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MODELLING THE ENABLERS OF SUSTAINABLE VALUE CO-CREATION AT TOURIST DESTINATIONS

Abstract:

Value co-creation is one of the important factor to maintain the environmental and social sustainability at the tourist destination. According to service dominant logic firms do not sale product but the value propositions and final experience, and value of the product depends upon the co-creation capabilities of firms and consumers. In case of tourism, sustainability is considered as one of the dimension of overall value. This study focuses on the interaction among the enablers of sustainable value co-creation at tourist destination. Preserving local environment and customs provide better experience, and that experiential value is fundamental to the value co creation.

Research Methodology - To understand the concept of sustainable value co-creation, an expert survey was conducted to understand the interactions among the enablers of sustainable value co-creation at tourist destination. Interpretive Structural Modelling (ISM) was used to understand the interrelationships among the enablers and MICMAC was used to classify the enablers based on the driving and dependence power of each enabler.

Findings - This study found that awareness about the local culture and importance of environment among tourists can facilitate the value co-creation at tourist destination. This study also found the linkage variables that helps in understanding the relationship between driving and dependence variables.

Practical implications - Findings of this study can work as a base for the policy makers. This study consider a system of value creation and hence, provide suggestions to each and every actor of the system including government, local business, hotel owner and as well as for the tourists.

Originality/Value - This study demonstrate the use of ISM in tourism industry. This study can lay the foundation for the future work on the sustainable value co-creation in tourism industry.

Keywords:

Sustainability;
Tourism;
ISM;
Value co-creation

JEL Classification: M31, M31, M31