

1

Co-creating value in desert tourism experiences [Recurso electrónico] / Eleni Michopoulou, Idrees Al-Qasmi and Claudia Melpignano.

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 261-265.

Abstract: This study investigates the determinants of value co-creation in desert camps in Oman from both the customers' and the camp managers' perspectives. The concept of value co-creation in hospitality and tourism has been investigated in a range of ways in the extant literature. However, limited attention has been paid in the process of value co-creation in remote and unique destinations such as desert camps. This research focuses on 5 aspects of value co-creation which are then explored both quantitatively and qualitatively. The findings of the study indicate that within the context of desert camps, value co-creation is influenced by authenticity, engagement, place attachment, and marketing through the value-in-use concept. However, the level of this influence varies between the customers and the camp managers. Finally, findings are discussed in the light of this variance to identify and provide recommendations that enhance value co-creation in the desert camps of Oman.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 245-265

1. Place attachment 2. Destination competitiveness 3. Tradition and authenticity 4. Value co-creation 5. Value in use 6. Customer engagement

2

Destination image co-creation in times of sustained crisis [Recurso electrónico] / Kyriaki Glyptou.

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 184-188.

Abstract: Customer co-creation feeds from customer engagement, value recognition and experience appreciation. Tourists participation in the image communication of a destination in adversity is well documented along literature addressing their motivations and their reliability as information intelligence. What remains still vague is an exploration of the above dynamics in the case of destinations in sustained crisis hence the customer predispositions for destinations under an extended duration yet reduced intensity turbulent destination image. Using Lesbos (Greece) as a case study of a destination affected by refugee and immigrant mobilities since 2012, this paper explores those constructs affecting tourists' response and engagement in the formulation, promotion and hence co-creation of an affected destinations' cognitive and affective image. The theoretical contribution of the paper lies in the exploration of the conscious and unconscious tourist triggers that could promote the co-repair and co-restoration of a longaffected destination' image, with direct managerial implications both for destination and crisis management.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 166-188

1. Destination image cocreation 2. Destination image recovery 3. Sustained crisis 4. Refugee crisis 5. Greece

3**Generating and sustaining value through guided tour experiences' co-creation at heritage visitor attractions [Recurso electrónico] / Kamila Bezova and Iride Azara.**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 240-244.

Abstract: Experience co-creation has been acknowledged as an important process to generate and sustain value. However, research in the arena of heritage visitor attractions remains limited. A qualitative cross-sectional design was used to assess UK heritage attractions providers' engagement with guided tour experiences' cocreation and the barriers faced in the adoption of this process. Findings from 11 interviews with visitor experience managers show most of the heritage attraction providers engage in processes of guided tour experience "co-production" rather than "co-creation". Barriers include limited knowledge, and "knowhow" of value co-creation processes; financial, time, and human resource constraints. Importantly, findings show visitors' satisfaction with current arrangements influence the type of tour offering. This study reveals the need to further investigate heritage audiences' variations in preferences and suggests better sector integration in terms of knowledge sharing and best practice to fully explore the benefits and worth of value cocreation in this tourism sector.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 226-244

1. Value co-creation 2. Coproduction 3. Heritage tourism 4. Visitor attractions 5. Visitor experiences 6. Guided tours

4**Revisiting online tourism forums as vehicles for value co-destruction [Recurso electrónico] / Aaron Tham and Mingzhong Wang.**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 139-146.

Abstract: This paper revisits the value of online tourism forums as a vehicle for value co-destruction and corresponding responses by different users. Employing a content analysis of 469 trolling episodes recorded on Lonely Planet Thorn Tree forums, the research showed how such incidents allude to value codestruction. However, the research also showcases how trolling victims respond to these unprovoked episodes by employing one, or a combination of three approaches-ignoration, rebuttal and re-orientation to deal with value co-destruction. In doing so, the research has contributed to a nuanced understanding of value co-destruction triggered by trolling, and corresponding responses as within forums. This provides a useful starting block for destination social media accounts to ensure that they take proactive measures to address trolling before they can create toxic online environments.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 125-146

1. Lonely Planet Thorn Tree 2. Social media 3. Travel planning 4. Information search 5. Electronic word of mouth

5**The role of industry 4.0 tools on museum attributes identification [Recurso electrónico] : an exploratory study of Thyssen-Bornemisza National Museum (Madrid, Spain) / Alicia Orea Giner, Carmen de Pablos Heredero and Trinidad Vacas Guerrero.**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p 161-165.

Abstract: The objective of this paper is to examine how Industry 4.0 tools help to understand museum performance and to facilitate the development of co-creation strategies. A case study explores the museum customer experience through attribute identification and attribute value as perceived by the customer. Tourist opinion and perception form a crucial factor that can be explored through electronic word-of-mouth (eWOM). Content analysis can be used to detect attributes as perceived by tourists, with a view to improving the tourist experience. The detected attributes are evaluated in a roundtable discussion with experts and key stakeholders. The exploratory approach reported here examines the introduction of Industry 4.0 tools like eWOM to study museum visitor perception and perceived value. The results are key for designing co-creation strategies and providing precious information for implementing innovative processes such as cocreation to improve the decision-making process for museum management.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 147-165

1. Industry 4.0 2. Co-creation 3. eWOM 4. Attributes 5. Roundtable discussion 6. Museums

6**Tourist-tourist social interaction in the co-creation and co-destruction of tourism experiences among chinese outbound tourists [Recurso electrónico] / Xing Hana, Carolus L. C. Praet and Liyong Wang.**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 206-209.

Abstract: The notion of tourists as co-creators of value (experiences) has been explored in the context of co-creation with service providers and residents. However, co-creation of value among tourists and the role of social interaction remain relatively underexplored. Similarly, the few extant studies on negative value creation (co-destruction) have predominantly focused on tourist-host interaction. This study examines how tourists from China visiting Japan perceive the role of social interaction with other tourists in shaping tourism experiences. Analysis of 29 indepth interviews shows that indirect interaction with other tourists has a stronger influence on the tourism experience than direct interaction does. Perceived roles of other tourists ranged from positive (co-creation) to negative (co-destruction). The types of co-created value (Reichenberger, 2017) were mainly practical and atmospheric, whereas co-destroyed value was mainly atmospheric in nature. This study also extends, confirms and partly modifies Pearce's (2005a) typology of other tourists in an East-Asian context.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 189-209

1. Co-creation 2. Co-destruction 3. Tourist-tourist interaction 4. Chinese tourists 5. Tourism experience

7

Value co-creation and co-destruction [Recurso electrónico] : considerations of spa servicescapes / Louise Buxton and Eleni Michopoulou.

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 222-225.

Abstract: Spas are places that enable mind, body and spiritual harmony, and are therefore inextricably linked to the pursuit of health and wellbeing, as one of the most prominent forms of wellness tourism. Recent growth in the global spa industry is fuelled by increasing consumer interest in the pursuit of wellness. Concepts within the spa industry remain largely unexplored, thus, this conceptual paper aims to progress our understanding by considering opportunities for value co-creation and codestruction in a spa context. In doing this, the paper unpacks the concept of the servicescape, explores the concept of authenticity and argues that understanding the consumption and production of experiences is central to understanding the creation of value in spa service settings.

Tourism planning and development. -- 2021, v. 18, n. 2, march, p. 210-225

1. Value 2. Spa 3. Servicescape 4. Memorable experiences 5. Emotions 6. Authenticity