EMPOWERING THE NEW TRAVELLER:

A MODEL OF DRIVERS AND CONSEQUENCES OF CO-CREATION IN ONLINE COMMUNITIES

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PURPOSE
&
DESIGN METHODOLOGY

CO-CREATION MOTIVES
CO-CREATION BEHAVIOURS
INNOVATION
STORYTELLING
CUSTOMER DELIGHT

PURPOSE

The present theoretical and empirical analysis investigates a model of **drivers and consequences** of **travellers in online communities**.

An **Interpretive** approach to analyze travel reviews.
Travel reviews represent a convenient way to **mine consumer sentiments** and collect data.

DESIGN METHODOLOGY

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DESIGN METHODOLOGY

1. MOTIVES

Fuller, 2010; Olsen and Maiy, 2013; Etgar, 2008

2. CONSUMER VALUE CO-CREATION BEHAVIOUR MODEL

Yi and Gong 2013

3. PHASE DYNAMICS THEORY OF TRAVEL EPIPHANY BEHAVIOUR

Woodside 2008

4. ARCHETYPE ENACTMENT

Jung, Woodside 2009

5. CUSTOMER DELIGHT

Hiltunen, 2002

DESIGN METHODOLOGY

focus group on Customer delight

+

200 case studies analysis

SKILLED

CONNECTED

HIGHLY CREATIVE

COLLABORATIVE

INTRODUCTION: THE NEW TOURIST

creates value not only for himself/herself and the company, but also for other customers because they often share their travel experience in online social networks.

power to customers (Shaw et al., 2011; Wang & Fesenmaier, 2004).

1. What is **co-creation** in tourism?

2. **Why** travellers co-create?

3. Which **behaviours** build co-creation?

CONCEPTUAL **FRAMEWORK**

CONCEPTUAL **FRAMEWORK**

What do we want to propose?

Storytelling is a traveller value co-creation **behaviour** which results in "**customer delight**"

1

What is **co-creation** in tourism?

