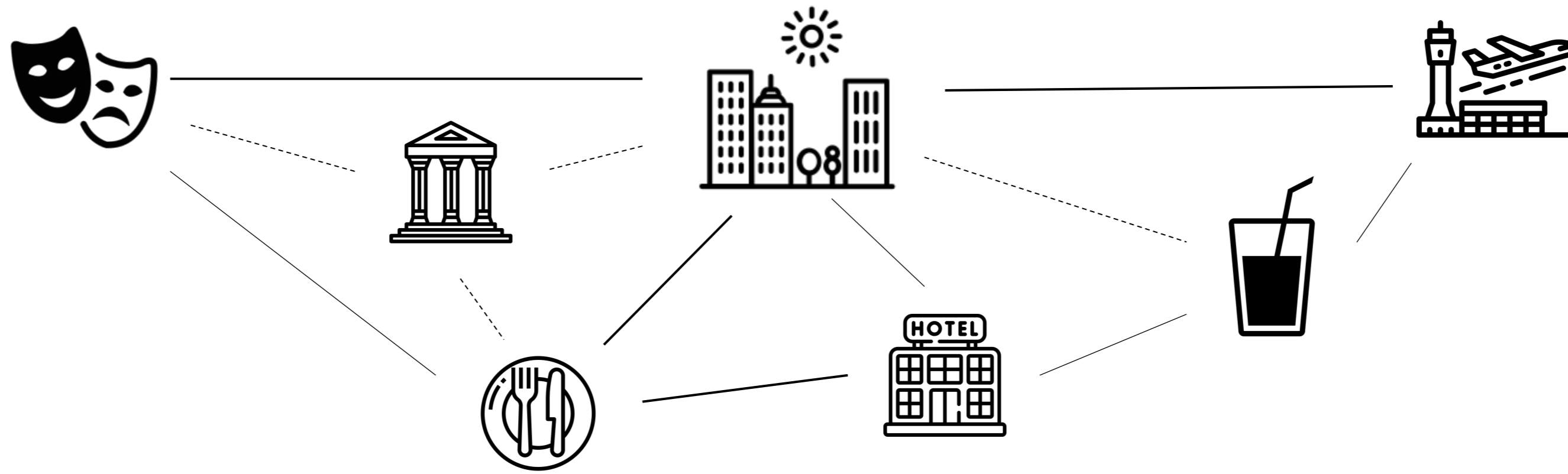# A Service Constellation for a Tourist Destination

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Introduction

Value Chain ➡ Value Constellation ➡ Service Constellation

How do services affect each other & the value-creating potential of the constellation?

Theoretical Contribution: Construct a Service Constellation

Destination Management Organisations: **Economic Contribution**

Method

Focus Group Workshop → Customer Journey Analysis → Constellation Construction → Service Constellation Analysis

Findings

13 Service Types:

(Pre-trip Stage)   (Trip Stage)   (Post-trip Stage)

- -

The value of a service is perceived on an individual level: Preference / Situation / Accessibility

Positive, Negative & One-Directional Associations: The value of one service depends on the value of another

Search, Informational & Evaluation Services provide a cycle of feedback & information that gives value to the constellation

Preceding services are of greater value when services are taken in sequence

Conclusion

Theoretical Implications

- Customer Journey Analysis: a successful technique to construct a Service Constellation

- Not all services generate an equal impact

Managerial Recommendations

- DMOs: to support & manage the use of complementary services. As these services are typically not controlled by service providers at the destination

- Focus on preceding services in a sequence

- DMOs can implement the same process to construct a Service Constellation for their own destination

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