

Customer participation in tourism services and its impact on tourist satisfaction

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Abstract :

This study systematically explores the impact of tourists' engagement behavior on tourists' satisfaction, focusing on four key dimensions: information seeking, information sharing, responsible behavior, and personal interaction. Drawing upon an extensive and rigorous systematic literature review spanning four decades of research, this paper synthesizes existing empirical and theoretical studies on customer participation, particularly highlighting its impact on value creation and customer satisfaction. Publications were carefully selected and analyzed based on their thematic focus, research context, methodological approaches, and key findings. This research enhances our understanding of the complex relationships underlying customer participation.

Keywords : Information seeking, Information sharing, Responsible behavior, Personal interaction, customer satisfaction

Jel Classification Codes : M31,L83,Z32

Introduction :

In recent years, fostering customer engagement behaviors within service relationships has emerged as a critical area of interest within both marketing and tourism research domains². Consequently, understanding and effectively managing tourists' engagement have become indispensable for contemporary organizations aiming to enhance tourists' satisfaction, loyalty, and overall competitiveness.

In tourism contexts specifically, tourists' participation includes undertaking various destination-based activities, enabling visitors to significantly influence and shape

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² Shaw, G., Bailey, A., & Williams, A. (2011), « Aspects of service-dominant logic and its implications for tourism management: examples from the hotel industry » . *Tourism Management*, vol.32, no 2, pp 207-214.

their service experiences³. Through such participation, tourists contribute actively to developing innovative products and unique service offerings that facilitate memorable, personalized experiences⁴.

Urry further conceptualizes this phenomenon as the « culture of tourism », emphasizing that tourists increasingly seek distinctive, authentic, and personally meaningful experiences during their leisure time.⁵ This desire for uniqueness drives individuals to become more actively involved in the co-creation of their tourism experiences, thereby moving beyond passive consumption toward more active and personalized participation⁶. Organizations should reconsider their role, and their core activities should become the involvement of customers⁷.

Several seminal studies have posited that customer contributions could be further optimized by perceiving customers as "partial employees" of the organization, thereby recognizing and leveraging their active roles and responsibilities within the service provision process⁸. By enhancing tourists participation in service production processes, both tourists and service providers develop deeper mutual insights and understanding, ultimately leading to improved relationship quality and heightened satisfaction. Thus, a symbiotic relationship emerges wherein tourists receive highly personalized, satisfying experiences, Organizations benefit from the rich knowledge of tourists , stronger tourists loyalty, and increased competitive advantage.

In light of these dynamics, our study aims to systematically investigate the nuanced behavioral dimensions underpinning tourists participation. We seek to rigorously analyze how specific forms of tourists involvement impact overall satisfaction within service interactions. Additionally, this paper proposes a conceptual model exploring the intricate relationship between tourists participation behaviors and satisfaction outcomes. Through this examination, we aim to provide a comprehensive understanding of the critical factors influencing tourist's engagement, thereby informing both academic theory and practical service management strategies in tourism contexts.

Based on the above, the research problem can be formulated as follows:

« What is the impact of tourist participation on tourist satisfaction? »

Sub-questions:

1. What constitutes tourist participation?
2. What are the dimensions of tourist participation?

³ Neuhofer, B. (2016), « Value Co-creation and Co-destruction in Connected Tourist Experiences ». (A. Versini, & R. Schegg, Éds.) *Information and Communication Technologies in Tourism*, vol.12, pp.220-223

⁴ Torres, E. (2016), « Guest interactions and the formation of memorable experiences: An ethnography », *International Journal of Contemporary Hospitality Management*, vol.28, no10, pp2132-2155.

⁵ Urry, John. "The 'Consumption' of Tourism." *Sociology*, vol. 24, no. 1, 1990, pp. 23–35.

⁶ Binkhorst. (2005a). « Creativity in the experience economy, towards the co-creation tourism experience? », Presentation at the annual ATLAS Conference. Barcelona.

⁷ Ramaswamy, V., & Gouillart, F. (2010), « Building the Co-Creative enterprise », *Harvard Business Review*, vol.88, no. 10, pp.100-110.

