

Developing a conceptual framework for value co-creation and sustainable festivals: A grounded theory approach

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Purpose –

The purpose of this paper is to enhance the understanding of sustainable events by analysing value co-creation processes from a customer perspective, since this knowledge will likely allow festival organisers to improve how they manage the development of sustainable festivals as value co-creators.

Design/Methodology/approach –

First, the study analyses and discusses the literature related to festivals and value co-creation, with a focus on sustainable festivals. Secondly, empirical research based on grounded theory is conducted and analysed and complements the discussion about co-creation in the context of sustainable festivals. This second step considers that festival studies have a unique need for using “phenomenological (hermeneutics) and experiential assessment methods” to improve the understanding of festivals.

Findings –

The findings indicate that it is also necessary to separate different definitions of value co-creation clearly in respect to sustainable development of festivals. Whilst analysing the interviews, three distinct festival attendee categories emerged. Attendees have individual assessments of what exactly constitutes value and value creation. In addition, the results demonstrate that these categories are key factors in describing the different kinds of value co-creation processes.

Research limitations/implications (if applicable) –

The research has certain limitations that require further research, for example in terms of quantitative validation of the festival attendee types. Future research should identify relevant indicators and describe different attendee value co-creation types.

Practical implications (if applicable) –

In terms of practical implications, the role of different attendee types in co-creating value and valuable experiences should be considered based on their direct interactions with festival organisers in joint spheres or indirect interactions in customer spheres. This can offer further opportunities within relevant value co-creation processes.

Originality/value –

This study has illustrated a framework to understand the process of value co-creation with reference to different categories of attendees and sustainable festivals. The findings of this paper indicate that value co-creation at festivals is a socio-cultural experience that is influenced by individual attitudes and values.

Key words

Service Dominant Logic, Value Co-Creation, Grounded Theory, Festivals

Paper type –

Research paper

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