

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



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

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 de-
light**”



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

Home Surf Host Events Discuss Help

Location: Places >> Europe >> United Kingdom >> Wales

Wales

Search this group Go

Details

The country-wide group of Wales.

Members: 726
Sub-Groups: 10
Members in Sub-Groups: 4246
Posts: 981
Created: Aug 15, 2004
Type: Public
RSS

Join Group

To post in this group you must become a member. Just click the 'Join Group' button.

Members

Name	Joined
vvas moderator	02/16/2008
Thea Sorensen	10/29/2013
Mostafa Shalaby working there for a month	09/21/2013
Jorin Eichhorn europa.dmp2012.org	06/30/2012
Katalin Toth the living here	06/30/2013

Group Posts

Title	By	Replies	Date
Working in Glan Clwyd hospital 'Rhyf' for a month	Mostafa Shalaby	-	09/21/2013
in Wales from 14th to 19th September	Cláudio + MJ	5	09/18/2013
A german idiot abroad	pantilo	1	09/17/2013
I need help	Dalma Csiba	1	09/16/2013
ASKING FOR ADVICE	Manuel Arciniegas	2	09/08/2013
Gwyl Gwydir - Westh festival in north wales - 20 and 21st August	Isabel Becerra	1	08/27/2013

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Couchsurfing

Alter-brand community (Cova and White, 2010)

couchsurfing

Leading Social Travel Since 2004

CouchSurfing helps you meet and adventure with new friends around the world.

4.5 Million CouchSurfers Live in 90,000 Cities Across (all!) 207 Countries

Countries with the largest numbers of CouchSurfers



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

3



Customer Citizenship

feedback
advocacy
helping
tolerance

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

3



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”

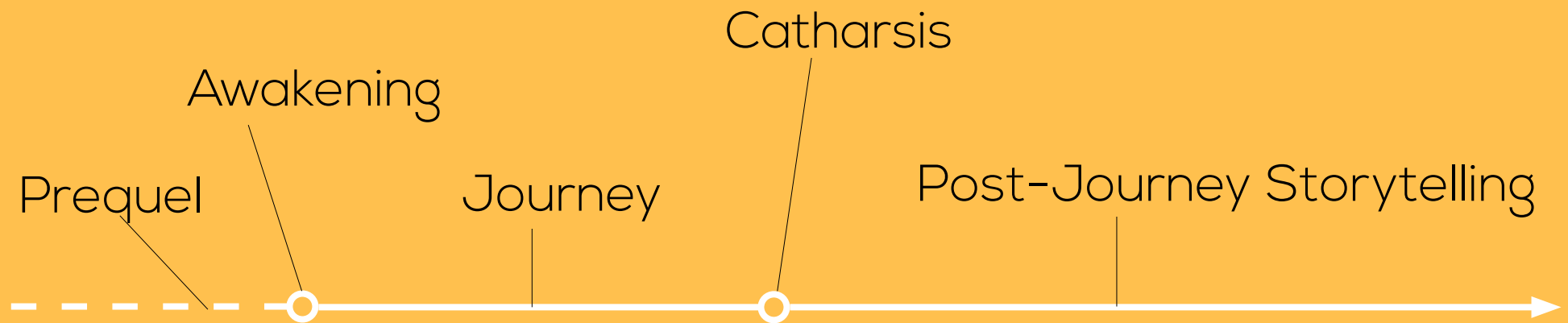
Surfer: Jonathan Merrill Oct 7, 2013 - Wales