⁸ MILLS, P. K., & MORRIS, J. H. (1986). « Clients as "Partial" Employees of Service Organizations: Role Development in Client Participation », *Academy of Management Review*, vol. 11, no. 4, pp726-735.

3. How do these dimensions of tourist participation influence tourist satisfaction?

Objectives of the Study: This study aims to achieve several objectives, notably:

- Clarifying the concept of participation in tourism services.
- Enhancing the understanding of tourists' perceptions and outcomes from their involvement in co-creating tourism offerings by examining the key dimensions underpinning participation.
- Systematically exploring the nuanced nature of tourist participation behavior.
- Highlighting the critical role of tourist participation behavior as distinct from citizenship behavior.

Significance of the Study: The importance of this study lies in its dual utility: it contributes valuable insights to academic research and practical application. Organizations will benefit by identifying strengths and weaknesses within tourist participation behaviors. Additionally, this research will facilitate future studies on customer participation by highlighting significant gaps in the existing body of knowledge.

Research Methodology: To address the research problem outlined in this study, a systematic literature review methodology was employed. This involved identifying existing publications, examining and summarizing relevant data, evaluating findings and contributions, and presenting evidence in a manner that allows conclusions to be drawn regarding current knowledge and gaps needing further exploration⁹.

Initially, a comprehensive search was conducted for all publications containing the keyword « customer participation»; within the title, abstract, or keywords. These publications were then reviewed and selected accordingly. Subsequently, the selected articles were analyzed by reviewing titles, abstracts, introductions, and conclusions to assess their relevance to the literature review. Selected articles were read in full to gain a thorough understanding of the evolution of the participation concept. Reference lists from these articles were also examined to identify additional relevant sources.

The articles were subsequently analyzed and arranged chronologically, from oldest to newest, facilitating a clearer understanding of the subject matter and the evolution of ideas related to customer participation over time¹⁰. Lastly, these articles were systematically reviewed in relation to the objectives, concepts, and valuable outcomes concerning customer participation.

This study will focus on the following key themes:

1. Concept of Participation in Tourism Services.
2. Tourist Participation Behavior in Tourism Services and its Dimensions.
3. Impact of Participation on Tourist Satisfaction.

⁹ Denyer, D., & Tranfield, D. (2009), « Producing a systematic review ». (D. Buchanan, & A. Bryman, Eds.) London: The SAGE Handbook of Organizational Research Methods.

¹⁰ Gabbott, M. (2004), « Undertaking a literature review in marketing ». The Marketing Review, vol.4, no. 4, pp 411-429.

1- Concept of Participation in Tourism Services:

This section addresses the concept of participation within service relationships, an area extensively revisited by numerous scholars in consumer research and theory¹¹. Rather than providing yet another broad literature review, this study focuses specifically on highlighting distinct aspects and forms of participation.

The term « participation » has been diversely defined across empirical research conducted in a variety of industry sectors, including healthcare¹², retail¹³, tourism¹⁴, telecommunications¹⁵, aviation¹⁶, manufacturing¹⁷, and the automotive and pharmaceutical industries¹⁸.

According to the Service-Dominant Logic (SDL), customers are increasingly viewed as active participants and collaborative partners involved in co-creating value with service providers¹⁹. This involvement may include offering suggestions for service improvement²⁰, or even participating in design processes. Thus, customers may be considered « part-time employees »; within organizations.

Uzkurt summarizes tourist participation as encompassing informational, physical, behavioral, and emotional contributions across various service stages (e.g., service introduction, production, presentation, and evaluation²¹). This participation indicates a tourist's willingness and capacity to enhance customer satisfaction, service quality, and overall value creation.

Recent studies have consistently demonstrated that customer participation significantly correlates with satisfaction and value co-creation within companies²²

¹¹ Arora, R. (1982). « Validation of an S-O-R Model for situation, Enduring, and Response Components of involvement », *Journal of Marketing Research*, pp16-505.

¹² Gill, L., White, L., & Cameron, I. (2011), « Service co-creation in community-based aged healthcare ». *Managing Service Quality*, no. 21, pp 152-177.

¹³ Oh, L. B., & Teo, H. H. (2010), « Consumer value co-creation in a hybrid commerce service-delivery system », *International Journal of Electronic Commerce*, no. 14, pp35-62.

