




The effects of online and face-to-face experiential value co-creation on tourists' wellbeing

Presented by

Anyu LIU

Department of Hospitality
School of Hospitality and Tourism Management
Faculty of Arts and Social Sciences
University of Surrey
Guildford, United Kingdom



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Daisy Fan, Bournemouth University, UK

Anyu Liu, University of Surrey, UK



Debate on the internet effects on tourists

Research Objectives

- Exploring tourists' online and face-to-face experiential value co-creation;
- the trade-off effect of online experiential value co-creation on face-to-face experiential value co-creation; and
- Examining their effects on tourists' travel satisfaction and wellbeing.

Conceptual Model

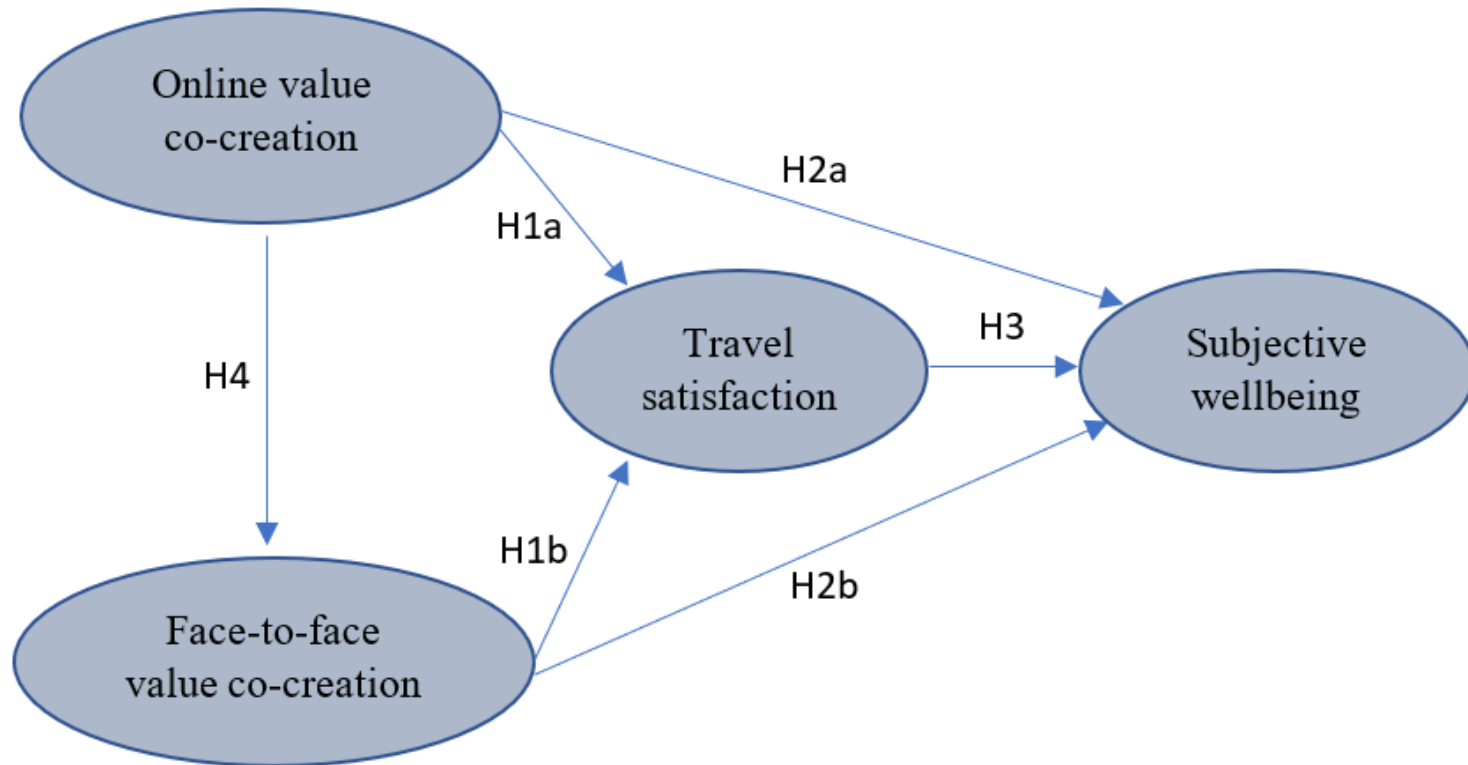


Figure 1. Conceptual model of the study

Methodology

- Mainland Chinese tourists who had overseas travel experience in the last two years and used online social platforms to contact others during their trips
- Mixed method approach (interview+online survey)
- 51 semi-structured interviews
- 500 online survey responses (+150 pilot test)
- SPSS and SmartPLS

Findings

- Demographic Profile

Demographic profile of interviewees, pilot study and main survey.