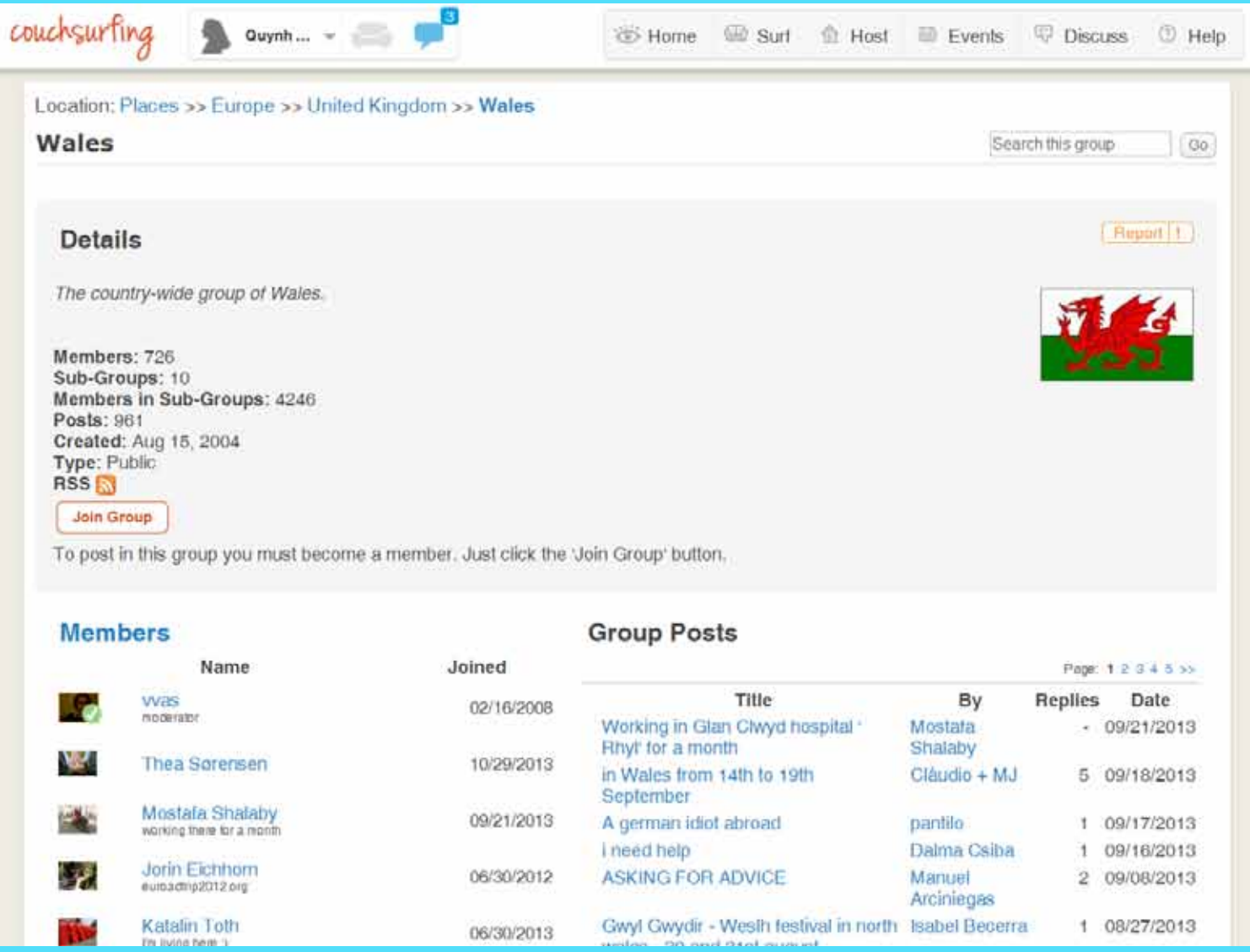
1

WHAT IS **CO-CREATION** IN TOURISM?

Co-creation involves the creative collaboration in tourism practices by both consumers and producers.
(Richardson, 2011)