¹⁴ Prebensen, N. K., & Foss, L. (2011), « Coping and co-creating in tourist experiences ». *International Journal of Tourism Research*, no. 13, pp 54-67.

¹⁵ Matthing, J., Sandén, B., & Edvardsson, B. (2004). « New service development: Learning from and with customers ». *International Journal of Service Industry Management*, no.15, pp. 479-498.

¹⁶ Gössling, S., Haglund, L., Kallgren, H., Revahl, M., & Hultman, J. (2009), « Swedish air travellers and voluntary carbon offsets: Towards the co-creation of environmental value? », *Current Issues in Tourism*, no. 12, pp.1-19.

¹⁷ Zhang, X., & Chen, R. (2008), « Examining the mechanism of the value co-creation with customers ». *International Journal of Production Economics*, no116, pp.242-250.

¹⁸ Sawhney, M., Verona, G., & Prandell, E. (2005), « Collaborating to create: The internet as a platform for customer engagement in product innovation », *Journal of Interactive Marketing*, no. 19, pp. 4-34.

¹⁹ Vargo, S. L., & Robert F, L. (2008), « Service-dominant logic: continuing the evolution ». *J. of the Acad. Mark. Sc*, no. 36, pp. 1-10.

²⁰ Bettencourt, L. (1997), « Customer Voluntary Performance: Customers as Partners in Service Delivery », *Journal of Retailing*, vol. 73, no. 3, pp.383-406.

²¹ Uzkurt, C. (2010), « Customer participation in service processes: A model and research propositions ». *International Journal of Services and Operations Management*, vol.6, no. 1, pp.17-37.

²² Dwyer, F. R., Schurr, P., & Oh, S. (1987), « Developing buyer-seller relationships ». *Journal of Marketing*, vol. 51, no. 2, pp. 11-27.

This occurs by enhancing the likelihood of fulfilling customers' needs and desires, provided that their requirements are adequately met²³.

Research has identified perceived benefits, subjective norms, and the capability to participate in value creation as antecedents to tourists' intention to engage actively in co-creation processes. Dabholkar & Sheng (2011), argue that understanding consumer motivation for participation is critical, emphasizing the need to identify both incentives and barriers influencing customers' willingness to engage in value co-creation²⁴. According to Huang, C., Pennington-Gray (2010) tourists' willingness to participate in tourism planning is largely influenced by their previous participation experiences and the sharing of experiences related to specific destinations²⁵. Mathis, Kim, Uysal, Sirgy, & Prebensen (2016), highlight the outcomes of co-creating tourist experiences, noting that satisfaction derived from participation positively influences overall experience satisfaction and loyalty toward the service provider. Consequently, tourists increasingly adopt an active role in defining their engagement in tourism activities, as successful experiences tend to be personalized and require direct tourist involvement using their own resources²⁷. Effective interaction and dialogue with tourism service providers are essential components of participation, helping providers better understand tourists' needs and expectations²⁸.

These findings collectively suggest that the co-creation of experiences necessitates cooperative participation from both tourists and service providers, leading to improved service offerings, greater perceived benefits, enhanced social status, increased enjoyment, and a stronger sense of control. All of these elements contribute significantly to enhancing perceived customer value and overall satisfaction with the company's services.

²³ Zeithaml VA, Bitner MJ, & Gremler DD. (2006), « Services marketing: integrating customer focus across the firm ». MA: McGraw-Hill Companies. Boston.

²⁴ Dabholkar, Pratibha A., & Sheng, Xiaojing. (2011). "Consumer participation in using online recommendation agents: Effects on satisfaction, trust, and purchase intentions." *The Service Industries Journal*, vol. 32, no. 9, pp. 1433–1449.

²⁵ Huang, C., Pennington-Gray, L., Ko, Y.J., & Thapa, B. (2010). « Engaging timeshare owners in tourism destination management: tourism planning and tourism marketing implications ». *Journal of Travel & Tourism Marketing*, pp. 14-30.

²⁶ Mathis, E., Kim, H., Uysal, M., Sirgy, J., & Prebensen, N. (2016), « The effect of co-creation on outcome variable ». *Annals of Tourism Research*, no.57, pp62-75.

