Exploring the Service Experience of Cultural Tourist in Cultural Tourism: Perspective from Co-Creation Tourism Experience

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Abstract

Demand for more participative and interactive experiences has been increasing important in tourism since it is an industry that sells experiences, however, the criticism of serial reproduction in tourism experience has been criticized. The concept of co-creation is widely and variously adopted by scholars in the tourism experience, however, there is few co-creation empirical research. Thus, the purpose of this study is to explore the co-creation tourism experience in the service experience of cultural tourist for cultural tourism from both the organization and customer perspective by proposing the propositions and conceptual framework which are conducted through empirical case study.

A qualitative approach enabled this study to gain deeper insight into how tourism experience and co-creation are connected to each other, and how a better connection could help improve the customer experience in the experience gap. The case study selected Lougou Township’s Pick-tea experience in Taiwan, which developed their tourism experience service within few years but with commitment to promote local culture. Data collection involved in-depth interviews and participant observation of service providers and cultural tourist.

With review of both theoretical and empirical study, this research showed the following results: (1) Memorable tourism experience includes co-creation from service providers and cultural tourists; (2) Service provider has physical, social and organizational influencers in the co-creation process; (3) Both physical and mental active participation and the interaction interplay the cultural tourist in co-creation experience. The study aims to provide a strategy guideline for service provider to develop the co-creation tourism experience.

Key Words: Service experience, Cultural tourist, Cultural tourism, Co-creation tourism experience

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