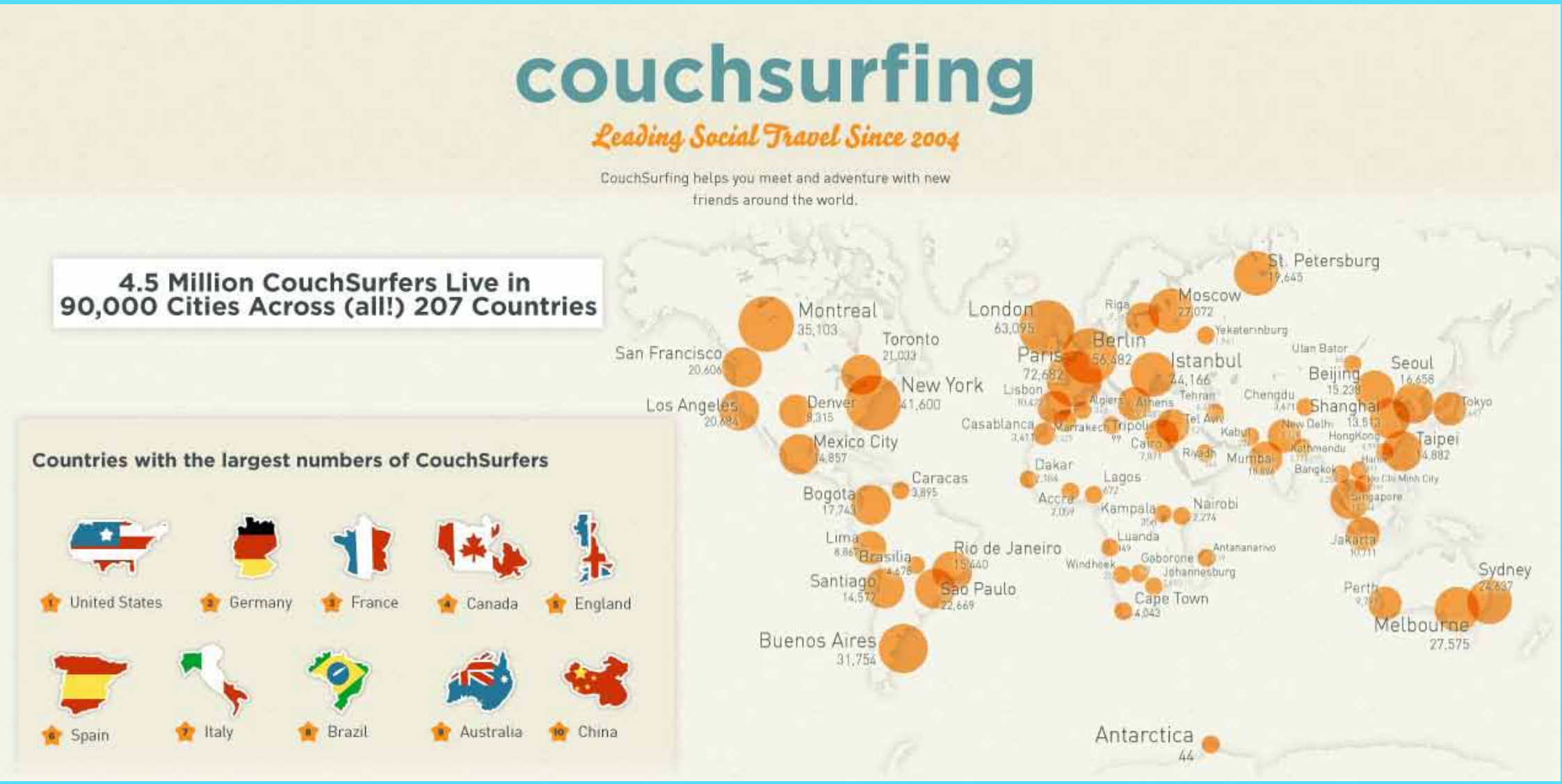
Couchsurfing

Alter-brand community (Cova and White, 2010)



Couchsurfing

Alter-brand community (Cova and White, 2010)



2

Why travellers **co-create**?

~~Utilitarian~~

No utilitarian motives were found in the analysis

2

WHY TRAVELLERS **CO-CREATE**?

Community Affiliation

"A true journey should be more than a collection of photographs. It is not just about the places you've visited but the people you met"
Surfer: Lucas Herrmann Manchester, England
23 sept 2013

2

WHY TRAVELLERS **CO-CREATE**?

Community Affiliation

"A true journey should be more than a collection of photographs. It is not just about the places you've visited but the people you met"
Surfer: Lucas Herrmann Manchester, England
23 sept 2013

Personal Growth

"Living with Jim, even for one day, is a great life experience. His way of living and thinking really helped me put some things in perspective"
Surfer: LannODerry Montreal, Canada
Oct 5 2013

2

WHY TRAVELLERS **CO-CREATE**?

3

Which **behaviours** in co-creation?

Customer Participation

information seeking
information sharing
responsible behaviour
personal interaction

Customer Citizenship

feedback
advocacy
helping
tolerance

3 WHICH **BEHAVIOURS** IN CO-CREATION?

Customer Participation

responsible behaviour

"The best surfers have really entered into the experience of living here: helped in the garden, met my friends, watched movies, walked the dog,joined in meal preparation and sat around chatting and sharing views, experiences and ideas"
Profile description: Antonia - Wales

Customer Citizenship

tolerance

"Jim is a fascinating soul with wonderful energy. His camper van is a blast to spend time in - but you must be low maintenance (as one should be) to enjoy the easy and tight space lifestyle. We walked on the beach, foraged dinner & breakfast from the wild growing and had great conversation"
Surfer: Jonathan Merrill Oct 7, 2013 - Wales

