MARKETING & TOURISM Review
NEECIM TUR | UFMG
ISSN 2525-8176

Recebido em 10.10.2022
Aprovado em 20.01.2023
Avaliado pelo sistema double blind review
Editor Científico: Marlusa de Sevilha Gosling

DOI: 10.29149/mtr.v8i3.7895

Cocriação de Valor no Comércio Social: Efeito da Tripla Mediação em Comunidades Online de Viagens

Value Co-creation in Social Commerce: Triple Mediation Effect in Online Travel Communities

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ABSTRACT

From the social commerce theory, this study aims to understand how consumers participate in the value co-creation process of tourist destinations by sharing information in online travel communities. This phenomenon is observed from a parallel mediation model by three mechanisms that act together: social support, quality relationship and value co-creation intention in social online commerce. Data was a self-administered collected and targeted online questionnaire to users of travel-related online communities. Based on

Smart PLS-SEM 3.0, JAMOVI and SPSS/PROCESS softwares, it is possible to infer the results obtained in this research demonstrated that the theoretical model tested has good levels of fit and high explanatory power, confirming the proposed mediation. This implies saying that social interactions, such as likes, advice and recommendations, generated by the consumer and driven by technology, through social commerce, can generate value to tourist destinations, and this occurs in a stronger way through three explanatory variables. This research contributes theoretically to the tourism literature by presenting a theoretical model of the antecedents of value creation of tourist destinations in an emerging market. Considering management aspects, It also seeks to provide insights for destination managers to track, monitor, and analyze the antecedents of value co-creation in order to seek to maximize this process, particularly in the post-pandemic scenario the world has been facing caused by Covid-19 pandemic (SARS-CoV-2). Concluding, value co-creation can serve as a destination management strategy by guiding managers in tourism industry on how to position themselves to support users and provide quality information, also seeking collaboration with consumers on social media and adding value to experience in order to increase the perceived value of the tourism destination.

Keywords: social commerce, tourist destination, social support, quality relationship, value co-creation.

INTRODUCTION

The fast development of online communication platforms and social media have allowed that people get connected with each other and with brands, regardless the distance, being able to interact where and when they want (Shen, Wu, Yi, & Xue, 2020). Online social commerce (s-commerce) appeared as an enabler to such exchanges, creating environments of experiences in digital purchases, but also making the organizations dialogue with their clients through social media, leading to a process of upgrading of products and of the business (Tajvidi, Richard, Wang & Hajli, 2020).

Social media have impacted several sectors, including tourism, which has come out of a certain type of social bubble, in which it was only possible to live the activity in a presential way, to a radical change with digital experiences, in which it is now possible to visit destinations, receive information and exchange tips being inside one's home (Maia, Lunardi, Budiño & Lima, 2022). The spread

of smartphones linked tourists from all over the world, impacting planning, stay and post-trip (Fan, Hsu & Lin, 2020; Perinotto et al., 2020).

The online travel communities operate as a type of contemporaneous travel and tourism companies, since they rely on the consumer's participation in the process of sharing information and interaction with other consumers, being, therefore, an excellent context to examine the phenomenon of value co-creation (Shen et al., 2020). Therefore, regarding the co-creation, the tourism sector tends to be one of the great beneficiaries of such process, since consumers may get more directly involved in the definition and creation of services and products which they consume, rather than just selecting predefined and pre-projected options (Ribeiro, Costa & Freire, 2021). Such consumers tend to have, thus, a more positive attitude regarding a product or service whose creation they were part of with the companies (Chen & Chen, 2017).

However, despite the existence of studies which point out the importance of the value co-creation to the companies (see in Shah, Noor, Ahmad, Butt & Lei, 2021), questions such as: why clients participate voluntarily in such process and which factors influence the intention of such clients to get involved in activities of value, specially in the online universe, received limited attention (Tajvidi, Wang, Hajli & Love, 2021). Researches have aimed at understanding the way that social commerce occurs and its relation with value co-creation (Liang, Ho, Li & Turban, 2011; Tajvidi et al., 2020; Tajvidi et al., 2021), but there needs to be analyzed which mechanisms may explain the process of co-creation, in order to understand the background of such phenomenon, specially in the tourism sector.

This article aims, therefore, at uniting the tourism literature (e.g Fan et al., 2020; Perinotto et al., 2020; Shen et al., 2020; Wu & Cheng, 2020) tp the literature of consumer behavior (e.g Chuang, 2018; Prahalad & Ramaswamy, 2004; Tajvidi et al., 2020; Shah et al., 2021; Tajvidi et al., 2021) by searching to understand how the sharing of information in online travel communities impacts

the value co-creation of tourism destinations, form the triple mediation of social support, relationship of quality and intention of value co-creation.

It is expected that the empiric finding of such investigation may contribute to the tourism literature, specially in emergent markets, as the case of Brazil, which plays each day a more important role in the world competitive tourism market. Despite the growing interest in such markets and the expectation that they may grow twice more than the advanced economies (UNWTO, 2019), the majority of researches in tourism still focuses on the destinations of the northern part of the globe (Claveria, 2016).

At last, due to the pandemic caused by Covid-19 (SARS-CoV-2), tourism destinations are searching for ways to consider "post-covid tourism" as a form to minimize the several financial losses occurred in the period and to relive the activities of the sector (Maia et. al, 2022). In such sense, this study aims at also contributing in practice for business people of tourism destinations to develop ways of personalizing their offers on the online market, acting in a participate way and offering online support to consumers. The online channels seems to be an exit to dialogue with tourists, once such channels have been even more used in the pandemic and post-pandemic periods (Carneiro & Allis, 2021).