²⁷ Chathoth, p., Ungson, G., Harrington, R., Altinay, L., & Chan, E. (2016), « Cocreation and higher order customer engagement in hospitality and tourism services ». *International Journal of Contemporary Hospital Management*, vol.28, no. 2, pp.222-245.

²⁸ Ungson, G., Chathoth, p., Harrington, R., Altinay, L., Okumus, F., & Chan, E. (2014a). « Conceptualization of value co-creation in the tourism context », (N. Prebensen, Éd.) *Creating experience value in tourism* Wallingford: CAB International, pp. 33-47.

2- Tourist Participation Behavior in Tourism Services and its Dimensions:

2.1. Customers as Designers of tourism services

Customers have long been recognized as co-producers within the service delivery process²⁹. Service marketing literature acknowledges the importance of viewing customers as valuable human resources.

Researchers have encouraged organizations to perceive their customers as « partial employees » given the considerable influence customers' behaviors can have on employees' attitudes and productivity³⁰.

A fundamental starting point is enabling customers to engage actively in productive tasks, such as designing their own service experiences, by contributing information and exerting effort. Customers often participate in problem-solving activities that may be demanding or time-consuming. However, customers investing significant effort in self-design processes might risk experiencing lower satisfaction if outcomes fail to align closely with their preferences³¹. Conversely, participation can also significantly enhance enjoyment when customers experience higher satisfaction resulting from services tailored specifically to their individual needs and quality expectations, ultimately leading to positive emotional experiences. For instance, certain tourists enjoy active participation in service delivery processes, such as using computer systems to book airline tickets independently, particularly when incentivized through discounted self-service options.

Within tourism, the primary source of input is each individual who ultimately becomes a tourist. Therefore, incorporating the individual into the tourism development process is essential. A network-oriented tourism approach facilitates the inclusion of all stakeholders by integrating marketing and operational perspectives in creating and delivering tourism services. This approach emphasizes tourists collaboration in service creation, such as tourists providing input into travel arrangements by expressing their preferences and needs to travel agencies.

Silpakit & Fisk(1985), argued that customer participation involves an active role rather than passive presence or merely interacting with service personnel³². This active role includes customer inputs and direct engagement in service-related activities. Another significant aspect of customer participation is their contribution to achieving personal satisfaction and enhancing the overall quality of the services received. Similarly, Risch-Rodie & Kleine, (2000), highlighted that customers participate by providing information—which serves as the « raw material »for

²⁹Groenroos, C. (1978), « A service-oriented approach to marketing of services », *European Journal of Marketing*, vol. 12, no.8, pp. 588-601.

³⁰ Bowen, D. (1986), « Managing customers as human resources in service organizations », *Human Resource Management*, vol. 25, no.3, pp. 83-371

³¹ Wright, P. (1975), February, « Consumer Choice Strategies: Simplifying vs Optimizing », *Journal of Marketing Research*, no.12, pp.7-60.

³² Silpakit, P., & Fisk, R. (1985), « "Participatizing" the service encounter: A theoretical framework », (T. Bloch, G. D. Upah, & V. A. Zeithaml, Éds.) Chicago: American Marketing Association, *Services marketing in a changing environment*, pp. 117-121

service production—and by displaying specific behaviors necessary for achieving satisfactory outcomes³³.

Tourists, in particular, increasingly assume a proactive role in shaping their travel experiences by interacting closely with service providers at destinations, influencing other tourists through popular tourism websites, and participating in online communities. This phenomenon, known as ‘crowdsourcing’ encompasses various methods that integrate insights from large, open communities, such as VisitBritain’s official tourism website and the Airbnb platform³⁴.

In the tourism context, the greater the involvement of tourists through dedicated time and effort, the higher their likelihood of achieving memorable and positive experiences. These experiences ultimately allow businesses to thrive and sustain competitive advantages³⁵. Tourists’ participation should span the entire experiential process, starting at home during the information-gathering phase and continuing beyond the return from their travels³⁶.

