



book of extended abstracts

XV International Tourism Congress
23rd to 25th of November
*The Image and Sustainability of
Tourism Destinations*

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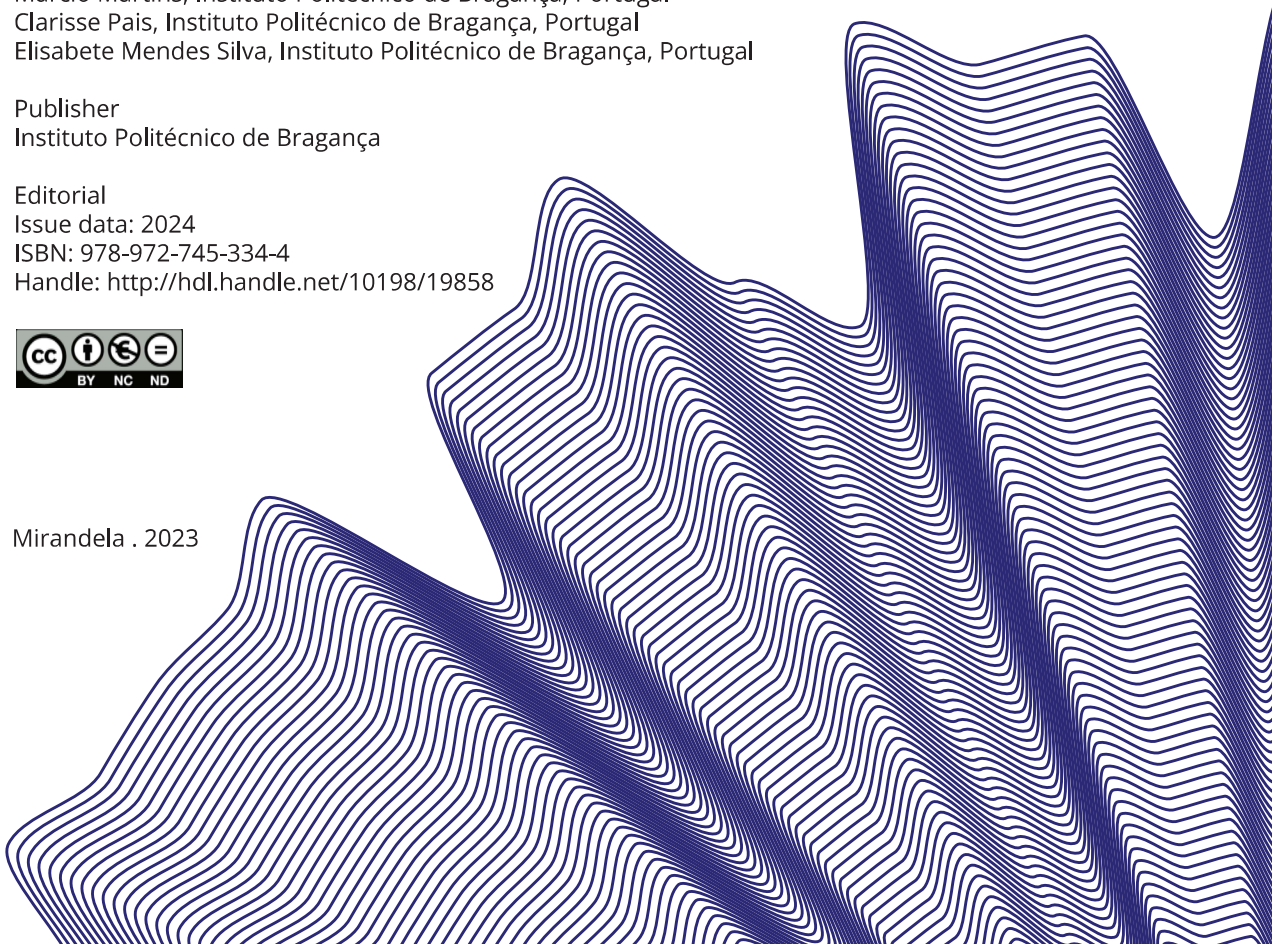
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