THEORY OF SOCIAL COMMERCE

The social commerce (or s-commerce), is a social environment mediated by the computer, where there are social interactions among the members of the community, who create a space of exchange among them and where the companies may enjoy interacting, disclosure and upgrading their brand, by boosting collective processes of co-creation with consumers (Tajvidi et al., 2021; Maia et al., 2022). Among the existing classifications in social commerce, three can be highlighted: social media websites, such as Facebook and Instagram (by adding resources of commerce within such platforms),

electronic commerce websites, such as Amazon (and in this one the opposite occurs, social media resources are inserted in those), and online tools of service and exchange with the client, created by companies (Liang et al., 2011). This study will focus on the first case, the social media sites that have commercial resources, once they allow users the access and the exchange of information and experiences, which help them defining online purchases based on more precise and reliable information (Shen et al., 2020).

It is understood, therefore, that the main difference between electronic commerce and social commerce is that in the latter not only purchase of services and products occur, but mainly exchanges between users and between users and companies (Hajli, 2014). All growth and expansion of the amount of users and of the exchanges and interactions among them has drawn more and more companies. Big corporations such as Apple, Amazon and Uber have pages on social media with millions of followers, and are constantly reinventing themselves, offering individualized experiences to their consumers (Nadeem, Tan, Tajvidi & Hajli, 2021). In case of tourism, there is no doubt that the online social commerce has changed the entire dynamic of the sector, and each time more companies and destinations have taken advantage of tools in social media (such as communities, forums, chats and recommendation systems) to operationalize their transactions (Sparks, So & Bradley, 2016; Maia et al., 2022).

Information sharing in online travel communities and value co-creation of tourism destinations

By dealing with the relation between social commerce and tourism, one may say that the consumers started to share online information about their experiences with trips, to search information, to express their needs and desires, to connect with other users and for companies to improve their service offers (Paes et al., 2020). When dealing with sharing among users, Perinotto et al. (2020) explains that there is a genuine relation, in which it is expected to help

other people to make the best decisions on future experiences in tourism destinations. The authors highlight that such altruistic phenomenon resembles friendship and cooperation bonds, which also occurs in the offline universe. One example of this is the study by Feitosa & Barbosa (2020), in which the authors aimed at observing the relation between digital technologies and museums, the authors observed that information sharing and recommendations in social media make new people to become interested and to visit such locations.

Exchanges and group constructions may lead to the process of value co-creation, which was initially defined as a phenomenon of group creation of value between the supplier and the client (Prahalad & Ramaswamy, 2004). It is a relation that searches for the win-win, in which the consumers may see value in participating actively in services, by obtaining financial, social, technological and psychological benefits, as well as for the companies with the possibility of risk reduction, better acceptance in the market, operational efficiency, increase in the brand vlaue, among others (Tajvidi et al., 2020).

Value co-creation may occur not only from the interaction of co-production of products, but also through interactions, engagement and information exchange that may be beneficial for both the consumer as well for the companies or even tourism destinations. Online travel communities appeared not only for companies to relate with their clients but for tourists to be able to exchange several information among themselves, fitting such process perfectly into the context of value co-creation phenomenon (Fan et al., 2020; Shen et al., 2020). By co-creating value in virtual environments, the client expects benefits both hedonistic, linked to pleasure, as well as social, by the creation of bonds among the participants. It is aimed, therefore, attempts to connect with other people (Chagas & Aguiar, 2020).

In this study we followed the logic of Shen et al. (2020) in which the process of value co-creation in the online travel communities offer benefits to the consumers such as personalization (consumers may freely express their needs

and personal opinions and obtain personalized suggestions); engagement (consumers are involved and get involved cognitively and affectionately in the community); and dependence (interpersonal connection between the members of the community).

The value co-creation is specially important for the hotel industry since the survival and growth of hotels depend in great part on the creation and offer of unique, memorable and personalized experiences to their clients. In their study, Roy, Balaji, Soutar & Jiang (2020), point out that the hotel net Hilton that has enjoying technology to create value with their clients, enables the option of choosing the room and floor in which the clients want to stay in, ask for a meal in advance and personalize the way that they would like to be received, even before the arrival in the hotel.

Another interesting case is from the site TripAdvisor that created contests of publicity, in which their fans were invited to send their best and worst travel experiences, providing several exchanges among them and, consequently, a form of feedback for tourism equipment from several destinations (Ribeiro et al., 2021). In this sense, not only the hotel sector should become involved in social commerce, but the entire tourism destination should be aware to the intentions and the expectations of future tourists, as well to the satisfaction and comments that are done by part of those who were in the location. This is due since the tourism experience happens in a whole, since the arrival of the visitor, passing by restaurants, hotels, tourism attractions and other service providers. Therefore, the process of value co-creation may occur even before the decision making process of the trip, by the search and exchange of information in the several existing websites of social commerce (Paes et al., 2020).

Mediator roles of social support, relationship of quality and intention of vlaue co-creation

The theory of social support comes from the psychology and mental health literature that examines how individuals live the sensation of being cared by people and social groups (Liang et al., 2011). The creation of nets between individuals may bring benefits to people by generating welfare and positive experiences, once it provides positive affection, sense of belonging and stability of members, in addition to generating self-love (Cohen & Wills, 1985). In the social commerce context, the social support may be both emotional, related to messages of empathy, care and comprehension, as well as informational, through recommendations, advice and exchange of information that may be useful to solve problems (Bazi et al., 2019).