2.2. Dimensions of Tourist Participation

Contemporary service marketing literature Ray1973 , identifies two primary forms of customer participation behavior in service organizations: voluntary and involuntary.³⁷

Thus, customers assume mandatory production roles essential for successful service delivery. The concept of ‘co-production’, widely employed across various industries, is inherently multidimensional. Studies frequently adopt single-dimensional, dual- dimensional, or multi-dimensional approaches to capture customer value co-creation behavior, as outlined in Table1.

Effective co-production relies significantly on customer-provided information to optimize service delivery—such as hotel guests choosing among available pillows, newspapers, and meal options. Hotels in these scenarios do not necessarily offer new services; rather, they deliver the best personalized choices available³⁸. Dekhili and Hallem (2016) illustrate that tourists derive numerous positive emotions (e.g., enjoyment, joy, and satisfaction) before, during, and after co-production, classifying some participation behaviors as involuntary³⁹.

³³ Risch-Rodie, A., & Kleine, S. (2000), « Customer participation in services production and delivery » (éd. Thousand Oaks). (T. A. Swartz, & D. Iacobucci, Éds.) The handbook of services marketing and management.

³⁴ Neuhofer, B., Buhalis, D., & Ladkin, A. (2012), « Conceptualising Technology Enhanced Destination Experiences ». Journal of Destination Marketing and Management, vol.1, no.2,pp. 36-46.

³⁵ WALLS A-R, OKUMUS F, WANG Y, & KWUN D.-J.-W. (2011), « An epistemological view of consumer experiences ». International Journal of Hospitality Management, vol.30, no.1,pp. 10-21.

³⁶ Aho, S. (2001), « Towards a general theory of touristic experiences: modelling experience process in tourism ». Tourism Review, vol.56, no. 4, pp.33-37.

³⁷ Ray, M. (1973), « Marketing Communication and the Hierarchy of Effects », (F. G. Clark, Éd.) Beverly Hills, in Sage Annual Reviews in Communication Research..

³⁸ Neuhofer, B. op.cite. pp220-223.

³⁹ Dekhili, S., & Hallem, Y. (2016), « Un Touriste Co-Créateur est-t-il Un Touriste Heureux ? Étude de l’impact de la Co-creation sur le Bien –Être du Consommateur ». Management & Avenir, no. 85, pp.15-34

Yi & Gong (2013), further explain that customer participation encompasses behaviors beyond information search and sharing, also involving responsible conduct and interpersonal interaction between customers and service providers⁴⁰. Christine. Ennew (1999), conceptualizes customer participation behavior along three broad dimensions: information exchange, responsible behavior, and interpersonal interaction⁴¹. Enhancing information flow during service delivery significantly increases customer satisfaction, fosters effective relationships, and improves organizational performance⁴².

Yi, Rajan, & Gong. (2009), distinguish two main customer behaviors:⁴³

- Customer Participation Behavior (Involuntary): Essential behaviors required to ensure successful service creation, directly influencing employee performance and commitment positively.
- Citizenship Behavior (Voluntary): Discretionary customer behaviors such as positive word-of-mouth communication, constructive suggestions for service improvement, and courteous interactions⁴⁴

Similarly, Lance (1997) identifies voluntary customer behaviors—such as loyalty (promoting the company), cooperation (acting as human resources), and organizational advisory roles (active participation)—as vital discretionary contributions that improve overall service quality, customer satisfaction, perceived support, and commitment.⁴⁵

The literature underscores that customer value co-creation behavior is inherently multidimensional, impossible to capture effectively using a single metric. Yi, & Gong. (2012), developed a validated multidimensional scale of customer co-creation behavior, consisting of two core dimensions:⁴⁶

- Customer Participation Behavior: Encompassing information search, information sharing, responsible behavior, and personal interaction.
- Customer Citizenship Behavior: Including feedback, advocacy, assistance, and tolerance.

Dekhili, S., & Hallem, Y. (2016), highlight how tourists' co-production behaviors, particularly involuntary dimensions, significantly contribute to well-being outcomes like satisfaction, enjoyment, pride, and trust⁴⁷. Ercsey 2017 further clarifies that involuntary customer behaviors during service interactions are more

⁴⁰ Yi, Y., & Gong, T. (2013), « Customer value co-creation behavior: Scale development and validation », *Journal of Business Research*, no. 66, pp. 1279-1284.