3

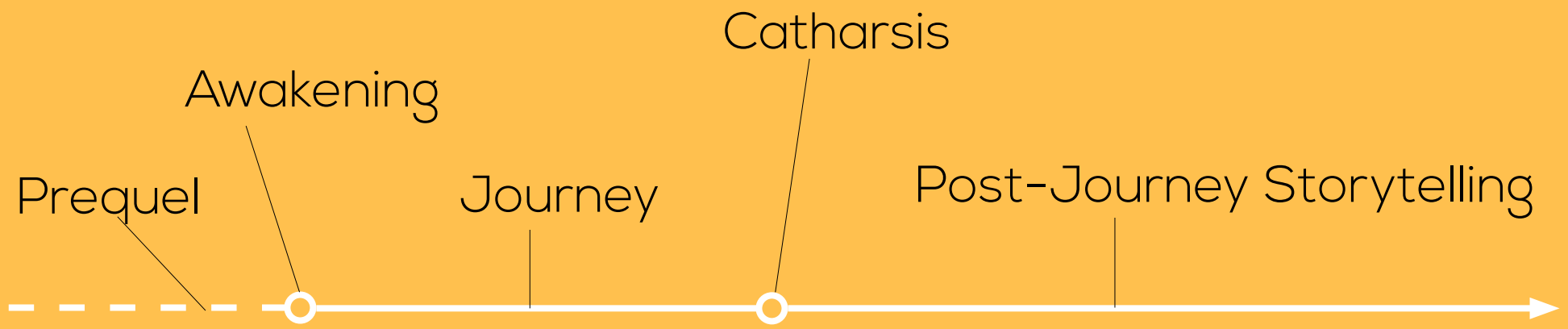
WHICH **BEHAVIOURS** IN CO-CREATION?

4

Storytelling by a co-creative "tripteller"

The Phase Dynamics Theory of Travel Epiphany Behaviour

4 **STORYTELLING** BY A CO-CREATIVE **"TRIPTELLER"**



The Phase Dynamics Theory of Travel Epiphany Behaviour (Woodside 2008)

Then?

CUSTOMER **DELIGHT** and **ARCHETYPES** ENACTMENT

CUSTOMER **DELIGHT**

surprise

joy

pleasure

"Retrieving and telling stories results in what Aristotle refers to as "proper pleasure" that relates unconsciously to one or more archetypes".
(Woodside 2008)

"I love free hug days, random improv pillow fights on the street, dressing up like a clown and painting kids faces for free, getting naked in the name of art for Spencer Tunick....the list could go on forever..."
Janet - Ireland