The online communities may aggregate social value to their users, being the social support considered the main social value that internet users have from the online community (Liu, Su, Du, & Cui, 2020),. The authors explained that such support may come either from an enthusiastic feedback from a colleague, or from a user in the community, which may help the individual to feel better, even when such support does not provide direct assistance in the solution of their problems (Liang et al., 2011). In this sense, it is believed that the social support is an important mechanism that may explain the way that information sharing in the online communities may lead to the value co-creation. Such mechanism, however, acts in a group way to other mechanisms, such as the relationship of quality that is associated to issues such as commitment, satisfaction and trust among users of the online communities (Liang et al., 2011; Tajvidi et al., 2020).

The quality of the relationship in an online context has relation with behaviors, whether from the user of the providers, which aims at giving support, providing information, giving feedback, etc. Therefore, the higher the quality of the relationship established, the more positive the interaction with the client will be (Hajli, 2014). A responsible behavior both by part of the users in the online community and by part of the companies that are present in such environment is necessary so that a quality relatinshop and consequently a possible process

of value co-creation (Choi, Ko & Kim, 2016; Liang et al., 2011; Tajvidi et al., 2020). In the case of the tourism sector, it is important to comprehend that the intention to visit certain destination or even the experience during the trip is directly linked to the quality of the information that the individual receives and exchanges in social media. Such information may arise the intention in visiting the most severa tourism equipment such as attractions, restaurants and etc. (Wu & Cheng, 2020).

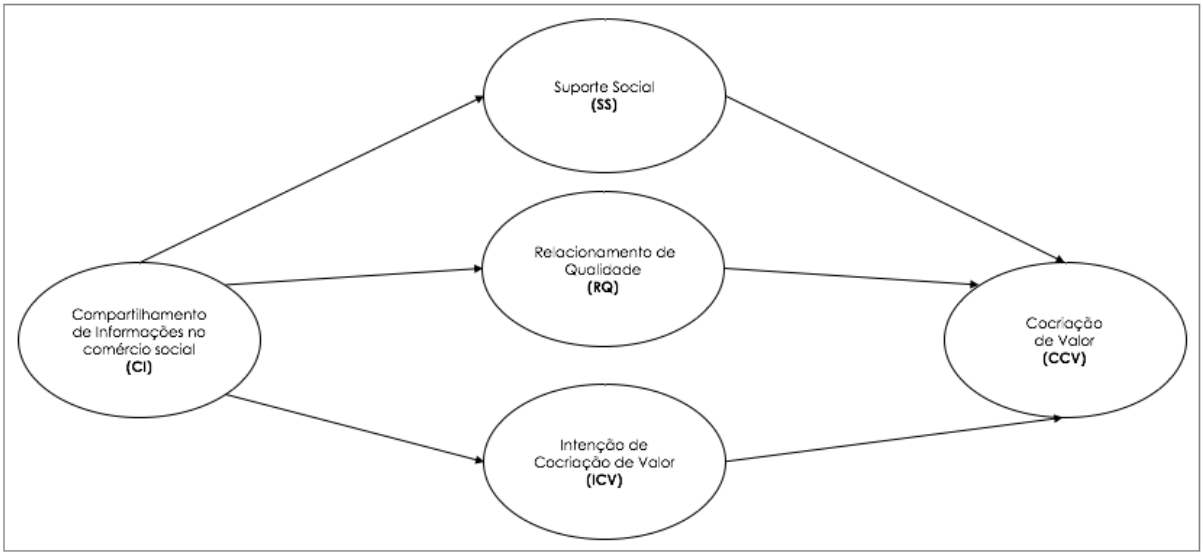
The intention is a common measure for behavioral researchers to predict possible human actions, once that the behavioral intention has a significant relation with the real behavior. The intention may be seen as a result of a mental process, it is the motivation for the action that unleashes the real behavior of purchase (Liang et al., 2011). The intention of the value co-creation in social commerce regards how much a user is willing to co-create in an online community (Tajvidi et al., 2021). The behavior is a mechanism that regards the behavior of the individual, but to analyze such behavior in an online community, there is the need to verify its group action to social mechanisms, such as the case of social support and relationship of quality. In such sense, it is suggested that social support, the relationship of quality and the intention of value co-creation influence positive and meaningfully the relation between the sharing of information in an online community and the value co-creation of tourism destinations. According to such thought, the hypothesis proposed for such study is:

Main Hypothesis (MH): The positive influence of information sharing in online travel communities in the value co-creation of tourism destinations is explained by the triple parallel mediation of social support, relationship of quality and intention of value co-creation in social online commerce.

Proposed model of Serial Multiple Mediation

Based on the insights discussed above, the theoretical model presented in Figure 1 was built, which aims at examining the way the social support, the relationship of quality and the intention of value co-creation act in the mediator mechanisms in the relation between the information sharing in the online travel community and in the value co-creation of tourism destinations.

Figure 1
Theoretical Model of Parallel Mediation



Source: Elaborated by the authors.

METHODOLOGICAL PROCEDURES

Characterization of the Research, Instruments and Procedures of Data Gathering

This study is characterized as a survey with quantitative and descriptive technique (Cozby, 2003). To reach the purposed goals in this study, an online self-administrated questionnaire, directed to college students from a federal public institution, located in the Southeast of Brazil was applied. For this, the platform LimeSurvey version 3.13.1 (Schmitz, 2020) was used, being that the instrument was guided to users of online communities relaed to traveling, which means, those participants who declared being involved in at least one online

travel page community (for example, pages, forums and communities, such as Facebook, Instagram, Twitter) ahd who have contributed with as least one discussion of comment published on the page (for example, recommendations, classifications, comments and likes).

