

Analysis of the Impact of Service-Dominant Logic on Value Co-creation in Online Tourism Enterprises

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Abstract: *With the rapid development of internet technology, the online tourism market is booming and has become a significant part of the tourism industry. Service-Dominant Logic (SDL), as an emerging business thinking model, emphasizes the interaction and collaboration between producers, consumers, and other stakeholders in jointly creating value. This paper aims to explore how SDL influences the value creation process of online tourism enterprises, analyze its role in enhancing customer experience, strengthening enterprise competitiveness, and promoting sustainable development, and propose corresponding strategic recommendations.*

Keywords: Service-Dominant Logic; Online Tourism Enterprises; Value Co-creation.

1. INTRODUCTION

Online tourism enterprises leverage internet platforms to integrate tourism resources and provide convenient, personalized travel services to consumers. In the face of fierce market competition and diverse consumer demands, how to effectively achieve value creation has become an urgent issue for online tourism enterprises. As a customer-centric business model emphasizing interaction and integration, SDL offers new perspectives and ideas for value creation in online tourism enterprises.

2. THEORETICAL FOUNDATION

2.1 Deep Analysis of the Definition and Core Viewpoints of Service-Dominant Logic

2.1.1 The Background of the Emergence of Service-Dominant Logic (SDL)

The emergence of SDL is a profound reflection and challenge to the traditional Goods-Dominant Logic (GDL). In traditional economic thinking, goods are regarded as the basic unit of economic exchange, with enterprises focusing on the production and sale of products, while customers are seen as passive recipients of value. However, with the rapid development of information technology, increasingly fierce market competition, and diverse consumer demands, this commodity-centric business model has gradually revealed its limitations. SDL emerged against this background, proposing a new perspective on economic value creation.

2.1.2 The Concept of Service-Dominant Logic

The core of Service-Dominant Logic (SDL) lies in redefining the essence of the economy as the exchange of services, rather than the exchange of goods. This viewpoint differs from many basic assumptions in traditional economic theory and provides a new framework for understanding modern economic systems. From the perspective of SDL, enterprises are no longer merely producers of goods; they have transformed into service providers and facilitators of value creation. Customers, suppliers, partners, and even broader stakeholders are all included in the process of value creation, jointly creating value through continuous interaction and collaboration.

2.2 Characteristics of Service-Dominant Logic

2.2.1 Enhanced Interaction and Collaboration

SDL emphasizes continuous interaction between producers and consumers, considering it the cornerstone of value co-creation. In traditional business models, the relationship between enterprises and consumers is often simplified

to a buyer-seller relationship, lacking deep-level interaction and communication. Under the service-dominant logic, enterprises actively seek dialogue and collaboration with consumers, deepening their relationship through feedback collection, understanding needs, joint problem-solving, and other means. This interaction not only helps to enhance customer satisfaction and loyalty but also stimulates new opportunities for value creation.

2.2.2 Breadth and Depth of Resource Integration

Resource integration is another important aspect of SDL. From the perspective of SDL, all economic and social actors are viewed as resource integrators who create value by integrating internal and external resources. For online tourism enterprises, this means they need to fully leverage their technological advantages, brand influence, market channels, and other resources, while actively seeking synergistic collaboration with partners such as airlines, hotels, and scenic spots to jointly develop innovative tourism products and services. Furthermore, enterprises should also focus on the integration and utilization of intangible resources such as knowledge, skills, and experience, which play an irreplaceable role in the value creation process.

2.2.3 Re-recognition of Customer Centricity

Customer centricity is one of the core values of SDL. Unlike traditional business models that view customers as passive recipients, SDL considers customers as active participants in value co-creation. When practicing customer centricity, online tourism enterprises should focus on enhancing customers' sense of participation and belonging, strengthening customer loyalty and brand identity by providing personalized service experiences, establishing customer communities, and encouraging user-generated content. At the same time, enterprises should also pay attention to the dynamic changes in customer needs and promptly adjust product and service strategies to meet the diverse needs of customers.

2.2.4 Increasing Importance of Intangible Resources

With the rise of the knowledge economy and the widespread application of information technology, the role of intangible resources in the value creation process is increasingly prominent. For online tourism enterprises, intangible resources such as knowledge, skills, and experience are not only important components of their core competitiveness but also key elements for achieving value co-creation. Enterprises should increase investment in intangible resources, such as strengthening employee training, enhancing technological innovation capabilities, and accumulating industry experience and case studies, to continuously improve their core competitiveness and sustainable development capabilities.

2.3 Definition and Characteristics of Online Tourism Enterprises

2.3.1 Deepening the Definition of Online Tourism Enterprises

Online tourism enterprises, as a product of the deep integration of Internet technology and the tourism industry, are not limited to enterprises that provide tourism services relying on Internet platforms. More accurately, online tourism enterprises refer to those that utilize modern information technology to integrate tourism resources, optimize tourism service processes, and enhance the quality of tourism services. They build online tourism platforms or leverage third-party platforms to enable online display, inquiry, booking, payment, and after-sales services for tourism products, providing consumers with one-stop, convenient, and personalized tourism service experiences.

2.3.2 Detailed Analysis of the Characteristics of Online Tourism Enterprises

Integration: The integration of online tourism enterprises is not only reflected in the integration of upstream and downstream resources in the tourism industry chain but also in the integration of information technology, data resources, service channels, and other aspects. By building an open and shared platform ecosystem, online tourism enterprises can gather resources from various parties to form a joint force, jointly promoting innovative development in the tourism industry.

