

ABSTRACT

After massive losses caused by the Covid-19 pandemic, Indonesia's government emphasized the tourist experience to revive the economic situation of the tourism sector. Exploring tourist experience co-creation is necessary to understand the adequate management strategy for tourism destinations. Through the Service-Dominant Logic (Vargo & Lusch, 2004) perspective that denotes an exchange process of collaboration with the tourist, this study aims to explore how cultural heritage tourism in Indonesia utilizes the online social media platform to sustain tourist visits and revisit intention through experience co-creation. This study investigates the variables that affect tourist intention to use an online platform, intention to, and intention to revisit the destination.

This research applied a sequential mixed-methods approach of qualitative (observations and in-depth interviews) approach and quantitative (online and onsite survey) with a case study of Sade Village, Indonesia.

The study's findings add further insight into cultural tourism literature that exploration of the operand (destination) and the operant (tourist) roles in the experience value co-creation process. The result of this research could be implemented by all actors incorporated in tourism, such as Destination Management and Organization, the Indonesian government, local businesses, and the tourist. Furthermore, although the exploration of this research uses a case study of Indonesia Village Tourism, this dissertation's findings can be implemented in other tourism villages with similar characteristics regardless of their region or countries.

Keywords: Service-Dominant Logic, Experience Value Co-Creation, Cultural Heritage Tourism, Online Platform, Destination Authenticity