A first pre-test of the electronic questionnaire was performed with specialists in the area, with the purpose of verifying the proper vocabulary to be used, in addition to testing possible flaws in understanding that may appear. After adjustments, a second pre-test was employed, guarantying, therefore, perfect understanding of the questions by the respondents. Therefore, the data gathering was proceeded, happening in July, 2021.

The instrument of the research included details on how to proceed in relation to the filling of the research, term of agreement of participation and a filter question, which was used so that people who had not used the social media to contribute or to get involved in online travel communities were excluded from the study. The questionnaire was randomized and for sessions, separating the independent constructs from the dependent ones, as guided by Hulland et al. (2018), with the purpose of avoiding possible bias. All indicators in the questionnaire followed the Likert model, of 7 points. Table 1 summarizes the items and the respective authors of the scales that served as basis for the study.

Table 1
Operacionalization of the Constructs *[continue]*

CONSTRUCTS	CODE	ITEM TRANSLATED	REFERENCE
Sharing of information in the social commerce (CI)	**CI1**	I'll ask my friends in forums and travel communities to give me suggestions before traveling to a tourism destination.	(Tajvidi et al., 2020)
	CI2	I am willing to recommend a tourism destination that is worth visiting to my friends in my favorite social media website.	
	CI3	I am willing to share my own travel experience to a tourism destination with my friends in forums and travel communities or through classifications and analysis.	

	CI4	I would like to use the recommendations and online evaluations of people to travel to a tourism destination.	
Social Support (SS)	**SS1**	When I faced difficulties, some people on the travel pages comfort and encouraged me.	(Tajvidi et al., 2021)
	SS2	When I faced a problem, some people on the travel pages would provide me information to help me overcome it.	
	SS3	In face of difficulties, some people on the travel pages would help me discover the cause and would provide me suggestions.	
Relationship of Quality (RQ)	**RQ1**	I have the feeling of belonging to my favorite travel page.	(Tajvidi et al., 2021)
	RQ2	I am satisfied in using my favorite travel page.	
	RQ3	My favorite travel page is a website/community of a reliable social media.	
Intention of Value Co-creation (ICV)	**ICV1**	I am willing to provide my experiences and suggestions when my friends in my favorite want my advice on how to travel to a tourism destination.	(Tajvidi et al., 2021)
	ICV2	I am willing to visit a tourism destination recommended by my friends in my favorite social media website.	
	ICV3	I will consider the travel experiences of my friends in my favorite social media website when I wish to travel to a tourism destination.	
Value co-creation (CCV)	**CCV1**	I am completely involved in the travel online community through online interaction.	(Shen et al. 2020)
	CCV2	My ideas are recognized by other people in the travel online community.	
	CCV3	I may express my personal opinions in the online travel community freely.	
	CCV4	My personal needs may be fulfilled by suggestions offered by the online travel community.	
	CCV5	I am getting more linked to the online travel community.	
	CCV6	I am emotionally connected to the travel online community.	
	RQ2	I am satisfied in using my favorite travel page.	
	RQ3	My favorite travel page is a reliable website/community.	

Source: Elaborated by authors from the indicated references.

Procedures of Data Analysis

Posteriorly to the treatment of the compiled data base, the execution of the tests for the Confirmatory Factorial Analysis (AFC) started, convergent and discriminating validation, both at the level of the latent variables, as for the level of the items. The software JASP (version 0.16.4.0) and *SmartPLS 3* (version 3.3.3) was used.

Initially, to confirm the structure of the theoretical model, a AFC by JASP was performed to evaluate the indicators of quality of the adjustment of the model. The method of estimation used was the *Robust Diagonally Weighted Least Squares* (R-DWLS) (DiStefano & Morgan, 2014; Li, 2016). The indexes for adjustment considered followed Hair et al. (2009) and Brown (2015) and were the following: X^2/gl: < to 5 or preferentially < to 3; Comparative Fit Index (CFI) > than 0.90, preferentially above 0.95; Tucker-Lewis Index (TLI) > than 0.90, preferentially 0.95; and, Root Mean Square Error of Approximation (RMSEA) < than 0.08, preferentially < than 0.06, with a trust interval in the superior limit < 0.10.

In the sequence, the convergent and discriminating validations was verified by *SmartPLS 3*. For the analysis of the confirmatory matrix, the factorial loads referred to the research's assertive regarding its constructs. The convergent validity refers to the degree that the indicators of a construct, in fact, measure it, which means, it indicates the measure in which a variable relates with the others (Hair et al., 2017). To complement the verification of the convergent validity in this study, it was verified the Extracted Average Variance (AVE), in which it was observed that all the latent variables reached the proposed criteria, which means, superior to the 0.5 according to indicated by Chin (1998). The Composed Reliability (CC), which is also an indicator of the convergent validity, allows to evaluate the magnitude that the items of an instrument are correlated among themselves. In the present study, all constructs have shown to be proper, since they reached values superior to 0.7 (Hair et al., 2017). Once the discriminating validity refers to the ability of the

construct to be truly distinct from the rest (Hair et al., 2017). At last, to complement the discriminating validation, the square roots of the AVE of each construct with the values of correlation among the rest were compared, using the criteria of Fornell-Lacker (Ringle et al., 2014).

After the verification of the internal structures proposed in the scales used, the software Statistical Package for Social Sciences (SPSS) (version 22) was used to evaluate the descriptive statistics through the characterization of the participants in social-demographic aspects, from the description of the scales and the correlations of Pearson. As follows, to check the internal consistency, the software JAMOVI (version 2.2.5) was used in all scales to calculate the Ômega MCDonald (ω) coefficient (Dunn, Baguley, & Brunsden, 2014; Trizano-Hermosilla & Alvarado, 2016), in which values above 0.70 are considered satisfactory, and above 0.80 are considered excellent (Nunnally & Bernstein, 1994).

