

SERVICE-DOMINANT LOGIC and CO-CREATION in PLACE MARKETING

· A Literature Review ·

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Introduction

New marketing paradigms like the **service-dominant logic** (SDL) highlight **value co-creation** and its relational and contextual character, where the final beneficiary is largely recognized for her/his contribution at generating and extracting value from products and services through the application and integration of operant resources (knowledge and skills).

Place marketing is a context where, due to its global, interactive, complex, and partially public nature, the SDL would help in **visitors' satisfaction and loyalty** towards a city.

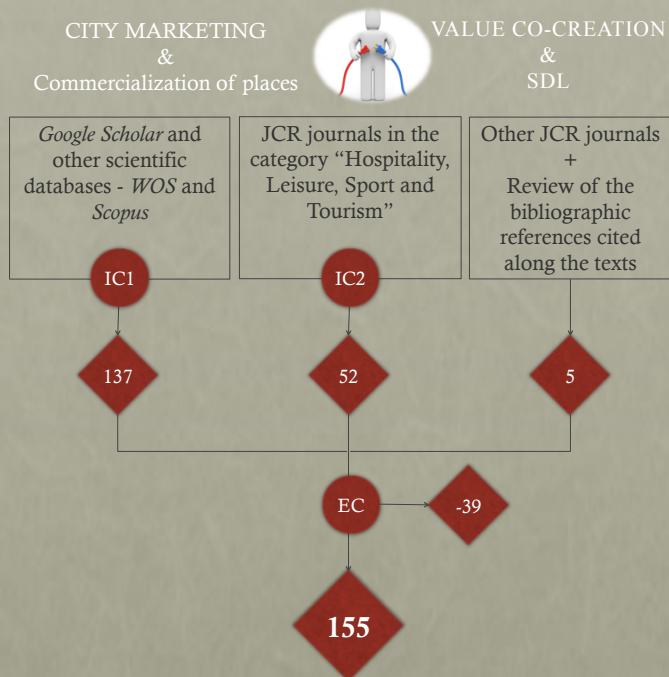
Conclusions

After a rigorous methodology, **155 documents** have been detected and analysed in the literature review. There have been identified **3 sub-contexts** and **8 themes** from which the adoption of a new way of understanding place marketing was addressed.

It can be concluded that SDL and co-creation are a more realistic paradigm to tackle place marketing, as the role and resources of customers and visitors are raised to the suppliers' level. However, 2 main gaps have been found: (1) There is a **lack of consensus at setting the variables** to measure co-creation, and (2) only one perspective is normally used –demand or supply.

Methodology

Steps for a complete and systematic literature review...



Place Contexts

Place marketing in...

Urban space: It lacks a mere touristic perspective.

Tourism industry: Destination marketing as the strategic marketing applied by the businesses of the tourism industry (hotels, travel agencies, restaurants, etc.) with the aim of satisfying tourists with their services.

Destinations: Destination marketing from an holistic perspective. The aim is to collaboratively develop a valuable touristic place between public administration and the network of services in the city.

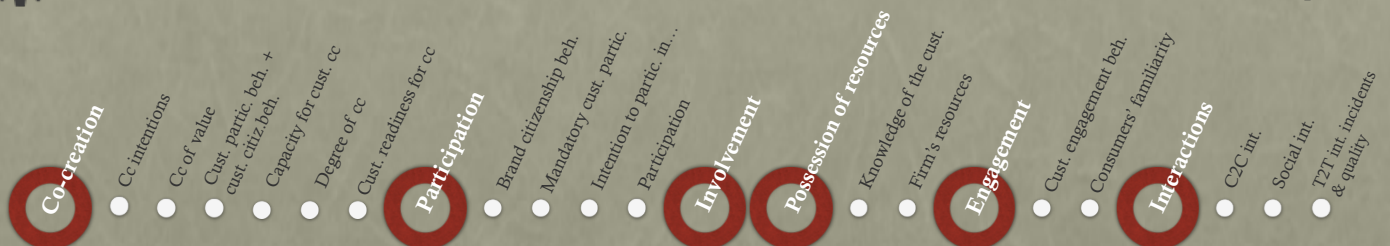
Themes

SDL and co-creation with different purposes...

- ① ICTs-Enabled Value Co-creation
- ② Innovative Co-creation
- ③ Towards SDL and Co-creation
- ④ Co-creation Networks and Interactions
- ⑤ Customer's Contribution in Value: Co-creation as Demand's Involvement, Participation and Resources
- ⑥ Provider's Contribution in Value: Co-creation as Supplier's Customer-centric Oriented Strategy
- ⑦ Provider and Customer's Contribution in Value: Co-creation in a Double Perspective
- ⑧ Co-created Experience

Dimensions

Variables used in empirical studies...



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