultures, and hospitality and tourism in Asia:

- Crafting the Service Value proposition
- Customer Satisfaction Related to Hospitality
- Guest Loyalty
- Communications and Social Media
- Service Distribution
- Pricing and Revenue Management
- Personalising Experiences
- Designing and Delivering Branded Service Experiences
- Designing Servicescapes
- Designing and Managing Customer Service Processes
- Service Quality and Service Excellence
- Service Breakdown and Service Recovery
- Productivity, Efficiency and Effectiveness
- Managing Service Personnel
- Service Leadership
- Asian and Western Cultures and Their Interactions with Service.

The submission and review process for this special issue will adopt author guidelines and review procedures as stipulated in the *Journal of Hospitality and Tourism Research*. The deadline for submission of manuscripts is **31 August 2013**.