The Mother of Goodness

The Wise Old Man

The Change Master

ARCHETYPES ENACTMENT

The Loyalist

Ultimate Strengh

FINDINGS
&
DISCUSSIONS

PROPOSITIONS

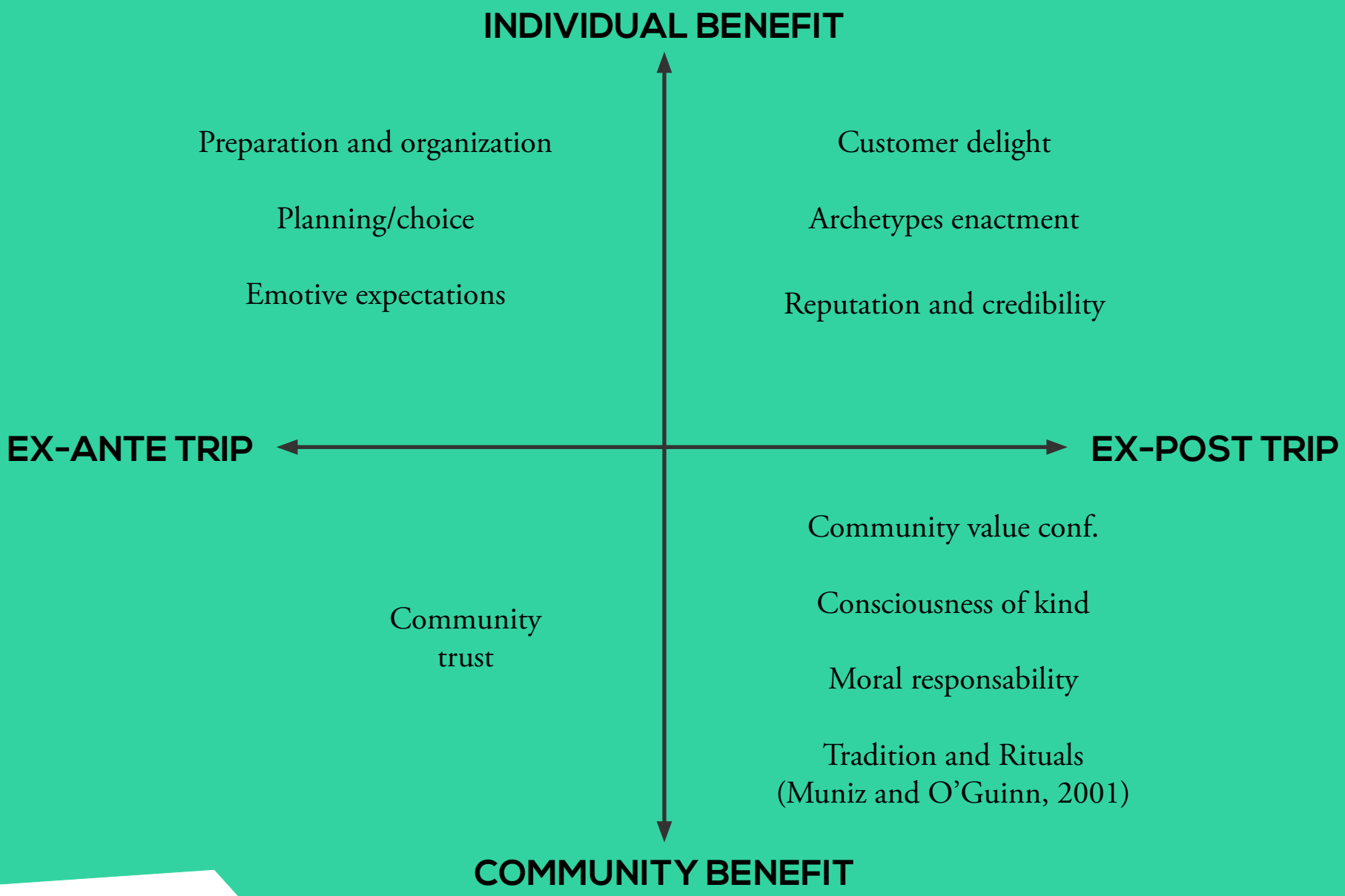
P1 The CouchSurfing community is driven by **Personal Growth and Community Affiliation Motives**, not by Utilitarian Motives.

P2 **Storytelling is a consumer value co-creation behaviour ex ante and ex post the trip** which benefits the individual and the community.

P3 **Storytelling results in "customer delight"** and helps consumers achieve deep satisfying levels of sense making.