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**



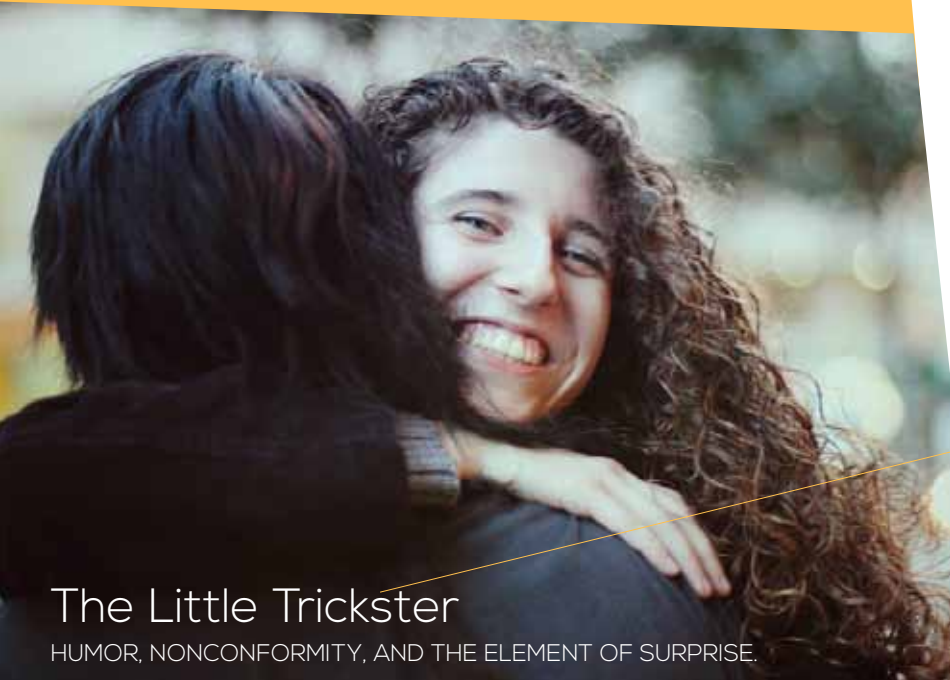
surprise

joy

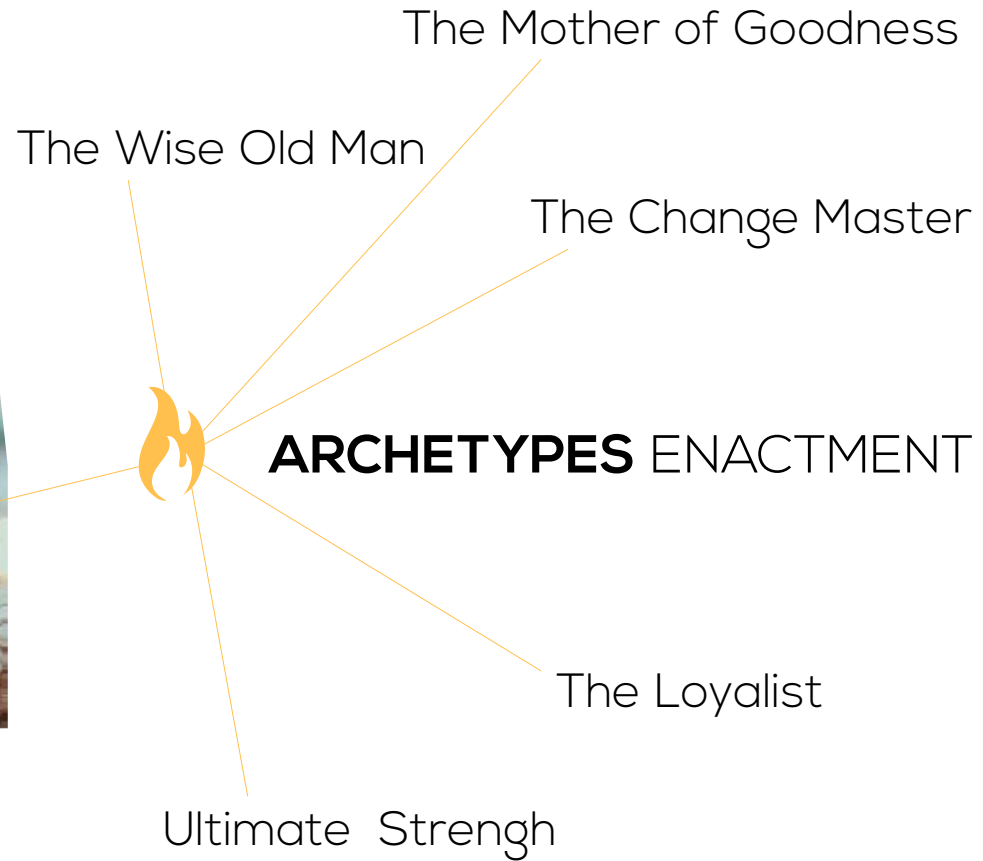
pleasure

“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 Little Trickster
HUMOR, NONCONFORMITY, AND THE ELEMENT OF SURPRISE.