Sequentially, the analysis involved process of interaction of the conceptual model through the mediation relations. According to the guidelines of Hayes (2018), it was used PROCESS (version 3.4.1), extension of SPSS, for the analysis of the parallel mediation model with multiple mediators. The template used was the Model 4 (Hayes, 2018), in which three mediator variables are considered, in parallel, as explanation mechanisms in the relation between the independent variable (VI) and the dependent variable (VD). For the analysis it was used 10.000 Subsamples Bootstrap, and the trust intervals were evaluated through an inferior limit (LI-IC) and the superior limit (LS-IC) (CI 95%). It is highlighted that such procedure does not assumes normality in the sample distribution (Hayes, 2018).

PRESENTATION OF THE RESULTS

Characteristics of the Sample

From the 357 people who participate in the research, 133, did not attend the criteria of qualification (to be involved in at least one online travel community and to have contributed to at least one discussion or comment published on the page) and six had their observations removed after the cleaning of data. Analyzing the sample profile, it can be observed that from the total of 218 respondents the majority were cisgender women (61%), with high level of schooling, having post-graduation at specialization level and/or master (38%) or PhD (18%), being a high percentage who related using social media daily (88%). Table 2 shows the social and demographic characteristics of the interviewed.

Table 2
Characteristics of the Sample (N=218) *[continue]*

Classification		Freq. (people)	Composition rate
Gender	Cisgender men	81	37%
	Cisgender women	133	61%
	Other	2	1%
	Non-binary person	2	1%
Age	Up to 20 years	16	7%
	21 to 30 years	57	26%
	31 to 40 years	65	30%
	41 to 50 years	53	24%
	Above 51	27	12%
Family Income	Up to 1 minimum wage	48	22%
	from 1 to 2 minimum wages	40	18%
	from 2 to 5 minimum wages	57	26%
	from 5 to 8 minimum wages	21	10%
	Above 8 minimum wages	52	24%
Schooling Level	High School	34	16%
	College	61	28%
	Specialization / Master	82	38%
	PhD	40	18%
	Others	1	0%
Frequency in using social media	Daily	192	88%
	Weekly, Monthly or Sporadically	26	12%

Source: Elaborated by the authors.

Statistical Description, Internal Consistency and Co-relation

In Table 6 the descriptive statistics, the internal consistency and the co-relations of the scales used are presented.

Table 6
Statistical description, reliability and co-relations between CI, SS, QR, IC and CCV (N = 218)

Variable	Descriptive statistics			Co-relation				
	Average	SD	ω	1	2	3	4	5
1. CI	5.06	1.36	0.75	-				
2. SS	3.83	1.56	0.79	.43**	-			
3. RQ	4.17	1.28	0.68	.44**	.45**	-		
4. ICV	5.00	1.49	0.81	.70**	.43**	.44**	-	
5. CCV	3.39	1.39	0.87	.51**	.60**	.54**	.64**	-

** *p* < *.01*.
Results according to JAMOVI (2.2.5) and SPSS (*IBM SPSS Statistics* 22).

Considering CI, SS, RQ, ICV and CCV, all correlations were significant at the level of 0.01. The correlations between CI and ICV (r= 0.70, p < 0.01), ICV and CCV (r= 0.64, p < 0.01) and, SS and CCV (r= 0.60, p < 0.01) were the most elevated. Regarding the analysis of the internal consistency by the Ômega MCDonald (ω) coefficient, with the exception of the variable RQ (ω = 0.68), all the other variables were acceptable by being above 0.70 (Nunnally & Bernstein, 1994), with coefficient varying between 0.75 (CI) and 0.87 (CCV). Although the variable RQ presented coefficient below 0.70, the value is very close to the limit, therefore, it is considered marginally accepted.

Confirmatory Factorial Analysis (AFC)

The AFC was conducted in order to test the adjustment of the proposed model and, with the purpose of inspecting the results, the index of modification were evaluated, which presented high residual co-variance between some

pairs of items/factors, as follows: CI3 and ICV2, CCV and RQ1, ICV and CCV3, ICV and CCV4, and ICV and CCV2. Considering the residual co-variances of the model, good indexes were obtained and all of them were accepted: [X^2 = 283.568, gl = 141, X^2 /gl = 2,01; CFI = 0,93; TLI = 0,92; RMSEA (90% CI): 0,07 (0,06 – 0,08)].

Table 3 summarizes the results for the Composed Reliability, Convergent Validation and Discriminating Validation. In the validation of our mediation scale with 21 items, the values of composed reliability obtained were above 0.801, which means, they showed significance in all variables, once values above 0.7 and lower than 0.95 were obtained, which indicates an acceptable level of reliability (Hair et al., 2009).

As follows, it was verified that all the constructs that were part of the model presented extracted average variance values (AVE) above 0,5, which means a satisfactory reliability result (Hair et al., 2009). The AFC result suggested that all the factorial loads were equal or superior to 0.588 and statistically significant (p <0.001), which according to Hair et al. (2009) fulfills the requisite that present value of 0.5 or above.