P4 Customer delight is enacted by **Archetypes.**

STORYTELLING BEHAVIOUR EX-ANTE AND EX-POST



DRIVERS, BEHAVIOURS AND **CONSEQUENCES**
in co-creation processes

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DRIVERS

Utilitarian Motives

Personal Growth Motives

Community Affiliation Motives

P1

DRIVERS, BEHAVIOURS AND **CONSEQUENCES**
in co-creation processes

DRIVERS

Utilitarian Motives

Personal Growth Motives

Community Affiliation Motives

TRAVELLERS PARTICIPATION BEHAVIOUR

1. Information seeking
2. Information sharing
3. Responsible behaviour
4. Personal interaction

1. Feedback
2. Advocacy
3. Helping
4. Tolerance

P1

TRAVELLERS CITIZENSHIP BEHAVIOUR

DRIVERS, BEHAVIOURS AND **CONSEQUENCES**
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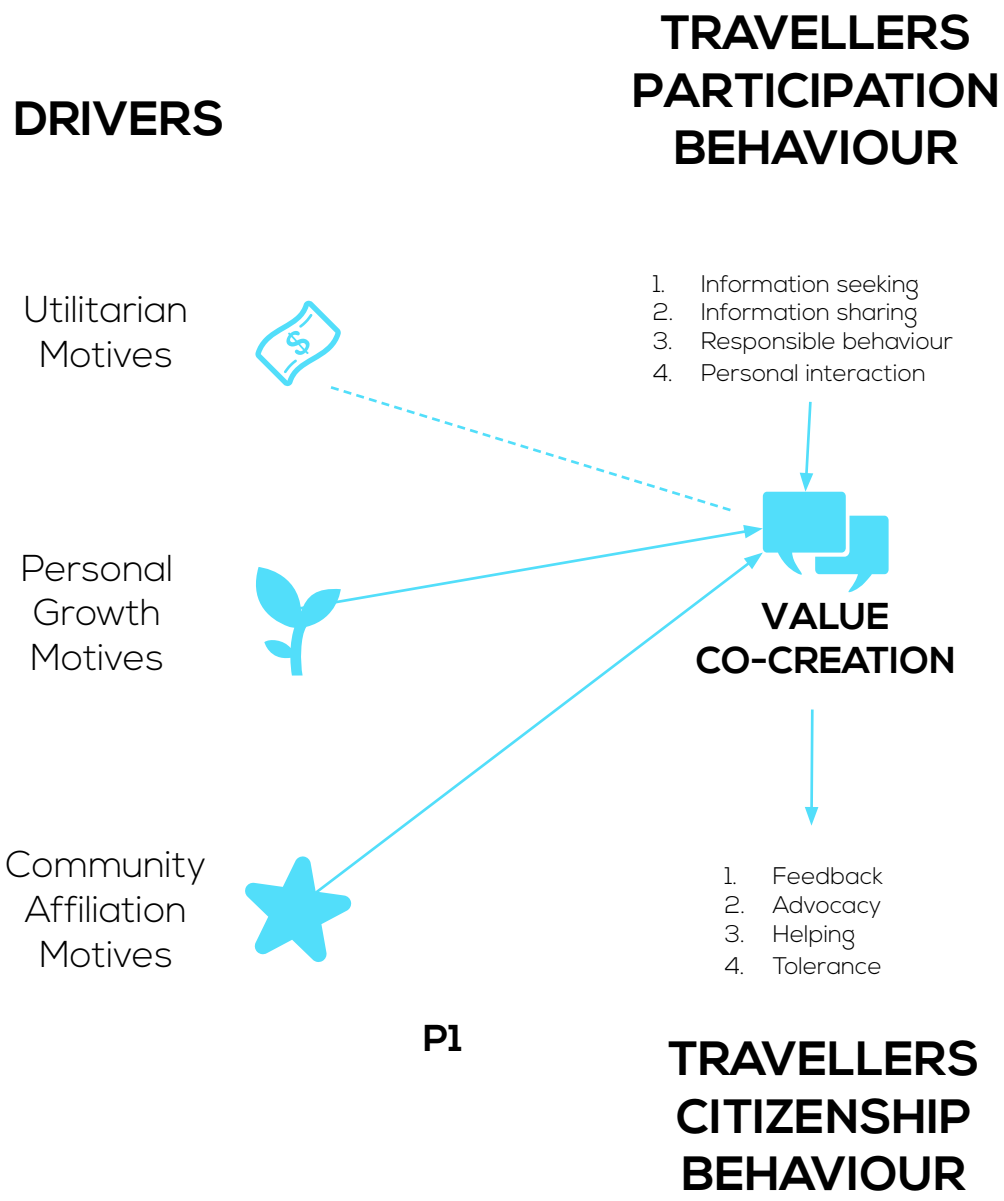