⁴¹ Christine T. Ennew, M. (1999), « Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study ». *Journal of Business Research*, no. 46, pp.121-132.

⁴² Rust, R., & Zahorik, A. (1993), « Customer Satisfaction, Customer Retention, and Market Share ». *Journal of Retailing*, no. 69, pp.193-215.

⁴³ Youjae Yi, Rajan Nataraajan, & Taeshik Gong. (2009), « Customer participation and citizenship behavioral influences on employee performance, satisfaction, commitment, and turnover intention ». *Journal of Business Research*, vol. 64, pp.87-95.

⁴⁴ Bettencourt, L. (1997), op, cit, pp.383-406

⁴⁵ LANCE A, B. (1997). Customer Voluntary Performance: Customers As Partners In Service Delivery. *Journal of Retailing*, 73(3), 383-406.

⁴⁶ Youjae Yi, & Taeshik Gong. (2012), « Customer value co-creation behavior: Scale development and validation ». *Journal of Business Research*, pp. 1-6.

⁴⁷ Dekhili, S., & Hallem, Y, op, cit, , pp.15-34

critical and directly influential for successful service outcomes compared to voluntary behaviors.⁴⁸ Providers leveraging mandatory tourists roles can better meet tourists expectations, enhance quality, and sustain competitiveness. Similarly, Sandy C. Chen, Raab.(2014), argue that although both voluntary and involuntary customer behaviors influence service outcomes, involuntary participation warrants particular attention due to its immediate, measurable, and direct impact. Their study further developed and validated dimensions for mandatory customer participation, identifying critical components such as informational participation, attitudinal participation, and actionable participation.⁴⁹

Table 1. Classification of Participation Dimensions According to Various Scholars

Researchers	Dimensions	Elements / Components
Zaichkowsky & Judith Lynne (1985); & Scott J & Carman W (1993)	Two-dimensional	- Emotional dimension: Interesting, attractive, fascinating, exciting, involving. - Cognitive dimension: Important, relevant, valuable, meaningful, needed.
Ennew & Binks (1999); & Chen & Raab (2014)	Three-dimensional	- Information exchange, responsible behavior, personal interaction. - Informational participation, attitudinal participation, actionable participation.
Laurent, Gilles, Jean-Noel, & Kapferer (1985a)	Four-dimensional	- Perceived product importance, perceived risk associated with the purchase, brand symbolism or value, hedonic value.
Neghina, Caniëls, Bloemer, van Birgelen (2014)	Six-dimensional	- Individualization, relating, empowering, ethical, developmental, concerted action.
Ercsey Ida (2017); Yi & Gong (2011, 2012); Ennew (1999); Dekhili; & Hallem (2016)	Multi-dimensional	- Participation Behavior: Information searching, information sharing, responsible behavior, personal interaction. - Citizenship Behavior: Positive word-of-mouth, constructive suggestions for service improvement, polite behaviors.

Source: Prepared by researchers

Despite subtle variations among previous studies, a common conceptual thread emerges across the literature. The primary aim of this article is to present a coherent conceptual framework detailing dimensions relevant to antecedents of value co-creation. Previous research predominantly addresses two types of customer behavior: voluntary and involuntary. In contrast, the current study specifically focuses on customer participation behaviors in a narrower sense, emphasizing only those behaviors explicitly required to successfully deliver a service. These include information searching, information sharing, responsible behavior, and personal interaction.

⁴⁸ Ercsey Ida, 2017, « The Role of Customers' Involvement in Value Co-creation Behaviour is Value Co-creation the Source of Competitive Advantage? », Journal of Competitiveness, vol.9, no.3, pp.51-66.

