

Experience Modularization for New Value of Evanescent Cultural Communities: Developing Creative Tourism Services in Bangkok

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Abstract : Creative tourism is an ongoing development in many countries as an attempt to moving away from serial reproduction of culture and reviving the culture. Despite, in the destinations with diverse and potential cultural resources, creating new tourism services can be vague. This paper presents how tourism experiences are modularized and consolidated in order to form new creative tourism service offerings in evanescent cultural communities of Bangkok, Thailand. The benefits from data mining in accommodating value co-creation are discussed, and implication of experience modularization to national creative tourism policy is addressed.

Keywords : co-creation, creative tourism, new service design, experience modularization

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