Table 3

Results Factorial Structure – Confirmatory Factorial Analysis (N=218)

LATENT VARIABLE	1	2	3	4	5
1 – Value co-creation (CCV)	0.780				
2 – Information sharing (CI)	0.516	0.751			
3 – Co-creation Intention (ICV)	0.636	0.707	0.844		
4 – Relationship of Quality (RQ)	0.575	0.445	0.441	0.759	
5 – Social Support (SS)	0.597	0.429	0.431	0.479	0.837
Composed Reliability	0.903	0.836	0.882	0.801	0.875
Average Variance Extracted (AVE)	0.609	0.564	0.713	0.576	0.701

Note 1: Values in the diagonal are the squared root of the AVE, since they are higher than the co-relations between the latent variables, there is discriminating validation
Note 2: All the co-relations are meaningful at1%
Source: Developed by the authors with the data obtained through the software SmartPLS v.3.

In this study, analyzing the comparative between the external loads of the indicators, it was verified that all variables have higher co-relations with their own measures than with the indicators belonging to other constructs, which means, they converted to their own construct, highlighting a good measure of quality for the validation of the model. It was also possible to observe through a factorial matrix that the factorial loads presented varied values, which means, cross loads among the constructs were not identified, which points out that there is discriminating validation See Table 4.

Table 4

Resultads Factorial Structure – Confirmatory Factorial Analysis (N=218) [continues]

	CCV	CI	ICV	RQ	SS
CCV1	**0,849**	0,374	0,406	0,505	0,537
CCV2	**0,779**	0,503	0,577	0,403	0,490
CCV3	**0,635**	0,438	0,556	0,383	0,350
CCV4	**0,746**	0,384	0,573	0,430	0,395
CCV5	**0,824**	0,400	0,470	0,504	0,527
CCV6	**0,829**	0,296	0,377	0,459	0,476
CI2	0,369	**0,816**	0,600	0,351	0,299
CI3	0,467	**0,828**	0,607	0,354	0,314
CI4	0,250	**0,588**	0,425	0,229	0,205
CI1	0,431	**0,748**	0,477	0,383	0,447
ICV1	0,508	0,520	**0,855**	0,364	0,379
ICV2	0,547	0,691	**0,823**	0,373	0,320
ICV3	0,549	0,560	**0,854**	0,377	0,398
RQ1	0,559	0,319	0,319	**0,785**	0,404
RQ2	0,454	0,398	0,387	**0,838**	0,454
RQ3	0,227	0,298	0,300	**0,640**	0,169
SS1	0,485	0,316	0,303	0,397	**0,799**
SS2	0,518	0,347	0,375	0,413	**0,869**
SS3	0,495	0,411	0,399	0,393	**0,842**

Note 1: All factorial loads are meaningful at a value above 1%
Source: Developed by the authors with the data obtained through the software SmartPLS v.3.

In Table 5, the results of the structural relations among the constructs are demonstrated, including the values of f^2, Q^2, VIF e R^2.

Table 5
Results of the Structural Relations (N=218)

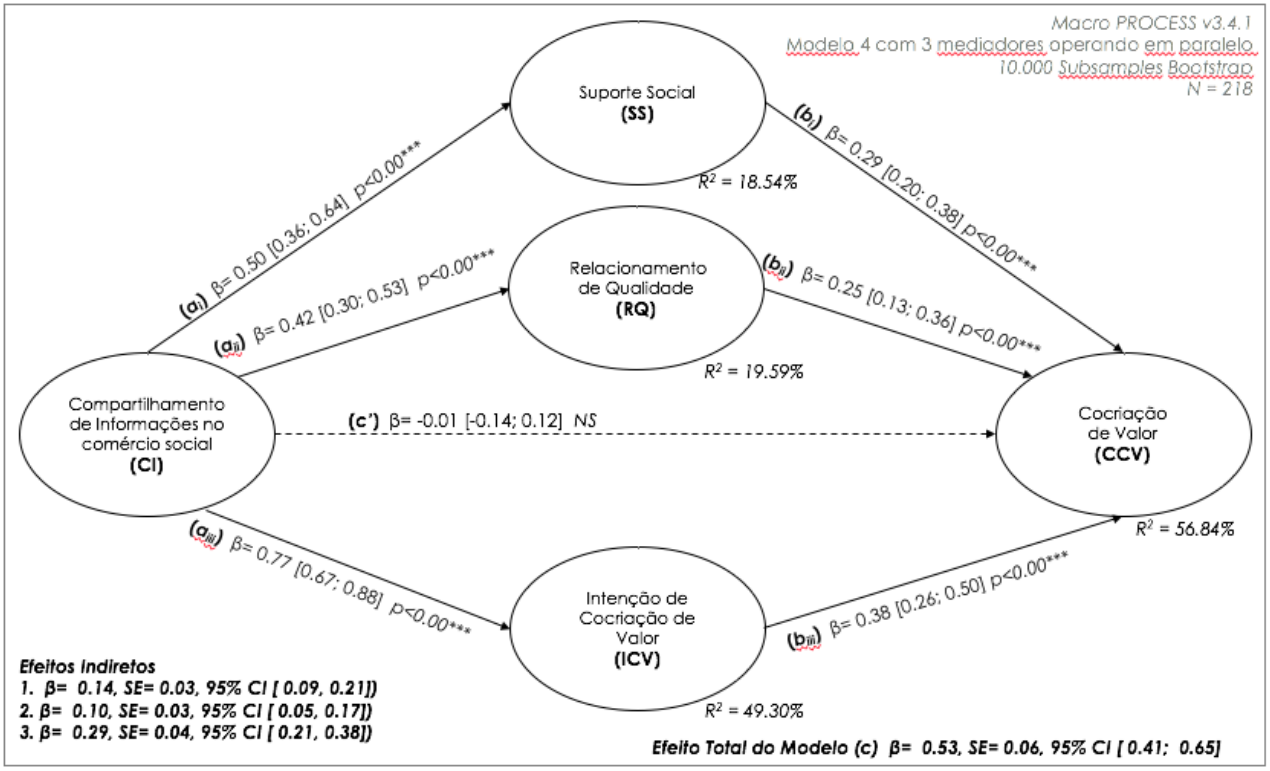
	f²	Q²	VIF	Structural coefficient	Standard error	t value	P value	R²
CI -> CCV	0,000	0,451	2,128	-0,013	0,064	0,198	0,843	0,579
CI -> ICV	0,999	0,411	1,000	0,707	0,038	18572,000	0,000	0,500
CI -> RQ	0,247	0,186	1,000	0,445	0,064	6942,000	0,000	0,198
CI -> SS	0,226	0,395	1,000	0,429	0,057	7491,000	0,000	0,184
ICV -> CCV	0,178	0,451	2,124	0,399	0,054	7370,000	0,000	0,579
RQ -> CCV	0,109	0,451	1,456	0,259	0,059	4413,000	0,000	0,579
SS -> CCV	0,156	0,451	1,432	0,307	0,054	5719,000	0,000	0,579