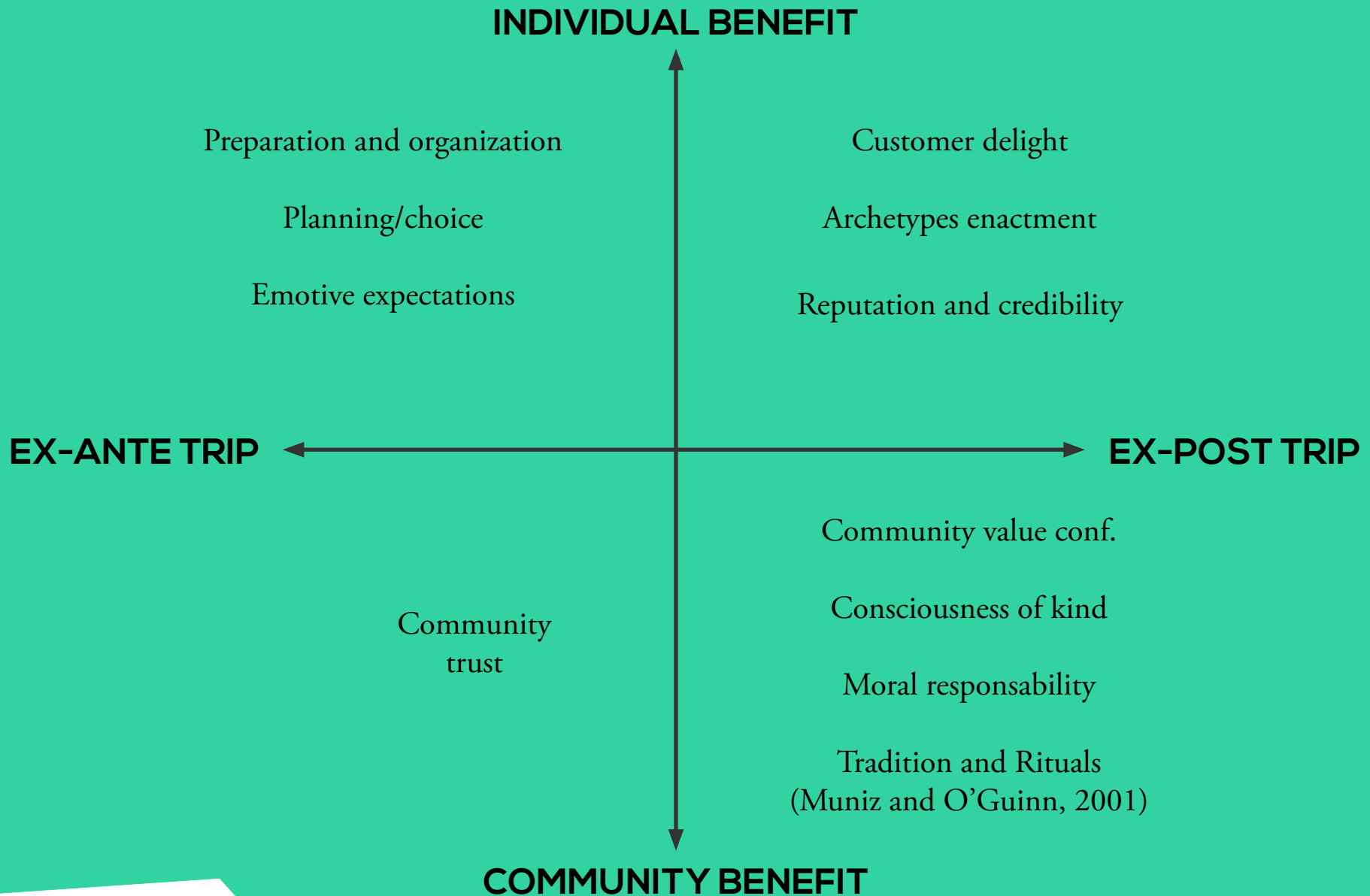


**FINDINGS
&
DISCUSSIONS**

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

DRIVERS, BEHAVIOURS AND CONSEQUENCES in co-creation processes

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



P1

TRAVELLERS PARTICIPATION BEHAVIOUR

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

TRAVELLERS CITIZENSHIP BEHAVIOUR

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

DRIVERS, BEHAVIOURS AND CONSEQUENCES

in co-creation processes

