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The Feelings of Co-creative Actions for Tourism during the Covid-19 Pandemic

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Abstract.

Tourism has traditionally been considered as the activity contributing to human quality of life and well-being. Under the current situation of the Covid-19 pandemic, tourism has been hardly damaged, but it is important to look ahead and consider the factors for revitalizing tourism. This study focused on the feelings of co-creative actions in tourism from the characteristic expression in social media during the Covid-19 of infection in Japan. The key factor of this research is the Service-Dominant Logic (SDL) advocated by Vargo and Lusch. SDL signifies the exchange of services and is based on the concept that value is created only when one entity provides services, and another entity receives them. Applying SDL to the field of tourism, the main entity providing services is the “tourism industry” and “residents” while the entity receiving services is the “customer/consumer” as a “tourist.” In SDL, co-creative activities are attracting attention because both the provider and the recipient can create values as a service. In the process of the Covid-19 pandemic entering from subsidence periods to expanding periods, this study analysed how tourism-related emotional expressions transitioned, and the tendency of feelings of resilience based on social media. As a result, this research could obtain the following three features. First, co-creative activities were perceived as more positive activities during the Covid-19. Second, service-related emotional expressions are continued to be expressed during the Covid-19. Thirdly, the expression with a temporal perspective representing the future were used.

Keywords: Service Dominant Logic, Co-creative Action, Tourism, Covid-19, Temporal Perspective