Convenience: Convenience is one of the most prominent characteristics of online tourism enterprises. Consumers can complete the booking and payment of tourism services through online platforms without visiting travel agencies or scenic spots in person. At the same time, online tourism enterprises provide a wealth of tourism

information and real-time price updates for consumers to reference and compare, further enhancing the convenience and transparency of tourism services.

Personalization: Personalized service is one of the important advantages of online tourism enterprises compared to traditional travel agencies. By utilizing advanced technologies such as big data and artificial intelligence to analyze consumer behavior and preference data, online tourism enterprises can accurately grasp changes in consumer demand and recommend personalized tourism products and service solutions. This personalized service not only enhances consumer satisfaction and loyalty but also creates new growth points for enterprises.

Interactivity: Interactivity is an indispensable function of online tourism platforms. Through interactive features such as user comments and community exchanges, consumers can share their travel experiences, evaluate service quality, and propose suggestions for improvement; enterprises can promptly collect feedback, optimize service processes, and enhance service quality. This interactivity not only enhances interaction and sharing experiences among consumers but also promotes communication and understanding between enterprises and consumers, earning a good reputation for the enterprise.

Timeliness: Tourism products have strong time-sensitivity, so online tourism enterprises need to have the ability to respond quickly to market changes. By utilizing Internet technology and data analysis tools, online tourism enterprises can grasp market dynamics in real-time, adjust product and service strategies to meet the diversified needs of consumers. At the same time, online tourism enterprises can also leverage channels such as social media for precise marketing and brand promotion, further enhancing market share and brand influence.

3. IMPACT OF SERVICE-DOMINANT LOGIC ON THE INNOVATION AND DEVELOPMENT OF ONLINE TOURISM ENTERPRISES

Service-dominant logic, as a business thinking framework that re-examines the process of economic value creation, has had a profound impact on value co-creation in online tourism enterprises. The following is a detailed exploration of these impacts from several key aspects:

3.1 Transformation of Customer Roles and Deepened Participation

Under service-dominant logic, customers are no longer merely passive recipients of tourism products and services but have become active participants in value co-creation. Online tourism enterprises encourage customer participation in the design, evaluation, and feedback processes of tourism products by providing interactive and personalized platforms. This transformation not only enhances customers' sense of participation and belonging but also enables enterprises to more accurately capture changes in market demand, respond quickly, and adjust product and service strategies. Deep customer participation not only improves the quality of tourism experiences but also promotes the formation of brand loyalty in online tourism enterprises.

3.2 Resource Integration and Construction of Value Co-Creation Networks

Service-dominant logic emphasizes that all economic and social actors are resource integrators who create value by integrating internal and external resources. For online tourism enterprises, this means building extensive value co-creation networks that include suppliers, partners, customers, and even broader stakeholders. Online tourism enterprises utilize internet technology to integrate tourism resources such as hotels, flights, scenic spot tickets, etc., forming a one-stop tourism service platform. At the same time, through close cooperation with partners, they jointly develop innovative tourism products and services, achieving resource sharing and complementary advantages. This resource integration and construction of value co-creation networks create greater market opportunities and competitive advantages for online tourism enterprises.

3.3 Service Innovation and Enhancement of Personalized Experiences

Service-dominant logic views the professional and operational resources of services as the core of value creation. Online tourism enterprises continuously innovate service models and technical means to enhance the professionalism and personalization of tourism services. For example, they utilize big data and artificial intelligence technology to analyze customer behavior and preferences, providing precise tourism recommendations and customized services; they introduce technologies such as Virtual Reality (VR) and Augmented Reality (AR) to provide customers with more immersive tourism experiences. These service

innovations not only satisfy customers' growing personalized needs but also enhance the brand image and market competitiveness of online tourism enterprises.

3.4 Strengthening of Interaction and Collaboration Mechanisms

Service-dominant logic emphasizes that continuous interaction and collaboration between producers and consumers are important pathways to achieve value co-creation. Online tourism enterprises strengthen communication and exchanges with customers by building efficient interaction platforms such as online customer service and community forums. This interaction not only helps enterprises promptly collect customer feedback and optimize products and services but also promotes experience sharing and word-of-mouth dissemination among customers. At the same time, online tourism enterprises actively establish close cooperative relationships with stakeholders such as suppliers and partners, achieving a win-win situation of value co-creation by jointly solving problems, sharing resources and experiences, etc.

3.5 Cultivation and Dissemination of Value Co-Creation Culture

Value co-creation under service-dominant logic is not only reflected in specific products and services but also permeates the culture and values of enterprises. Online tourism enterprises cultivate and disseminate a value co-creation culture, advocating open, collaborative, and shared values and behavioral norms. This culture not only helps stimulate employees' innovative spirit and sense of belonging but also promotes good relationships between enterprises and stakeholders such as customers and partners. By jointly creating and disseminating a value co-creation culture, online tourism enterprises can establish a more solid market position and brand advantage.

4. CONCLUSION

Service-dominant logic has had a profound impact on value co-creation in online tourism enterprises. It has prompted the transformation of customer roles and deepened participation, resource integration and the construction of value co-creation networks, service innovation and enhancement of personalized experiences, strengthening of interaction and collaboration mechanisms, and the cultivation and dissemination of value co-creation culture. These impacts have jointly driven the innovation and development of online tourism enterprises, enhancing their market competitiveness and sustainable development capabilities.

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