

Co-Creating Experiential Tourism: Empirical Evidence from Ibiza

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Abstract

This paper explores the link between the co-creation process of experiential tourism and the resulting offering. For this purpose, structural equation modeling is applied, using data collected from Ibiza. A measurement model is firstly developed to study the most relevant factors arising in the co-creation process, integrating the role of the business, the destination, and the guest. A demand approach was adopted, assessing co-creation according to the guest's perceptions and feelings and developing a reflective multidimensional measurement tool to represent this variable. The main findings demonstrate that feelings of interest and joy become the most important factors in the co-creation of experiential tourism, followed by the perceptions of the destination. Thus, new economic value arises in the co-creation process. A new measurement instrument to study the intensity of experiential tourism is also validated, based on the key features sustaining differentiation on this kind of offerings: memorability, extraordinariness, and uniqueness. A structural model is secondly developed to test the link between co-creation and experiential tourism. The results validate this relationship, so the business, the destination, and the guest jointly co-create new value in their interaction, determining the key features sustaining the differentiation of experiential tourism. The intentional enhancement of the guest's perceptions and feelings in co-creation becomes the main source of value creation, leading to more memorable, unique, and extraordinary experiential tourism offerings. Managerial implications claim for the need to adopt a demand orientation to identify and enhance the most relevant factors arising in co-creation, and to implement new tools which allow for the simultaneous measurement of the guest's perceptions and feelings.