DRIVERS

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P1

TRAVELLERS PARTICIPATION BEHAVIOUR

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VALUE
CO-CREATION

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

TRAVELLERS CITIZENSHIP BEHAVIOUR

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

myself

VALUE
CO-CREATION

others

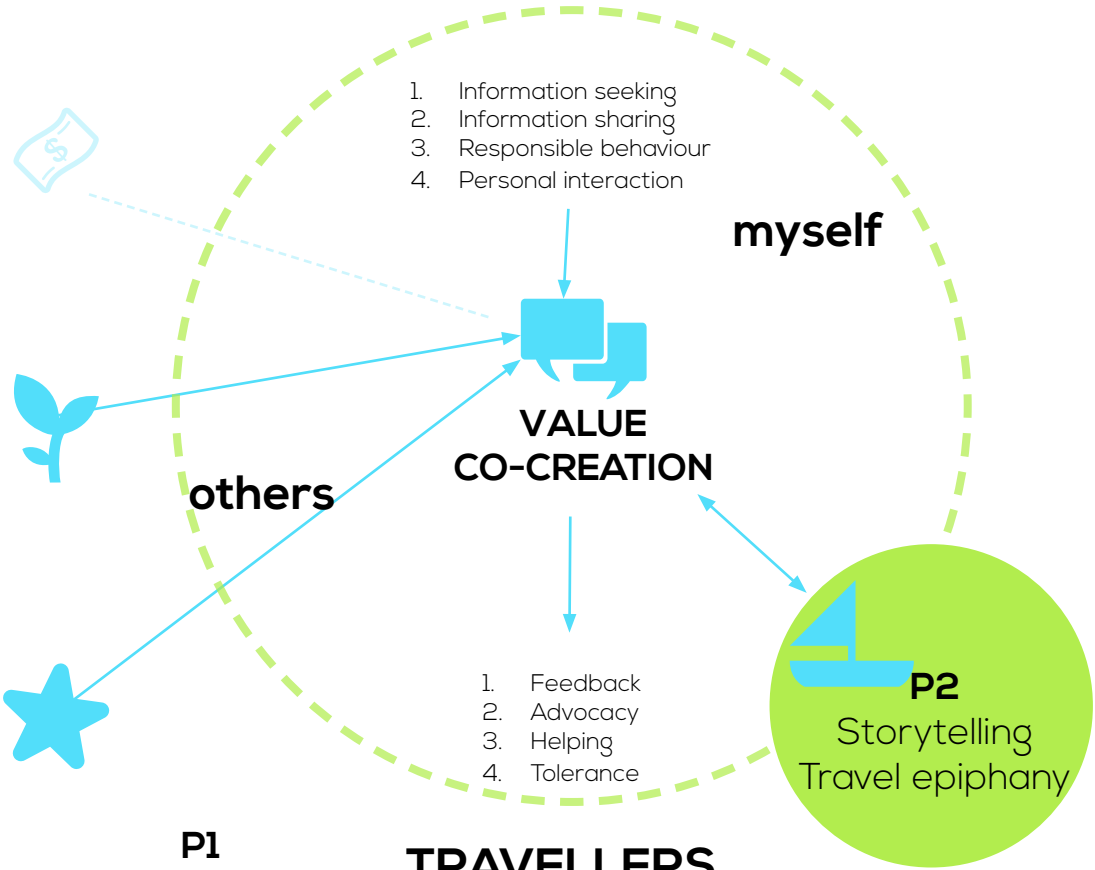
1. Feedback
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4. Tolerance

