

Title: Quality in Marketing Process and a Systemic Value Co-creation.

Abstract

Purpose – The purpose at the basis of this research is demonstrating that the network strategy influences the complex tourist product quality and if the firms pursue a co-planning value strategy, this latter affects marketing choices of tourist product.

Methodology/approach – We propose a theoretical model which represents an application of service-dominant logic according to resource-based theory, with specific attention to a particular branch and precisely how the “relational view” leads to value co-creation and that takes into account the central issue of tourism and in particular hotel quality management.

We demonstrate the usefulness of this framework through a structured questionnaire, submitted to a sample of hotels, helpful to understand the club’s implications on the quality co-creation process.

Findings – According to the high quality hotels’ offering, Campania’s hotels have to improve network relationships with local authorities and private firms, as well as regional offer forms, creating adequate conditions of competitiveness on global tourist market.

Research implications – The theoretical framework we propose in this paper can represent a possible tool in terms of strategic decisions’ support systems, suggesting an interpretative key in a logic that takes into account both RBT and S-D logic. This framework can be adopted both to evaluate networking initiatives’ efficacy and as a decision support system for networking start-ups and management.

Practical implications – Practical implications concern what are conditions to implement a network project between 4, 5 and luxury 5 stars hotel in some of the major destinations in Campania region, in order to create a product club that can provide a positive impact on the sustainable development of the territory, through the management of relationships. Besides, it also shows the implications on value creation through networking relationships.

Originality/value – the goal of this research is to verify the image perception referred to different Campania region destinations, in which network’s actors are located. The analysis will conduct to an overlapping logic, able to analyse the role of the Product-Club, characterized by an innovative quality management approach.

Key words - Resource, Network, Value Co-Creation, Quality, Destination Image.

Paper type – Research paper

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