

Antecedents of Co-Creation Experience and Its Impact in the Context of Tourism Business Management: Literature Review

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ABSTRACT

This literature study aims to explore the origins of the factors that shape travel experiences through collaboration. The study also aims to identify the consequences of travels that travelers get through a collaborative process. Using quality books and journals, this research produced four main factors that became the foundation of the co-creation experience, including interaction, participation, sharing, and adjustment. The results show that co-creation experiences produce significant impacts such as satisfaction, cost match with the experience, happiness, and memorable memories. The implications of this study emphasize the importance of applying the concept of co-creation in travel experiences to increase value for tourists and service providers. One of the unique things in this study is the presentation of Tri Hita Karana's local wisdom in the context of co-creation experience.

Keywords: co-creation experience; tourist; traveler

INTRODUCTION

The importance of the role of tourists in the service industry, particularly in tourism, has been recognized as a key factor in competition [1]. This is mainly due to the two main activities carried out by

consumers in tourism, namely visiting tourist destinations and actively participating in creating their travel experiences [2]. Since the 1960s, the focus of research has been largely on the experience of tourist visits and this is still a relevant topic to this day [3]. Travel experiences, which include elements of unique and memorable impressions, are strongly influenced by the motivations, previous experiences, and personal perceptions of tourists, as well as other specific behavioral contexts [4]. Pine et al. (1999) define experience as an event that is felt personally, giving a different impression to each individual who experiences it. That is, experience can also be considered as the result of observation or participation in a real event.

In the context of tourism, experience formation is not a simple process and cannot be equated with the use of ordinary products [5]. This is because the hospitality factor which is an important part of creating a tourist experience, which requires two-way collaboration, cannot be done unilaterally [6]. This process involves cooperation between travelers and service providers, known as co-creation experiences. This process is important because many travelers travel away from their homes and interact with various stakeholders to create a unique and personalized experience [7]. Therefore, in creating a tourist experience, it is

important to understand the role of tourists as consumers and service providers as producers in the co-creation process [6]. Today, travel service providers have begun to direct consumer collaboration in the creation of their own experiences, to ensure a more personalized and interactive experience, which is more relevant to customer needs [5].

Advances in telecommunications technology, particularly the internet, have facilitated access to a wealth of information, allowing the concept of co-creation to flourish. This comes from the interaction between customers and service providers to create added value [5], [8]. Co-creation is an interactive process that involves beneficial collaboration between the parties involved, creating shared value [9]. Although widely researched, there is still limited knowledge about how customers and producers participate in this process, especially in creating experience and added value [10]. Thus, creating a memorable customer experience becomes an important goal in the tourism industry. However, there are still few studies that systematically examine the role of customers in co-creation experiences. This study aims to explore the factors underlying the formation of tourism experiences through co-creation activities and evaluate the impact resulting from the process [11].

In the tourism industry, the interaction between tour service providers and consumers includes the design of tourist activities and the performance of tourism professionals. Tour guide performance, for example, is considered critical in the creation of tourist experiences because they affect the quality of interaction with tourists [12]. This interaction also includes discussions on tourist destination information and travel financial transparency. Understanding travellers' needs and expectations and engaging them in experience creation is key for service providers, allowing them to provide customisable offerings to travellers' liking. Without effective interaction, added value

can be lost and the traveler experience can be less memorable [13]. Therefore, interaction is considered an important prerequisite for the formation of a successful experience, allowing companies to achieve competitive advantage by opening a space for dialogue with customers [12].

Prahalad and Ramaswamy [12] in their research highlight the active role of customers in the process of co-creation experience by combining diverse resources. They emphasize that tourist engagement has a significant impact on co-creation experiences, both before, during, and after a trip. For tourism professionals, the challenge is to actively engage tourists so they can participate effectively, combine their resources, and create the potential for varied experiences together. Vivek et al. [14] also highlight the role of active customer participation as an important factor in shaping product or service innovation. Similarly, in the context of the tourism industry, the active participation of tourists has a direct impact on the outcome of the co-creation experience [15]. The active role of tourists is vital in the process of creating a tourist experience, because the success of the experience depends on their direct contribution with the resources they have [13]. Thus, tourism service providers must have the ability to actively involve tourists in the co-creation process in order to produce experiences that meet their needs and expectations. Participation can be defined as the involvement of tourists in activities aimed at combining not only the basic resources of the trip, but also personal and unique resources. Therefore, the active role of tourists can be considered an important prerequisite of the co-creation process in shaping the tourist experience [10].