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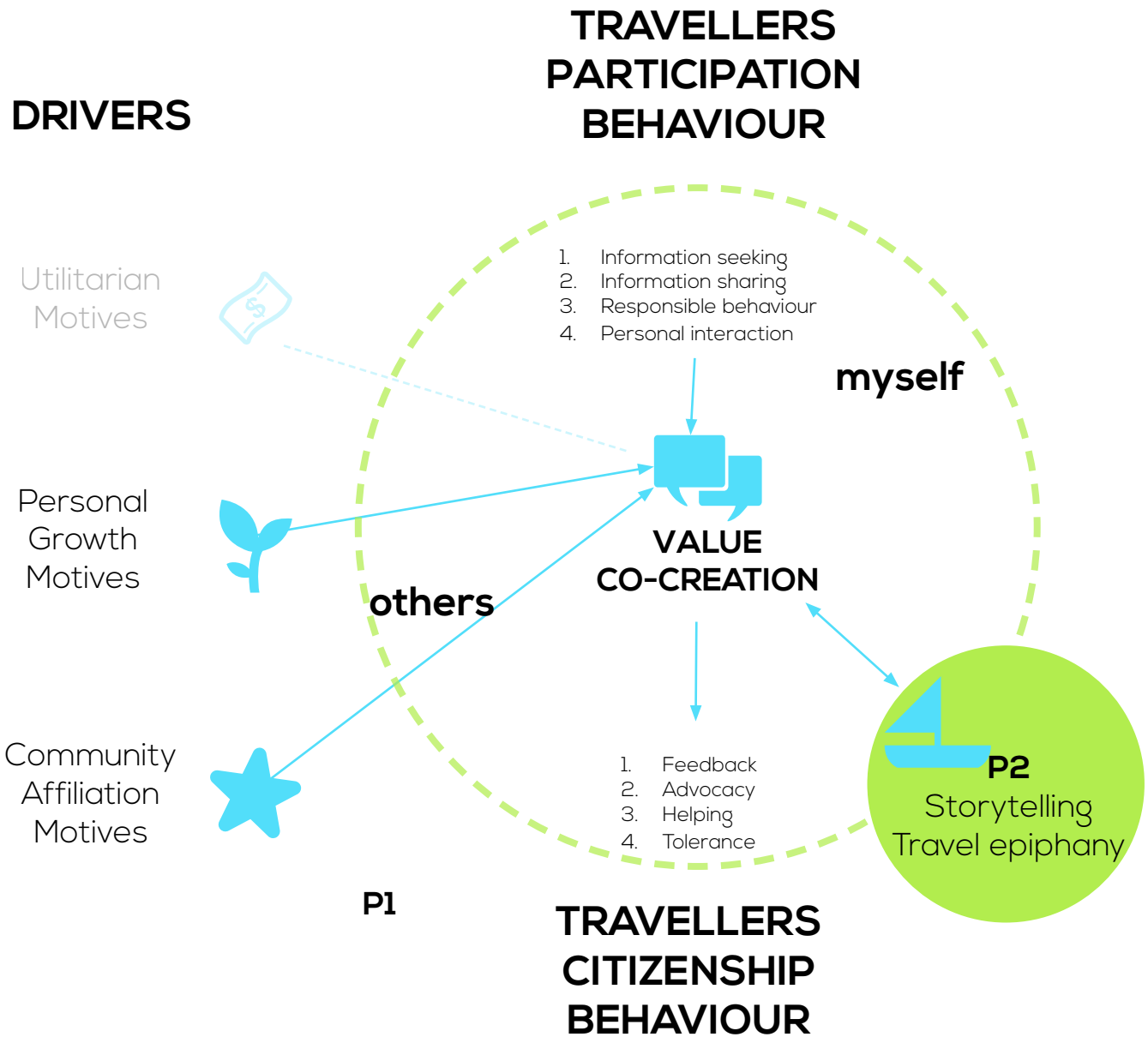