Demographics	Interviews (n = 51)	Pilot study (n = 150) Percentage (%)	Main survey (n = 500) Percentage (%)
Gender			
Female	72.5	58.7	59.0
Male	27.5	41.3	41.0
Marital Status			
Married with kid(s)	37.3	88.0	83.8
Married without kid	15.7	4.7	5.4
Single	47.0	7.3	10.6
Others	0.0	0.0	0.2
Age			
18-29	45.1	6.0	18.0
30-39	27.5	40.7	35.0
40-49	9.7	24.7	19.0
50-59	11.8	15.3	17.0
60 or above	5.9	13.3	11.0
Education			
Secondary School	2.0	3.3	1.6
Diploma/Certificate	7.8	10.0	9.0
Sub-degree course	0.0	11.4	9.8
Bachelor or above	90.2	75.3	79.6
Occupation			
Managers and administrators	29.4	50.7	51.4
Professionals	27.5	24.6	24.2
Paraprofessionals	0.0	0.7	0.8
Clerks	3.9	8.0	15.0
Service workers and shop sales	0.0	1.3	0.6
Plant and machine operators and assemblers	3.9	0.0	0.4
Elementary occupations	3.9	0.0	0.2
Retired	15.7	14.0	6.6
Students	15.7	0.7	0.6
Prefer not to say	0.0	0.0	0.2

Findings

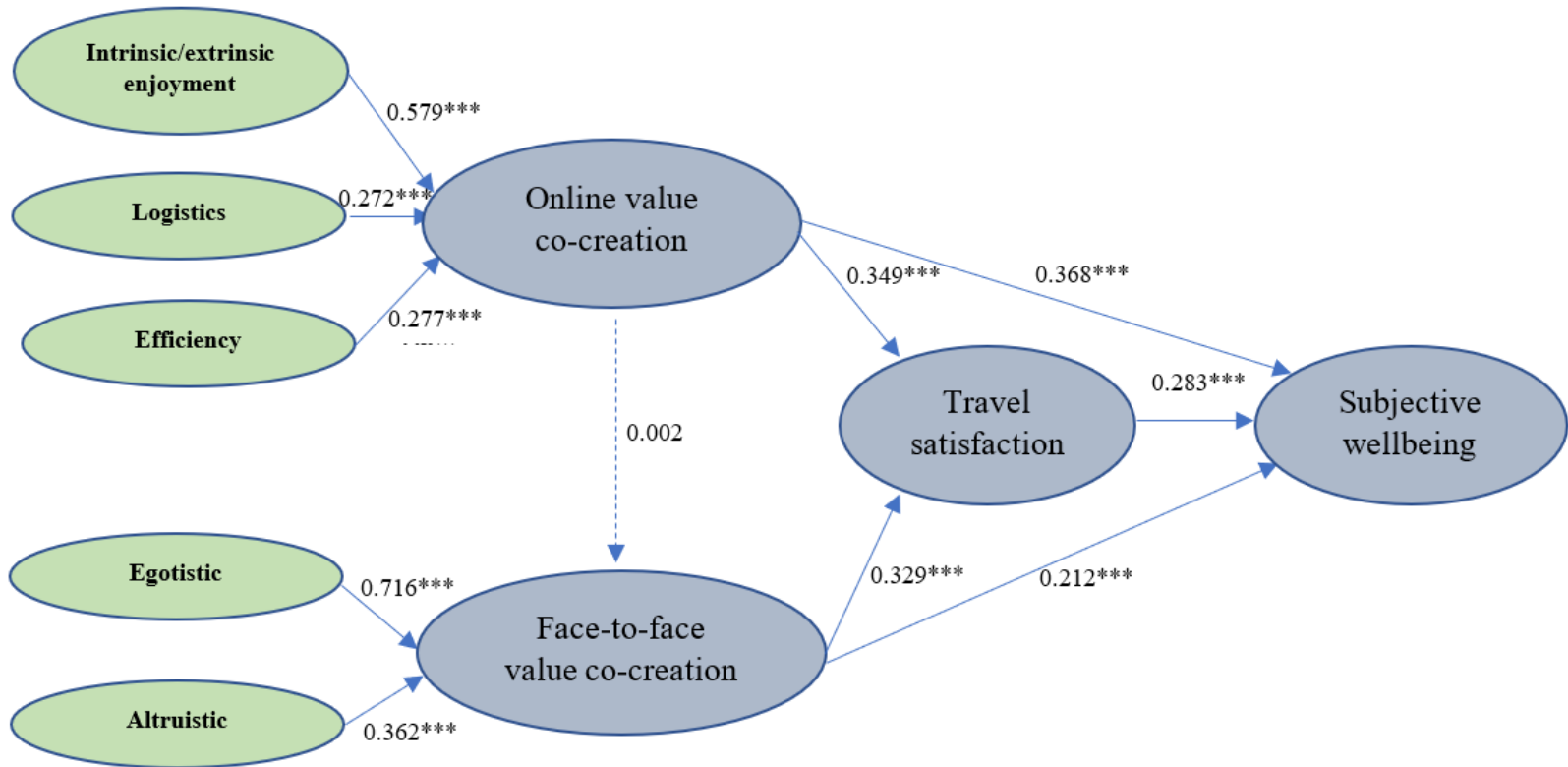


Figure 2. Final Structural Model with Standardized Path Coefficients

Discussion and conclusion

- Valid and reliable measurement scales of online and face-to-face experiential value co-creation.
- Tourists co-create different experiential values through online and face-to-face contacts.
- Both online and face-to-face experiential value co-creation could positively influence tourists' travel satisfaction and SWB.
- Tourists' online and face-to-face experiential value-co-creations are not related to each other.



THANK YOU
FOR LISTENING

ANY QUESTIONS ?

NO?

GREAT!