Sharing activities include sharing the traveler experience with family, friends, and online communities before, during, and after the experience formation process takes place [10]. This sharing practice involves tourists, tourism service providers, and

family and friends, thus influencing perceptions of tourist destinations and strengthening interpersonal bonds [16]. The study by Chathoth et al. [13] highlights the lack of awareness of the role and benefits of communication technology as one of the major barriers to co-creation experience. Therefore, it is important to understand the role of technology in creating a superior service experience for travelers through effective sharing. The attitude of sharing tourism experiences through technology can enhance the role of tourists as co-creators, thus enabling them to contribute to the formation of tourist experiences [10]. Sharing in the context of tourism refers to the practice of sharing resources or experiences with others, whether to reduce costs, increase accessibility, or enrich the tourist experience. This concept is often associated with the sharing economy model, in which individuals or groups utilize resources together.

Zatori et al. [3] define customization as the effort of tourists to influence tourism professionals to fulfill their desires outside the travel schedule, thus forming a memorable experience. Furthermore, customization is one of the factors that influence co-creation in the formation of memorable experiences. Customization in tourism refers to the process or practice of tailoring a travel experience according to the preferences, needs, or desires of an individual or group of travelers. This gives travellers more control over their experience, allowing them to select specific elements according to personal preferences. Customization can also increase traveller satisfaction as they can have unique and personalized experiences, as well as drive growth and innovation in the tourism industry.

From a traveler's point of view, co-creation that occurs before, during, and after a trip is a key factor in co-creation [17]. Travellers contribute to many aspects of the travel experience, from ideating before a trip to sharing experiences and memories afterwards in a virtual community.

The active role of customers, companies, and others in creating unique and valuable travel experiences is an important contribution to the formation of co-creation experiences in the tourism industry. It involves cooperation between all parties to design, develop, and improve the tourist experience according to the needs, preferences, and expectations of tourists. By actively participating in the experience co-creation process, all parties involved can benefit each other, increase the value generated, and create a more satisfying and memorable travel experience for tourists. This study aims to explore the impact of co-creation experiences on the traveller experience, which includes traveller satisfaction, spending levels proportional to the experience gained, happiness, and memorable impressions. Customer satisfaction in tourism activities is a major focus in the tourism industry, because it has a significant impact on the future of service provider companies [18]. Co-creation experience provides benefits in the form of improving social status for consumers and enriching communication skills and strengthening social contacts. Traveller satisfaction after participating in a co-creation experience reflects the level of satisfaction travellers feel and the control travellers have over their experience. The level of expenditures reflects how much travelers are willing to spend their money on their chosen travel experience through the co-creation process [10]. Emotions, such as happiness, are important determinants of the travel experience, as they reflect the response to a given stimulus. Thus, co-creation experiences can produce intense and satisfying feelings of happiness for travelers [19].

Recent studies have shown that experience has an important role in increasing consumer happiness levels. For example, research shows that individuals who make purchases with experiential motives tend to be happier than those who only buy products because of their physical qualities [20]. From this research, it can be concluded

that a satisfying experience can increase customer happiness. Within the framework of this study, customer happiness is determined by the satisfaction felt when they participate in a co-creation experience with a tourism service provider [10]. Happiness as a result of co-creation experiences in tourism includes the level of satisfaction, excitement, or emotional satisfaction felt by travelers after engaging in the process of co-creation in their travel experiences. Not only is this important for the individual traveller's experience, but it can also have a positive impact on the image and reputation of the destination or tourism company involved, as well as drive the growth and sustainability of the tourism industry as a whole.