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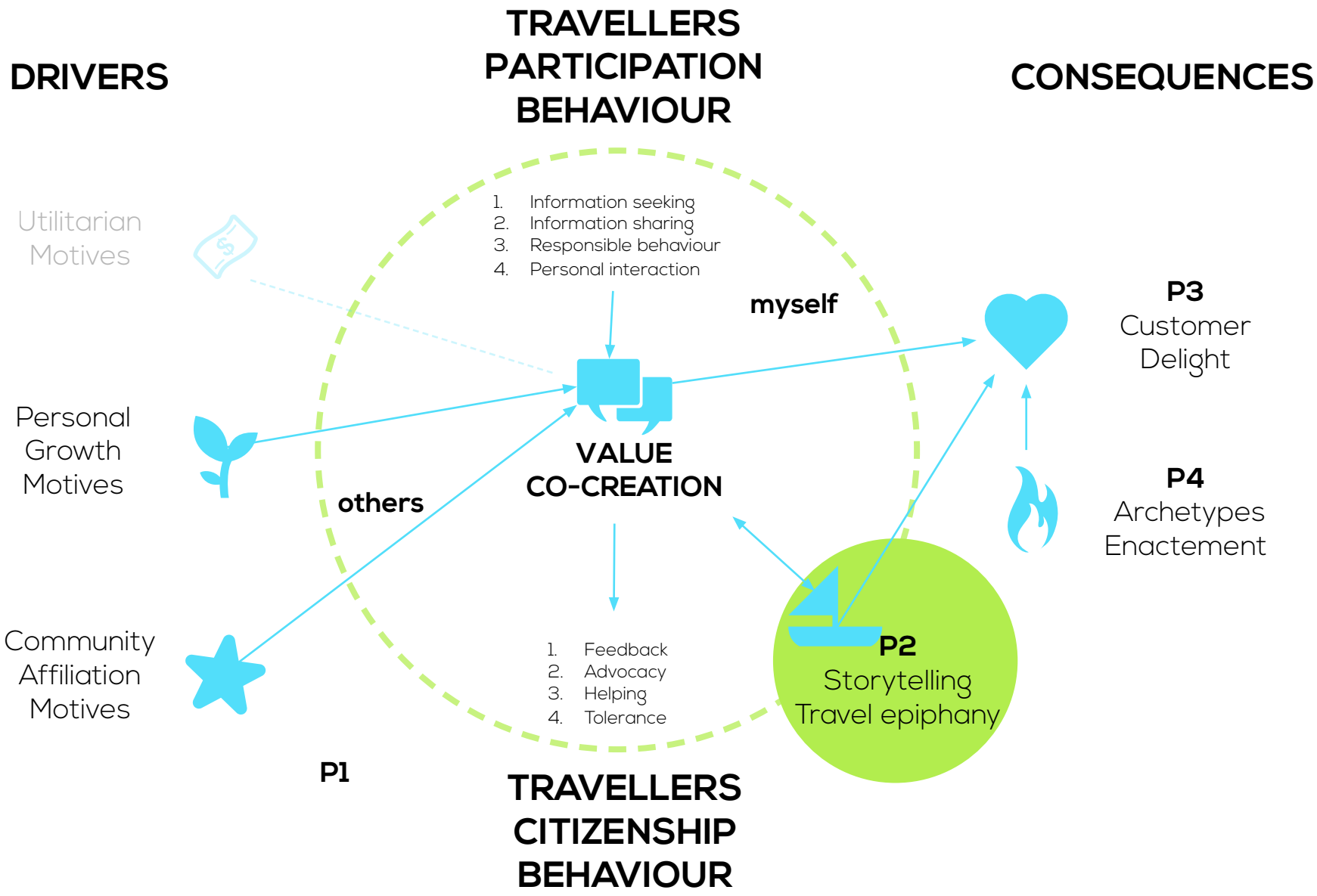

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