



John Kent Institute in Tourism Studentships 2011

Project title	
<p>Catering for the tourist – satisfaction and well-being</p> <p>Tourists as a group are often 'captive consumers' particularly in situations where the food provision is 'all inclusive'. Notwithstanding, there are many influences, which impinge upon food intake such as tradition, habits, religious practices and within the tourist domain the desire to be entertained and interested. Satisfaction can impact upon 'well-being' and this study intends to explore and develop a consensus definition and conceptualisation of the domain while providing a model of good practice to enhance the tourism and hospitality experience.</p>	
Summary of research project	
<p>Aim</p> <p>The aims of this research are twofold: 1) To employ a multi-faceted approach to consider consumer satisfaction within the construct of well-being 2) To provide a theoretical model of well-being within the hospitality experience. Associated objectives are: i) explore and develop a consensus definition and conceptualisation of well-being ii) to provide a model of good practice to enhance the satisfaction and hence well-being of consumers within the tourism and hospitality experience.</p> <p>Methodology</p> <p>Initially a survey research method (scoping study) will be developed using an experimental design of a pre-test/post-test procedure illuminating the gap between expectation and perception of consumers engaged in the hospitality experience using themes of;</p> <ul style="list-style-type: none"> • Food and Beverage: originality of menu, food choice, variety, preference and acceptance style of service, match between consumption and expectation. • Service attributes of staff: number on duty, attentive, clean, smart, friendly, courteous, helpful, efficient and attentive to detail. • Physical attributes of eating area: space, comfort, noise, lighting, temperature, crockery, menu cards, furnishings and colour (situational variables) • Total customer experience – turning a mundane experience into a memorable satisfying event <p>Profiles of the respondents' demographic characteristics will be gathered and responses analysed with regard to overall level of satisfaction with the hospitality experience and likelihood of return. The well-being instrument will be based on the Memorial University of Newfoundland Scale of Happiness (MUNSH) (Milman, 1998), a robustly validated tool used for psychological well-being studies. In addition, narrative enquiry will be used to expand upon and develop themes and issues arising with regard to satisfaction, expectation and perception. Results will be synthesised and extrapolated in order to identify a model of 'well-being' practice that will inform hospitality provision.</p> <p>Currently, there is little evidence detailing the relationship between satisfaction, well-being and hospitality; theoretical currency will make this project unique and hence add to the body of literature.</p>	
Supervisory team	
First supervisor	Dr Heather Hartwell
Additional supervisors	Prof Dimitrios Buhalis
Recent publications	Jun, S. H., Hartwell, H. and Buhalis, D., 2010. Impacts of the Internet on travel

<p>by supervisors relevant to this project</p>	<p>satisfaction and overall life satisfaction. <i>In: Uysal, M., Perdue, R. and Sirgy, J., eds. Handbook of Tourism and Quality-of-Life Research: Enhancing the Live of Tourists and Residents of Host Communities.</i> Springer Publishers. (In Press)</p> <p>Brown, L., Edwards, J. and Hartwell, H., 2010. A taste of the unfamiliar: understanding the meanings attached to food by international postgraduate students in England. <i>Appetite</i>, 54 (1), pp. 202-207.</p> <p>Johns, N., Hartwell, H. and Morgan, M., 2010. Improving the provision of meals in hospital. The patients' view point. <i>Appetite</i>, 54 (1), pp. 181-185.</p> <p>Edwards, J., Hartwell, H. and Brown, L., 2010. Changes in food neophobia and dietary habits of international students. <i>Journal of Human Nutrition and Dietetics</i>, 23 (3), pp. 301-311.</p> <p>Hartwell, H., Edwards, J. and Brown, L., 2010. Acculturation and food habits - lessons to be learned. <i>British Food Journal.</i> (In Press)</p> <p>Johns, N., Edwards, J. and Hartwell, H., 2010. Food neophobia and the market diffusion of new food products: an exploratory study. <i>Nutrition & Food Science.</i> (In Press)</p> <p>Edwards, J., Hartwell, H. and Schafheitle, J. M., 2009. Prison Foodservice in England. <i>Journal of Foodservice</i>, 20 (4), pp. 157-166.</p> <p>Edwards, J., Williams, P., Hartwell, H. and Schafheitle, J. M., 2009. Comments on prison foodservice: England vs. Australia. <i>Journal of Foodservice</i>, 20 (4), pp. 153-156.</p> <p>Hartwell, H. and Edwards, J., 2009. Descriptive Menus and Branding in Hospital Foodservice: A Pilot Study. <i>International Journal of Contemporary Hospitality Management</i>, 21 (7), pp. 906-916.</p> <p>Edwards, J., Hartwell, H., Reeve, W. G. and Schafheitle, J. M., 2007. The Diet of Prisoners in England. <i>British Food Journal</i>, 109 (3), pp. 216-232.</p> <p>Hartwell, H., Edwards, J. and Beavis, J., 2007. Plate versus bulk trolley food service in a hospital: comparison of patients' satisfaction. <i>Nutrition</i>, 23 (3), pp. 211-218.</p> <p>Edwards, J., Engstrom, K. and Hartwell, H., 2006. Overweight, obesity and the food service industry. <i>Journal of Food Science Technology</i>, 5 (2-4), pp. 85-94.</p> <p>Edwards, J.S.A., Meiselman, H.L., Edwards, A. and Leshner, L. (2003). The influence of eating location on the acceptability of identically prepared foods. <i>Food Quality & Preference</i>. 14, 647-652</p>
<p>Informal enquiries</p>	
<p>To discuss this opportunity further please contact: Dr Heather Hartwell or Professor John Edwards</p>	