A memorable experience is when travelers feel emotionally attached to the service provided and have a strong memory of it [21]. These memories can influence traveler behavior, such as returning to visit or recommending the experience to others [22]. In the context of co-creation experiences in tourism, memorable refers to

the high level of impression or memory left by a tourist experience that involves the active participation of tourists in designing or arranging parts of their own experience. In addition, memorable experiences are often associated with strong emotions experienced at the time of the event [23]. Tourists often use their memorable experiences as a deciding factor in choosing a destination.

MATERIALS & METHODS

Briner and Denyer (2012) reveal that an essayist should take several steps when preparing a writing survey. Given these stages, the creator tried to solve his problem specifically. What precursor variables can shape the tourism industry experience through the co-creation cycle and what is the impact of the co-creation experience process. Then, the creator must detail the type of exploration that is being planned by the organization of the table proposed by Loureiro et al (2020) [24], which contains the accompanying data by containing the following information.

Table 1. Criteria in Literature Review

Criterion	Information
Bidang Studi	Business, Management and Tourism.
Types of Studies	Literature Review.
Language	Indonesia dan Inggris.
Scope of Literature	Consumer Behavior and the Tourism Industry
Literature Year Limitation	Hingga tahun 2022
Relevance	a) Describe the preceding factors that shape the traveller experience and the impact of the shared experience creation process. b) Analysis Level Note: Additional contributions can be made to the development of the tourism industry, especially regarding collaborative experiences.

This literature review was led using diaries from the main data sets Science Direct, Emerald Knowledge, and ProQuest. When directing the search for writing, experts use various slogans of "co-creation" as well as other mottos similar to the exam subject being examined, for example, "co-making of the important value" and "co-creation in The travel industry". Scientists limit distribution points only to the development of encounters through shared innovative

streams. The author found several kinds of diaries and reference books around the world. One of his key discoveries is the idea of co-creation that has been presented in various practices of the tourism industry and lodging business. Based on the author's search on the diary data collection site, several articles from diaries around the world were found that were appropriate and related to the subject matter. These results are shown in Table 2.

Table 2. Recapitulation of Article Material

Nama Jurnal	Jumlah Artikel
Tourist Management	10
International Journal of Hospitality Management	3
Journal of Business Research	3
International Journal of Contemporary Hospitality Management	2
Journal of Marketing Theory and Practice	1
Current Issues in Tourism	1
Marketing Journal	1
Journal of Hospitality and Tourism Management	1
Journal of Strategy and Leadership	1
Journal of Academic Marketing Science	1
Journal of Happiness Studies	1
Journal of Product Innovation Management	1
Journal of Travel Research	1
British Journal of Management	1
Journal of Information Management	1
Journal of Retail and Consumer Service	1
Journal of Positive Psychology	1
	31

RESULT AND DISCUSSION

Antecedent Co-creation Experiences

There are three markers that indicate that the communication cycle between tourists and tourism industry specialist organizations in forming meetings through co-creation are as follows: 1) In organizing and sorting out tourism industry exercises, I usually talk to tourism industry specialists through special devices. such as email and phone. 2) I get direction and comfort from tourism industry experts when I prepare a tourism industry plan. 3) I feel confident working with tourism industry experts in cooperative meetings [15]. This opinion is affirmed by Buonincontri et al. (2017), who argue that associations can have an important effect in forming meetings through the process of co-creation. Based on speculations obtained from associations in the tourism industry, the creators propose the following: (P1): Cooperation between visitors and tourism industry specialist cooperatives can frame imaginative meetings together. Peterson, Park and Seligman (2005) argue that three markers indicate that tourists effectively take part in shaping tourism industry encounters through shared innovative streams: 1 My tourism experience improved because I took part in the tourism industry and social activities as a tourist. 2. I really appreciate direct involvement with exercises

that can improve my movement experience. 3. When I plan a movement experience, I need to follow exercises that test my abilities and my capacity. This guarantee is corroborated by Buonincontri et al. [10] who revealed that support has a huge influence in shaping encounters through the process of co-creation. Given the hypothesis of tourist support in the tourism industry environment, the creators put forward the following presumption: (P2): When guests effectively take part with tourism industry specialist organizations, imaginative meetings together can be framed. Wang [25] stated that there are three signs that indicate that in a series of tourist meetings there is a continuous exchange of information periodically with other tourists, namely: 1. I share meetings with other tourists during tourism. 2. I educate my peers about my movement experience. 3. I appreciate sharing my movement experience in informal organizations. Next are the ideas submitted by the creators based on hypotheses gathered from sharing tourism industry experiences: (P3): Assuming guests enlighten their partners about exercises conducted with tourism industry specialist cooperatives, then this could be an imaginative experience. understands that variations in tourism industry experience plans through the process of co-creation are