⁴⁹ Sandy C. Chen, Carola Raab.(2014), « Construction and Validation of the Customer Participation Scale », Journal of Hospitality & Tourism Research », vol. xx, no.x, pp.1-23.

a. Information Search

Tourists need to possess a certain level of knowledge regarding the service provider before making purchasing decisions, ensuring the service aligns with their specific needs. Information searching represents the initial step in organizing a tourist trip, forming the first point of contact between tourists and travel agencies. Typically, tourists first consult travel agencies to obtain diverse information about their chosen destination. Information searching helps bridge knowledge gaps between tourists and service employees. Tourists interested in customized travel arrangements typically seek assistance from knowledgeable professionals within travel agencies to ensure reliability of information⁵⁰(consulting previous customers who have undertaken similar trips, or by visiting discussion forums).

b. Information Sharing

If tourists fail to provide crucial information, service employees cannot adequately perform their duties. Therefore, information sharing is key to successfully creating value between tourism organizations and tourists⁵¹. Such exchanges facilitate genuine tourist involvement in designing their journeys, as illustrated by a tourism professional; Tourists themselves outline their travel itinerary, plan their routes, and we simply advise them on the best options. Thus, they actively participate in building their travel experience .⁵²

c. Responsible Behavior

Responsible behavior occurs when tourists clearly recognize their duties and responsibilities as partial employees⁵³. When tourists and providers jointly participate in creating tourism offerings, this collaborative process takes place within a socially interactive environment characterized by courtesy, respect, transparency, cooperation, and empathy, facilitating smooth interaction⁵⁴.

d. Personal Interaction

Personal interaction involves interpersonal relationships developed between tourists and service employees. Within service interactions, personal interaction translates into specific behaviors reflecting the quality of the relationship, such as trust, support, cooperation, flexibility, empathy.⁵⁵ communication, commitment, honesty, friendliness, and motivating participants to cooperate effectively⁵⁶. Such interactions significantly enhance trust and satisfaction during the service experience.

⁵⁰ Dekhili, S., & Hallem, Y. op, cit, pp.15-34.

⁵¹ Youjae Yi, & Taeshik Gongop, cit, pp. 1-6.

⁵² Dekhili, S., & Hallem, Y, op, cit, pp.15-34.

⁵³ Ennew, C., & Binks, op, cit , pp.121-132

⁵⁴ Dekhili, S., & Hallem, Y, op, cit, pp.15-34.

⁵⁵ Ennew, C., & Binks, op, cit , pp. 121-132.

⁵⁶ Neghina, C., Caniëls, M. C. J., Bloemer, J. M. M., & van Birgelen, M. J. H. (2014). "Value cocreation in service interactions: Dimensions and antecedents." *Marketing Theory*, vol.15, no. 2, pp.221–242.

3. The Impact of Participation on Customer Satisfaction

Numerous studies conducted in non-tourism contexts⁵⁷, provide empirical evidence supporting the notion that customer satisfaction is closely linked to the extent of their participation in the service⁵⁸. This article emphasizes that customers actively shape the service product well before the actual service encounter, guided by all prior interactions, behaviors, and experiences with the service provider⁵⁹. A vital link thus emerges between company activities and customer behaviors, prominently reflected through satisfaction⁶⁰. Higher customer satisfaction indicates more positive overall experiences and emotional evaluations of the company, also associated with customers; enhanced sense of control.

Customer satisfaction is particularly critical in the tourism industry⁶¹. Numerous studies emphasize that understanding tourist satisfaction is crucial for successful destination marketing, as it directly influences not

only the consumption of goods and services but also future destination choices and tourists revisit intentions⁶². Satisfaction is often viewed as a result of service quality, destination image, motivational factors, and perceived value of the vacation experience⁶³.

Additionally, active tourist participation in service recovery processes may enhance tourist satisfaction during recovery interactions. Research indicates that increased customer participation can positively influence overall satisfaction outcomes⁶⁴. Understanding different forms of participation is thus vital for comprehending its influence on satisfaction and effectively integrating customer participation within the service providers' value chains.

4. Related Studies:

Given the extensive discussion of customer participation across diverse research fields, establishing rigorous selection criteria was essential to draw clear conclusions regarding what is currently known about participation, value creation, and outcomes for both the organization and customers, such as quality, satisfaction, and loyalty. This study aims to

synthesize insights from existing literature on concepts and dimensions of participation.

⁵⁷ Youjae Yi, Rajan Nataraajan, & Taeshik Gong, op, cit, pp. 87-95

⁵⁸ Bettencourt, L., op, cit, pp. 383-406.

⁵⁹ Bettencourt, L., op, cit, pp. 383-406.

⁶⁰ Homburg, C., Wieseke, J., & Hoyer, W. D. (2009). "Social Identity and the Service-Profit Chain." *Journal of Marketing*, vol. 73, no. 2, pp. 38–54.

