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PD en Dirección Empresarial, Conocimiento e Innovación

SERVICE-DOMINANT LOGIC AND CO-CREATION IN PLACE MARKETING: A LITERATURE REVIEW

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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. The objective of the present work is to perform a literature review on the discipline to, afterwards, carry out descriptive and thematic analyses to contribute to the advancement of the both fields of study. After a rigorous methodology, 155 documents have been detected and analysed in the literature review. Firstly, there have been identified 3 sub-contexts: urban space, tourism industry, and destinations. Secondly, 8 themes have been encountered from which the adoption of a new way of understanding place marketing was addressed. They were: Information and Communication Technologies-enabled value co-creation, innovative co-creation, co-creation networks and interactions, customer's contribution in value, provider's contribution in value, customer's and provider's conjunct contribution in value, and co-created experience. Finally, the empirical studies have been the focus of an additional work, where the different dimensions and items have been outlined. It can be concluded that the SDL and co-creation form a more realistic paradigm to tackle place marketing, as the role and resources of customers and visitors are raised to the suppliers' level, and further. 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 to do it –demand or supply, when co-creation is defined as the joint creation of value.