Note 1: p values estimated by bootstrapping with 10,000 repetitions
Note 2: Value co-creation (CCV); Information sharing (CI); Intention of co-creation (ICV); Relationship of Quality (RQ); Social Support (SS).
Legend: f² = size of the Cohen effect (1988), VIF = variance inflation factor.
Source: Developed by the authors with data obtained through the software SmartPLS v.3.

Evaluation of the Parallel Mediation Model

The results from the tests of the parallel mediation model among the constructs are presented in Figure 2.

Figure 2
Results from the theoretical model of parallel mediation



Source: Data from the research, according to *PROCESS (SPSS)*.
Notes: *NS* is non-significant, *** $p < 0{,}001$.

The mediation model proposed in this study was tested, which included three mediators operating in parallel (SS, RQ e ICV). The indirect effects of the model were verified with the procedure of 10,000 Subsamples Bootstrap. All the indirect effects were meaningful: [Indirect effect 1] CI to CCV through SS (β= 0.14, SE= 0.03, 95% CI [0.09, 0.21]); [Indirect effect 2] CI to CCV through RQ (β= 0.10, SE= 0.03, 95% CI [0.05, 0.17]); and, [Indirect Effect 3] CI to CCV through ICV (β= 0.29, SE= 0.04, 95% CI [0.21, 0.38]).

The direct relation between CI and CCV was not significant (β= - 0.01, [-0.14, 0.12]), and such direct effect was diminished in a significant way after the insertion of the mediator variables, varying from (β= 0.53) to (β= - 0.01) – which means a variation of (Δβ= 0.54). On the other hand, the value of R2, regarding the dependent variable of the model CCV increased after the insertion of the mediators SS, RQ and ICV, varying from (R2= 26.37%) to (R2= 56.84%) – which means that a variation of (ΔR2= 30.47%). With this, such results support the Main Hypothesis, and SS, RQ, and ICV mediate the relations between CI and CCV.

GENERAL DISCUSSIONS

The theoretical model tested in the present study has good levels of adjustment and high power of explanation, providing a better comprehension of value co-creation of tourism destinations from the perspective of the consumers. The online communities may be great channels for information sharing and social interactions, such as likes, advice and recommendations, but despite being present in the community, this may not be enough for the use to co-create with the destination, generating value in the process. It was possible to notice, by testing the proposed model, that the online environment requires other factors for this generation of value, such as support among its members, quality relationships (that involves trust, commitment and satisfaction), in addition to sharing advice and to travel.

The obtained results are aligned to previous researches (ex. Liang et al., 2011, Hajli, 2014; Shen et al., 2020; Tajvidi et al., 2020; Tajvidi et al., 2021), which suggest that the environment of the online social commerce has the potential to improve the perceptions of the consumers, mainly when such environment allows exchanges, relationships and supports among the users themselves. By thinking about such type of online commerce from the tourism perspective, which is composed by activities that in majority involve subjective and particular experiences for each individual, it is possible to understand even more the importance of the research that comprehend how to be present is such spaces is.

Many tourism managers may think that the fact that having an account in a social media and publishing random posts may lead to the consumption and the generation of value to one's business. But researches as the one performed here, showed that sharing information does not necessarily lead to a direct value co-creation. The presence in such virtual spaces should also be done in a conscious and planned way, sharing information, but also giving support to the users. Thinking isolate in each mediator construct, there is the social support,

which acts as a mechanism between sharing and co-creation. Therefore, corroborating with studies such as the ones by Bazi et al. (2019), Liang et al. (2011), Liu et al., (2020) and Tajvidi et al., (2020) this implicates in saying that the environment of support between the users increases the probability that they may co-create value with tourism destinations.

On the other hand, on the relationship of quality, corroborating with the studies such as the ones by Hajli (2014), Choi, Ko & Kim (2016), Liang et al. (2011), Tajvidi et al. (2020) and Wu & Cheng (2020), it could be observed that it is not enough the sharing of information among the users of the online travel communities, but such relationships need to have quality. Which means, the users need to have trust, to like to be a part of, to have commitment and to feel that they belong to a community. Such factors are important so that the user may co-create with the destinations. It is worth mentioning that these two constructs are relevant to tourism managers, since both may be used as strategy in social media. It is possible to have as purpose to give support and to have a quality relationship with the users.