⁶¹ Prayag, G., & Ryan, C. (2012). "Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction." *Journal of Travel Research*, vol. 51, no. 3, pp. 342–356

⁶² Williams, P., & Soutar, G. N. (2009). "Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context." *Annals of Tourism Research*, vol. 36, no. 3, pp. 413–438

⁶³ Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). "Value co-creation significance of tourist resources." *Annals of Tourism Research*, vol. 42, pp. 240–261

⁶⁴ Grisseman, U. S., & Stokburger-Sauer, N. E. (2012). "Customer Co-Creation of Travel Services: The Role of Company Support and Customer Satisfaction with the Co-Creation Performance." *Tourism Management*, vol. 33, no. 6, pp. 1483–1492.

Consequently, Table 2 focuses explicitly on studies that include keywords such as “participation”, “co-production”, and “dimensions of participation”

Most reviewed studies emphasize multi dimensions—customer participation behavior and customer citizenship behavior—as critical for achieving value co-creation outcomes.

Table 2. Key Findings from Studies on Customer Participation

Source	Keywords	Dimensions of Participation	Results
Yi & Gong (2012)	Customer value, customer participation behavior, customer citizenship behavior, service-dominant logic, scale development, co-creation	Customer participation behavior: - Information searching - Information sharing - Responsible behavior - Personal interaction Customer citizenship behavior: - Feedback - Advocacy - Helping - Tolerance	Through qualitative and empirical research, the study developed and validated a customer value co-creation behavior scale. The scale effectively captures two distinct dimensions: participation and citizenship. - The study demonstrates that this multidimensional, hierarchical scale possesses strong internal consistency, construct validity, and criterion validity.
Dekhili& Hallem (2016)	Dimensions of co-creation, consumer well-being (satisfaction, contentment, pleasure, trust, pride) before, during, and after co-creation processes	Customer participation behavior: - Information searching - Information sharing - Personal interaction Customer citizenship behavior: - Repeat visits to agencies -Recommendations - Assisting other customers - Tolerance towards the agency	Findings indicate travel agencies not only listen to customers but actively encourage dialogue and discussion. Agencies employ specific tools to obtain detailed customer information rather than relying solely on spontaneous feedback. Tourists experience positive emotions such as pleasure, joy, and satisfaction through active participation in co-creation processes before, during, and after their journeys.
Ercsey Ida (2017)	Participation, co-created value, participation behavior, citizenship behavior, perceived value	Customer participation behavior: - Information searching - Information sharing - Responsible behavior	Customers’voluntary role beyond basic requirements in service interactions is less influential than mandatory participation behavior. - Value co-creation involves interactions not just between

		- Personal interaction Customer citizenship behavior: - Feedback - Advocacy - Helping - Tolerance	the company and customers but also between customers themselves. - Participation level correlates strongly with customers' information-seeking behavior, providing insights for strategic advertising and communication.
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Source:Prepared by researchers

Conclusion:

This paper synthesizes extensive research aiming to enhance understanding of customer participation in co-creating service offerings. By integrating conceptual and empirical research concerning customer participation, this review enables clearer conclusions regarding the critical relationship between participation behavior and tourists satisfaction.

Our analysis confirms that customer participation has primarily been studied in interactions between businesses and customers across various service contexts, yet remains relatively unexplored in many organizations. Reviewing previous research, we found that terminology such as "co-creation" and "co-production" is often used interchangeably, despite significant differences in the nature, scope, and temporal extent of customer contributions, potentially impacting research outcomes.

Our findings underscore multiple dimensions emerging from customer participation behaviors, which offer significant economic advantages to organizations, strengthen employee-customer relationships, and assist in developing services that fulfill customer expectations regarding satisfaction, control, and capability enhancement.

Future research should further investigate customer participation by examining interactions within networks rather than strictly bilateral exchanges. This broader perspective can offer deeper insights into how participation contributes to value creation for various stakeholders.

- Future studies could replicate this research with a customer sample, quantitatively assessing how varying levels of participation behavior influence tourist satisfaction.
- Additionally, cross-cultural studies are recommended to explore how customer participation behavior differs across nationalities and cultures.

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