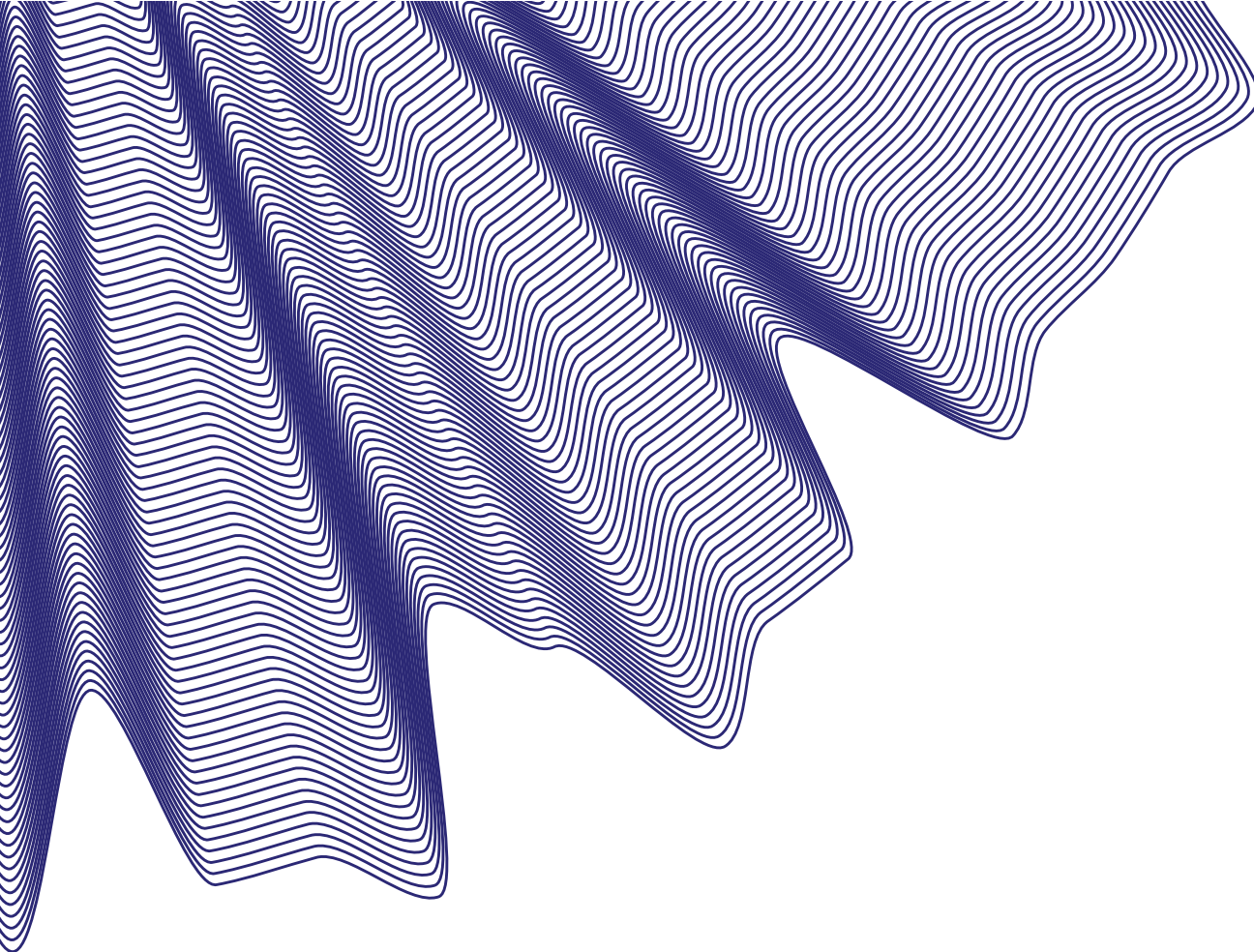
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**XV International Tourism Congress
23rd to 25th of November, 2023**

The Image and Sustainability of Tourism Destinations

Theoretical background for the International Tourism Congress 2023.

