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Book Review

Creating Experience Value in Tourism, N.K. Prebensen, J.S. Chen, M.S. Uysal (Eds.), 2nd edition, CABI, Wallingford (2018). p. 272 pp (Hbk.), £85.00 ISBN: 9781786395030

This edited book is the second edition of the original (2014) and is complemented by an additional book by the Editors, *Co-Creation in Tourist Experience* (2017), showcasing examples in tourism settings. The first edition of *Creating Experience Value in Tourism* has its origins in a research programme funded by the Norwegian Research Association. A strength of both editions is the coverage of contributions across disciplines and countries and thus reflecting different understandings and interpretations of value co-creation meaning and legacy. As might be expected given the origins of the book, the Scandinavian contribution is notable and with due contrast to the American contribution. Appropriately both regions have been formative in the development of service dominant logic and the underpinnings of value co-creation as understood in the generic arena of marketing and consumer behaviour outside of the tourism field. It could be argued that Scandinavia and America offer different flavours of thinking about value co-creation and experience value and it is useful to have both represented in the one tourism book. Other regions are also represented. For example, Chapter 18 (Lee and Prebensen) addresses an East Asian perspective, using the lenses of Taoism, Confucianism and Buddhism to deepen the level of cultural analysis for value co-creation in tourism settings.

With 20 chapters in total, the Editors set out to produce a book that serves as 'a reference from the unique perspective of co-creation of experience value and vacation experience in the field of tourism and allied fields' (p.7). In particular, they identify a gap in the understanding of the tourist (or consumer) as resource provider and resource integrator and as mediator and moderator in the processes of value co-creation. The majority of chapters make good use of tables and figures in conveying respective positions and evidence. For example, in Chapter 2, Chen, Prebensen and Uysal present their 'tourist experience driver model' through a table that provides a focal framework for the dynamic drivers of the tourist experience. This framework offers two key stages of 'trip partaking experiences' and 'trip reminiscing experiences'. Trip partaking experiences comprise three categories of experience drivers: personal, environmental, and interactive. Arguing that the three drivers are interlinked, the personal is identified as the 'most diverse and comprehensive' (p.15), which for this reviewer is most in tune with value co-creation thinking. Tourists are deemed to be largely in control of the interactive driver and conversely to have limited sway over the environmental driver.

The examples and case studies embedded across the chapters are a further strength of the book. These are drawn from different parts of the world (for example, Mauritius, in a study of authenticity by Ramkissoon and Uysal in Chapter 9) or from different sectors of the tourism industry (for example, managed tourist attractions and the variety of approaches

to evaluation of the visitor experience as appraised by Jensen, Chapter 11).

The chapters read in style with the density of journal papers and the book presents an opportunity to dip in and out of chapters according to the lure of the sub-topics for the reader. Broadly the chapters are arranged in a funnel-type structure with more encompassing explanations of theoretical underpinnings front-loaded and leading into disparate sub-topics of more focused appeal. The sub-topics embraced and which afford varied perspectives on value co-creation and experience value include, amongst others, storytelling (Mathisen), social media (Yuksel and Yanik), and tourist guide performance and tourist immersion (Mossberg, Hanefors and Hansen). For more detailed examples of sub-topics to whet the reader's appetite, the choices reflect something of the reviewer's leanings. In Chapter 3, Bjork seeks to adjoin research disciplines to an examination of tourist experience value through the sub-topics of happiness, wellbeing and quality of life to an overall outcome of life satisfaction and with tourism serving as but one domain to this outcome. If the sub-topic of motivation is of interest, then Dann (Chapter 5) undertakes 'the delicate probing exercise of unearthing motivation' (p.46) for international travel. Enfolded core tourism motivation research, the chapter concludes with the notion of human incompleteness and the notion of the tourist as a 'cultural tenant' (p.52). If self-congruity is the reader's preference, Sirgy, Lee and Yu (Chapter 6) offer succinct coverage of the contributing concepts in their literature review of self-congruity theory in tourism. Defining self-congruity as a process of matching a tourist's self-concept with the destination image, the chapter indicates future research directions; for example, whether tourists originating in collectivist cultures are more influenced by public dimensions of the self-concept (social and ideal social self-congruity) than the private self (actual and ideal self-congruity).

If the reviewer has one criticism of the second edition of this book which is the end product of much academic collective endeavour, it would be to incorporate more of the onward thinking on value co-creation and consumer experience as realised in the generic marketing and consumer behaviour literature. There are exceptions, of course, for example Magnini and Roach's chapter on experience co-creation and building rapport (Chapter 10) which considers the work of Akaka and Vargo (2015) and Akaka, Vargo, and Lusch (2013) on ecosystems and value co-creation. But by and large, whilst updates on the sub-topics and on tourism interpretations of value co-creation and tourist experience are included, that wider and recent underpinning from outside the tourism field (for example, notions of value-in-context; see Vargo, 2009; Chandler & Vargo, 2011) is somewhat elusive. Nonetheless the book is a stimulating read likely to prompt academics and postgraduate students of tourism alike who share an excitement and enthusiasm about the co-creation of experience value in tourism.

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