The Smart Service Ecosystem: an integrated model to analyze Smart Tourism Ecosystems

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Purpose - The current growth of the service sector in global economies leads to the redefinition of markets as systems of actors interconnected through networked relationships based on resources exchange and producing value co-creation. In this scenario, two of the main contemporary service research theories, Service-dominant logic and Service science, propose different models for producing value co-creation: service ecosystems and smart service systems. Based on the willingness to exceeds the limitations of these two models, the present work aims at proposing an integrated framework, the so-called Smart service ecosystem. The proposed model adopts a system view of value co-creation and can be applied to different kind of sectors.

Methodology - Based on a case study methodology, the study tests the model in the tourism sector. The point of view of consumers and service providers is taken into consideration to make comparisons between managers and users perception. Specifically, semi-structured interviews were administered to key informants to analyze their perception about the main dimensions of the smart service ecosystems.

Results - By adopting a holistic view, the results obtained can allow the elaboration of a framework which pinpoints: (1) the main stakeholder groups (actors); (2) the kind of resources exchanged (resource integration); (3) the tools employed (technology); (4) the institution exchange among users and service providers (institutions).

Implication - The work entails both theoretical and managerial implications. From a theoretical point of view, it offers insights on the different kind of value co-creation practices, mainly fostered and generated using ICTs in business processes. From a managerial point of view, it sheds light on how managers can optimize knowledge exchange to enable value co-creation; monitor the emersion of co-creation in real time; foster service improvement and innovation.

Originality - The originality of the work lies in the reconceptualization of the tourism sector from a new perspective based on the assumptions of service-dominant logic and service science, that allow to analyze not only the main elements of the Smart tourism ecosystem but also the dynamic interactions within it.