The International Tourism Congress (ITC) is the annual scientific meeting of the Centre for Tourism Research, Development and Innovation (CITUR). The XV ITC edition will be organized by the School of Public Management, Communication and Tourism, Polytechnic Institute of Bragança, located in Mirandela, from the 23rd to 25th November 2023.

Back to main theme of the congress The Image and Sustainability of Tourism Destinations the ITC23 will be an opportunity for academics, master and doctoral students to present and discuss national and international experiences on sustainability and development of tourism destinations.

Travelers prioritize destinations and activities focused on environmental sustainability and local community investment, therefore, discussing sustainability and the image of tourism destinations will allow the discussion of the main topics of today's tourism trends.

The congress will bring together researchers in the different fields of sustainability of travel and tourism and invites all public administration members, industry leaders, and professionals who want to learn more about the most recent trends in the field.

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VALUE CO-CREATION, DELIGHT AND SATISFACTION ON TOURISM LOYALTY: A CONCEPTUAL FRAMEWORK

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Purpose – The antecedents of loyalty, in general, and in tourism have been profusely examined by researchers worldwide for the last decades. Marketing and leisure/tourism literature suggests that perceived service quality, perceived value, place attachment, destination image, customer satisfaction, and customer delight are pronounced antecedents of loyalty towards a tourism attraction, destination, resource, or player. Still, one important challenge of today in the hospitality sector is delight as customer satisfaction is not enough as an antecedent of tourist loyalty (Ali et al., 2018). Delight and satisfaction share common characteristics, but satisfaction and delight are two separate constructs (Finn, 2005; 2012). In tourism, previous research has worked to explain the significance of customer delight as an antecedent to customer loyalty, for instance in five-star hotel spas in Portugal (Elias-Almeida et al., 2016) or in hotels, restaurants, retail, and theme parks (Torres et al., 2020). This study examines the growing importance of delight in tourism and proposes a conceptual framework to assess the influence of selected antecedents of tourist loyalty and the effect of delight compared to satisfaction on hospitality and tourism. Moreover, originally, connects these constructs with value co-creation as an antecedent of delight and satisfaction, considering that there are numerous outcomes resulting from customer value co-creation, but conceptual models about customer value co-creation in the hospitality and tourism industry that integrate empirical and conceptual knowledge are still unknown (Carvalho & Alves, 2023).

Theoretical framework – In this research, different currents of thought are included, namely the Expectancy-Disconfirmation Model (Oliver, 1980) which states that customers are expected to compare pre-purchase expectations with the experience of a product or service. If perceived performance fails

expectations, dissatisfaction or outrage will occur. If perceived service quality exceeds expectations, positive responses such as satisfaction or delight will arise (Torres et al., 2014). Also, Service-Dominant Logic, Customer-Dominant Logic, Social Exchange Theory, and others, are considered. Knowledge about these aspects remains theoretically and empirically ambiguous.

Design/methodology/approach – This is a theoretical essay based on literature review. Being conceptual, this study resorted to a semi-systematic literature review to analyze and structure delight on tourism and value co-creation, but also because this is a very broad field full of concepts, methods, and practical applications.

Findings – Results point out that delight, satisfaction, and value co-creation have different roles in loyalty as they enhance the experience lived by tourists. Through a conceptual framework, this study contributes both to advance scientific knowledge and clear practical implications.

Research, practical & social implications – Being exploratory in nature, our conceptual framework still needs to be tested in the hospitality and tourism sector. In fact, quantitative or mixed studies must be conducted to test our model.

Originality/value – This study extends the literature by combining empirical and conceptual knowledge. The originality of this study resides in the fact that it presents a multi-dimensional conceptual framework that can be helpful both to academics and practitioners when theorising about or developing loyalty in the hospitality and tourism industry through delight and value co-creation.

Keywords – Value co-creation, Delight; Satisfaction, Loyalty, Tourism.

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