indicated by five markers: 1. Tourism industry experts give me enough time when I ask to stop at a specific vacation destination. 2. The visiting practice can be tailored to my needs. 3. The tourist movement program includes exercises that are decided abruptly. 4. I have a valuable opportunity to choose the exercises that I need to follow during tourism to reach important meetings. This affirmation is affirmed by Zatori et al. [3], who argue that personalization can fundamentally influence formation meetings through a joint inventive approach. Based on the hypothesis regarding the design practices of tourists in conducting tourism meetings, the author proposes the following: (P4): When guests organize tourism programs with movement specialist organizations, this can turn into imaginative meetings together. Given these checks, co-creation meetings rely on association, support, sharing meetings, variety, and commitment.

Impact Co-creation Experiences

Grissemann and Stokburger-Sauer [15] state that there are four markers that can reflect traveler satisfaction in the most common way of making the tourism industry experience together, namely: 1. I am happy to take part in this tourism industry action because it can succeed in my life. Experience 2. In general, I am very satisfied staying at this tourist location. 3. When I visit this interesting place, I get an experience that fits my assumptions. 4. If I have a desire to further develop my tourism experience, I will continue to use reliable tourism services. This opinion is affirmed by Buonincontri et al. [10] who show that joint meetings can basically affect tourist satisfaction. With respect to the traveller experience fulfillment hypothesis, the creators provide the following statement: (P5): Assuming that the traveller experience created in the co-creation process conforms to the guest's assumptions, then at that moment the traveller feels fulfilled. Howell and Hillk (2009) state that the level of tourist satisfaction can be described through

two points of view of the costs faced by the tourism industry through co-creation, namely: (1) Assuming I have extra money, I will usually spend it on movement meetings. (2) I'm willing to pay more to get the most important traveler experience. This guarantee is corroborated by Buonincontri et al.[10], who show that co-creation meetings can have an impact on the compatibility between the use of the tourism industry and the experience of the tourism industry. Given the hypothesis regarding the level of use of the traveller's experience, the creators offer the following expression: (P6): If the traveller's experience is shaped through co-creation, the traveller will pay more to achieve his ideal level of satisfaction. Peterson et al. [19] stated six indicators that can describe the happiness felt by tourists in connection with the formation of travel experiences through co-creation expositions, namely: 1) When choosing activities for this tourism, as a tourist, I consider whether the activities are beneficial to me 2) I feel many benefits from these tourist activities and after this tourism I feel better and understand myself more. 3) I choose tourism packages for personal enjoyment. 4) I enjoy tourism experiences that can add to my happiness. 5) Time seems to pass by on this tour. 6) When creating travel experiences, I prefer activities that make me forget myself. This claim is supported by Buonincontri et al. [10] who show that expositions experiential co-creation can significantly affect the development of tourist happiness levels. The following statement is based on theories related to tourist experience related to traveler happiness: (P7): If the tourist experience is formed in co-creation expositions, then tourists will achieve a higher level of happiness. Kim (2014) states that unforgettable experiences can arise from the emotions involved in co-creation expositions. Coelho, Gosling and Almeida [26] also argue that memorable experiences can be through the creation of co-creation expositions involving three stages, namely atmosphere, socialization and emotion.

Based on the theory of travel experiences related to the formation of unforgettable memories, the author proposes the following: (P8): If the tourist experience is formed in co-creation expositions, then visitors bring home unforgettable memories or experiences. experience). Based on the identified literature, the effect of co-creation is traveller satisfaction, comparable cost, happiness, and memorable experience.