P1

TRAVELLERS CITIZENSHIP BEHAVIOUR

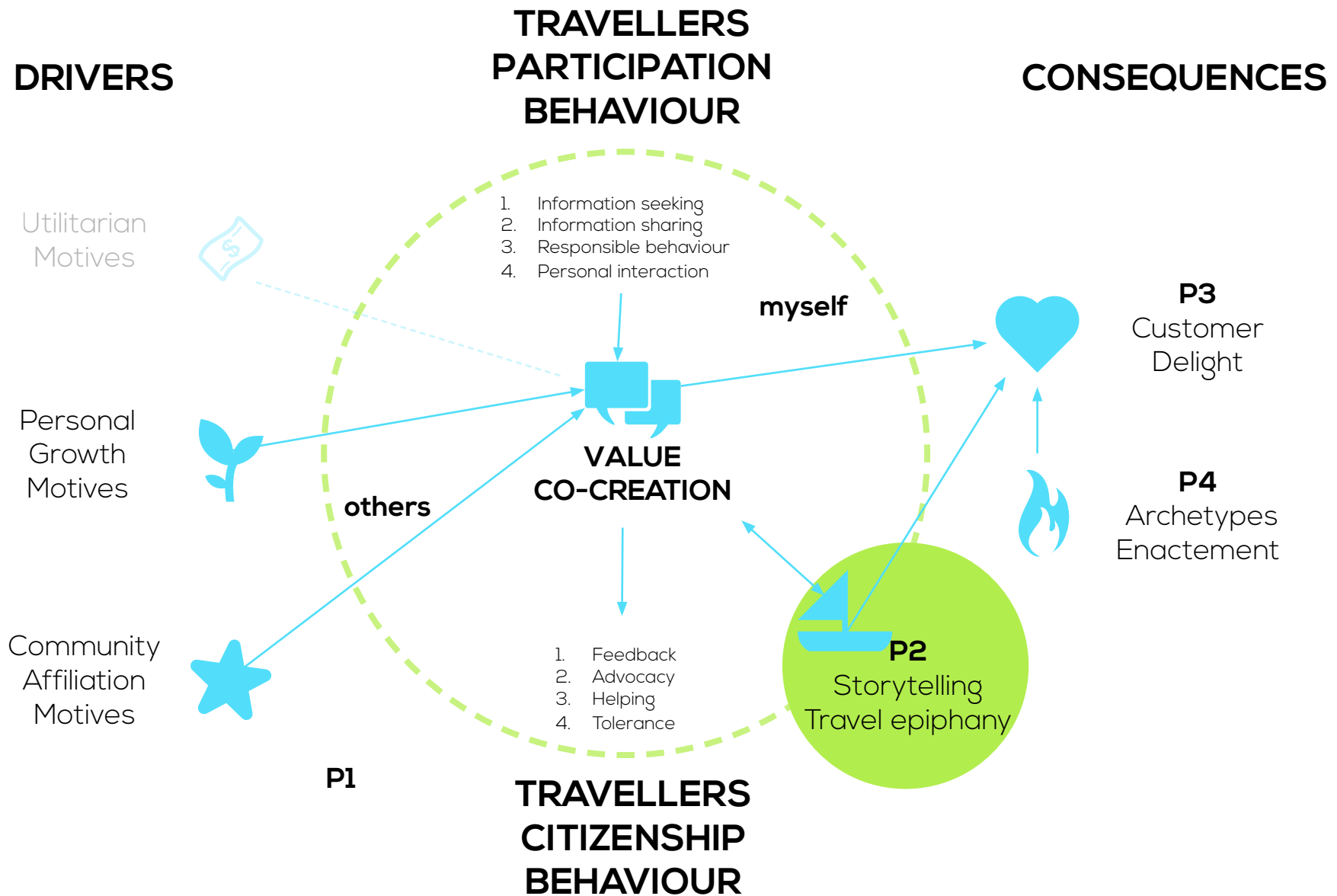
P2

Storytelling
Travel epiphany



DRIVERS, BEHAVIOURS AND CONSEQUENCES

in co-creation processes





SHORT REFERENCES

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