At last, the intention, despite having a relevant load in the triple mediation, is a more complex construct to be worked directly by tourism managers, since it depends more of the action of the users rather than the destination itself. This does not mean that it should not be taken into consideration, just the opposite, it is necessary that the destination keeps up with how interested the user is regarding the experiences of other users and in the search for information about the destination, since those are strong indexes that the users intends to create value with the place. The management of a tourism destination should encompass the awareness from all the actors of the tourism productive chain, since the service providers of transportation, hotels, restaurants, tourism attractions, etc., since a quality relationship is needed, with support from the most several fronts.

Going back to the study in question, statistically speaking, it is noticed that when analyzing only the impact of information sharing in the value co-creation,

it has an explanation power of the phenomenon around 26%. However, by inserting the three explanation mechanisms in parallel, such explanation power increases to almost 57%, an increase of more than 30%. This explains by saying that the variable value co-creation is better explained by the three proposed mechanisms. Which means, in group, the social support, the relationship of quality and the intention of value co-creation help to better understand the process of value co-creation in online travel communities. There is, therefore, a broadening of the theoretical discussion, from the proposed new relations.

Regarding the pandemic period caused by Covid 19, as briefly discussed in the introduction, there is the need to highlight the recent data of the World Tourism Organization (UNWTO, 2021), which indicate that tourism was the most affected economy field, with a downfall of 74% of the international tourism in 202, when compared to the numbers of 2019. Analyzing the Brazilian case, in the last two years, there was closing of nearly 1.5 million job openings in the sector, in addition to a loss of almost R$ 100 billions in the earnings of the cooperate travel sector (Fecomércio, 2022). Therefore, to understand whether the tourist has the intention of returning to travel was one of the secondary purposes of this study.

In this sense, by asking the online travel community users if they see themselves traveling in the following years, even in face of a post-pandemic scenario, 92% answered that yes. Such finding corroborates with other studies (ex. Bernardes, Borini & Figueiredo, 2020; Carneiro & Allis, 2021) by showing that, even in the middle of crisis (the question was asked during the pandemic), it is necessary to think of strategies for post-crisis scenarios, or in the "post-covid tourism", since people intent to continue traveling. The presence, the support and the relationship in online communities may be a strategy to aim at mitigating the financial losses from the downfall of consumption and trip cancellations, specially in emergent markets that suffer with higher seasonality and financial instabilities.

The online channels are, therefore, an exit to dialogue with tourists, once such channels have been even more used in the pandemic and post-pandemic period, as pointed out also by Carneiro & Allis (2021). Thus, to understand that there is intention by part of the individuals in return to traveling in a post-crisis scenario, may make businessmen and managers of tourism destinations to search for strategies to keep the relationship with such public even during the crisis, so that trips may occur as soon as possible. It is each destination and tourism equipment's responsibility to keep up, to monitor, to participate and to analyze their strategies in the online social commerce in a way to search for an increase in the process of value co-creation.

CONCLUSION

When analyzing the precedents in the process of value co-creation of tourism destinations, this study verified that the online information sharing, through forums, communities, classifications and analysis, references and recommendations, occurs through three explanation mechanisms: the social support, the relationship of quality and the intention of value co-creation, in order to raise the explanation power of the co-creation process that occurs in the digital environment.

This study has contributed to the tourism literature by presenting a theoretical model of the precedents of value co-creating in tourism destinations tested in an emergent context. This is because unlike mature markets, with high competition and with a more stable economy environment, the emergent markets, such as is the case of Brazil, are characterized by lack of resources, problems of infrastructure (including in tourism), polically unstable environment, less demanding population, low income, low schooling, being important such analysis of the behavior of consumers resident in such context (De Lima, Mainardes & Rodrigues, 2020).

In addition, although the value co-creation has been studied from the optic of the local experience in a tourism destination (Fan et al., 2020), this study aimed at analyzing how such co-creating happens in an online social commerce, within online travel communities, bringing the theory of the onine social commerce to the field of tourism. Analyzing under the optic of the consumer behavioral literature, this study goes beyond what was proposed by the authors Tajvidi et al. (2020) and Tajvidi et al. (2021), by analyzing not only the sharing of information in online communities in the intention of value co-creation, but aiming at understanding the process of value co-creation itself. The intention here was transformed into an explanation mechanism, in addition to the social support and the relationship of quality, once it is understood that the intention is predecessor of the final behavior.

According to what was said, this study contributed in practice for managers of tourism destinations educate tourism service providers, so they may understand the need of not only interacting with consumers present in the online travel communities, but acting in a way of giving emotional and information support to such users, from a relationship of quality, once such support will impact on the value co-creation of tourism destinations. The support climate encourages the members of online communities to be spokespeople of tourism destinations, disclosing their experiences and publishing information on their personal pages. Therefore, the disclosure of the destination as a whole or of specific services, such as bars, hotels, attractions, in a way to contribute not only with the disclosure of themselves, but with the co-creation process, which may occur among the members of the social media.

Value co-creation in online social commerce may serve, therefore, as a strategy of managing destinations, bu guiding tourism managers on how to position in a way to improve the involvement of their consumers on digital platforms, aggregating value to the online experiences from virtual channels. This study has limitations, such as the fact that the data gathering occurred in

a single region of Brazil. In addition, it was performed a transversal cut preventing comparisons between periods, which may be explored in future studies. There were not cuts and comparisons by social media and this may also be explored in the future. Therefore, as suggestion for future studies, researchers who may evaluate the impact of precedent in the value co-creation in a specific online community such as Instagram, for instance, are indicated, given that here it was verified the participation of users in the most several virtual communities. In addition, it is suggested to analyze what the consequences are of the value co-creation in the tourism sector, specially in the images of destinations and in the consumer's intention of visiting/revisiting certain location.

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