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

Conclusions

Completing a written survey is the first step where scientists and professionals can apply various speculations and information before plunging into research [27]. In this writing audit, the analysts attempt to examine what elements can have an impact on the development of tourism industry meetings and the impact generated through the co-creation process. The stages of preparing a writing survey consist of recognizing problems, then continuing with viewing and channeling writing, then continuing to introduce speculations related to the subject of the exam, followed by introducing the calculation structure, and illustrating consequences and limits. Learning [24]. The author led a writing survey by collecting and distilling speculation from 31 articles in 16 of the world's leading diaries. Based on the writing survey, the authors suggest that transforming the tourism industry experience through co-creation cycles should be possible through cooperation, support, sharing, and variety. In addition, the creators also found that when travelers gain insights through co-creation, various sentiments emerge, such as traveller satisfaction, a sense of distance between traveller usage and experience. to acquire (utilization rate), excitement and deep impression of the tourist encounter (the most important experience). Some writings concentrate on producing a clear understanding of the process of meeting co-creation, which is introduced in the following grounded and hypothetical

investigation. The point of this writing survey is to provide clarification on how tourist encounters are formed through the process of co-creation. In the government's view, this review provides four precursor factors that can be used as a benchmark in conducting tourism industry meetings for tourists. The use of these variables should be adjusted to the hierarchical culture prevailing in the tourism industry administration business in relation to co-creation meetings [24]. As a movement specialist organization, we cannot be separated from the increase in correspondence innovation and consumer needs, especially in the movement business. This progress requires tourism industry specialist organizations to embrace the idea of co-creation in holding important tourism meetings [11]. In addition, considering that co-creation is a cycle based on rational administration (SDL), companies should really focus on tourists so that they are not seen as objects of tourism industry activity, but tourists are also subjects. which should be kept in mind for value-added processes [28]. Tourists are welcome to take part in organizations in making product development and administration that have an impact on the creation of important meetings [13]. Then there is another down-to-earth determination as a specialist organization of the tourism industry, keeping in mind the main achievement factors in beating business competition, particularly in the field of the tourism industry [1], focusing on the four predecessors that shaped the tourism industry. Experience through co-creation. The results and conversations from this writing survey can assist scientists and business professionals in seeing new applied models of shared imaginative experience cycles such as connection, support, sharing, transformation, and interest; and some common innovative encounters such as satisfaction, spending level, excitement, and memory. The advantage in this study is that scientists try to look at every past variable and its influence in one exploratory model.

This sensible improvement in the model is believed to improve research, particularly in the tourism industry, in relation to setting meetings with customers and influencing positive ways of behaving.

Limitations

Writing audits certainly have obstacles, especially those related to the factors included in the examination. A key limitation is that vetting factors often focus less on tourists and highlight tourism industry specialist cooperatives less than on the experience component of their makers. Another limitation is that these checks do not attempt to think about the consequences of the most common ways of making tourism industry meetings positive and negative meetings. A person will generally only remember positive encounters and not negative encounters [21]. The third obstacle is that this examination does not exclude the reality component in the idea of exploration. In the review proposed by Zator et al. [3] understand that tourist encounters while visiting a tourist location (nonstop experience) or after a visit (previous experience) can reflect individual insights that can provide a credible sentiment model to tourists.

Suggestions

Based on the literature review conducted has given ideas to future scientists about the most adept methods to uncover the role of parties who have an interest in the process of co-creation experience more precisely, with the aim that they gain a broad understanding and vision of the process of co-creation of meeting aggregate forms [29]. In addition, another suggestion is that future scientists can consider the negative aspects of buyers in tourism industry meetings. This perspective is important to be dissected by tourism industry specialist organizations as material that can be used to work on the administrative nature of the tourism industry in co-creation with the parent organization [4]. A third idea is that future scientists can think about factors of

reality while looking at co-creation encounters. A real meeting of guests is very important for the organization of tourism industry specialists, because in this case, suppliers can further develop the quality of administration through the process of co-creation, planning important meetings. In any case, it is worth emphasizing that the validity variable is a credible, subjective, and individual variable, so it is very difficult to summarize it as a measurable study. More and more scientists will actually want to provide recommendations on predictable authenticity by using polls to get a more complete picture of the results of the experiential co-creation process.

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