Chapter 6
Empowering Tourists Through Technology:
Co–Creative Destination Experiences in the Malaysian Tourism Sector

Rupam Konar
https://orcid.org/0000-0002-3235-3842
Taylor's University, Malaysia

Md. Tariqul Islam
https://orcid.org/0000-0002-7367-2989
Taylor's University, Malaysia

Jeetesh Kumar
https://orcid.org/0000-0001-9878-1228
Taylor's University, Malaysia

Lazey Doma Bhutia
https://orcid.org/0009-0009-5705-0547
Independent Researcher, Malaysia

ABSTRACT

The rapid advancements in ICTs and the rise of Web 3.0 have revolutionized the tourism industry, reshaping the creation and delivery of experiences through digital co-creation. This article explores how these technologies facilitate active tourist participation in developing travel experiences, with a focus on the Malaysian tourism sector. Using the Service-Dominant (S-D) logic framework, it highlights the shift from traditional goods-dominant logic to a service-oriented approach, fostering a

more interactive and collaborative environment. Digital platforms like social media and travel blogs play a crucial role in personalizing experiences and building a sense of community. The integration of AI and IoT further enhances authenticity and personalization. The article also addresses challenges in data management, the need for a supportive organizational culture, and opportunities for innovative tourism products and sustainable development. Future research should examine the long-term impacts of digital co-creation on tourism.

INTRODUCTION

The tourism industry has experienced a significant transformation in recent years, driven by the rapid advancement of Information and Communication Technologies (ICTs) and the emergence of Web 3.0. These technological innovations have reshaped how tourism services are created, delivered, and experienced, fundamentally altering the dynamics between tourists, service providers, and local communities. Central to this transformation is digital co-creation, which emphasizes active collaboration and participation in creating tourism experiences.

Historically, the tourism industry relied on traditional information systems, such as computer reservation systems (CRS) and global distribution systems (GDS), to manage bookings and reservations. These systems, introduced in the 1960s and 1970s, streamlined the booking process but needed to be improved in their ability to provide personalized or interactive experiences. The advent of the internet in the 1990s marked a significant turning point, democratizing access to travel information and services. Online travel agencies (OTAs) such as Expedia and Booking.com revolutionized the industry by offering consumers direct access to various travel options, enabling them to compare prices, read reviews, and make reservations online.

The transition from Web 1.0 to Web 2.0 further intensified the impact of ICTs on tourism. Web 2.0 introduced a more interactive and user-generated approach to the internet, characterized by social media platforms, travel blogs, and review sites. This era empowered tourists to share their experiences and feedback with a global audience, influencing travel decisions and shaping the industry. Platforms like TripAdvisor became essential tools for travelers, providing insights and recommendations based on user-generated content. This shift not only affected consumer behavior but also compelled tourism businesses to adopt a more customer-centric approach, actively managing their online reputations. The emergence of Web 3.0, or the Semantic Web, has taken the transformative impact of ICTs to a new level. Web 3.0 is characterized by integrating artificial intelligence (AI), machine learning, and the Internet of Things (IoT), enabling more personalized and context-aware services. In the tourism industry, these technologies facilitate the creation of highly

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