

Value co-creation in sport tourism: the practices of international participants in a tourism running event

Abstract

Drawing on the concept of value co-creation, this study examines how international participants co-create value in a sport tourism setting. Through a qualitative investigation of actors co-creating value in a tourism running event, this study identified and categorized value co-creation practices of international participants, who travel to Japan to run a marathon. This study identified three categories and seven value co-creation practices, located on a continuum from before-event to during- and after-event. The findings provide insights for sport tourism planners to enhance value co-creation, especially involving international participants who face language and cultural barriers.