

Welcome to the *IJCHM*'s special issue on co-creation in hospitality and tourism in China. In 2012, we formed a strategic partnership between *IJCHM* and the Department of Hospitality and Service Management (DHSM) at Sun Yat-sen University's School of Business (SYSBS). As a part of this partnership, *IJCHM* has established a second editorial office at SYSBS, and Professor Jingyan Liu, Professor Lishan Xie and Dr Xinyuan (Roy) Zhao guest-edited a special issue on ethical and sustainable practices in the hospitality and tourism industry in China, which was published in 2014.

In continuation of this partnership between *IJCHM* and SYSBS, Professor Lishan Xie, Professor Xiaoyun Han and Professor Hui Fu have worked on this new special issue on co-creation in hospitality and tourism in China for the past 18 months and selected eight strong articles after several rounds of a double-blind review process. I am confident that the articles in this special issue will be well received by scholars, students and practicing managers in our field. This special issue is another strong evidence of how the partnership between SYSBS and *IJCHM* has been working well and is beneficial for not only both parties but also the hospitality and tourism industry in China and globally. Below is the guest editors' editorial for this special issue. I would like to take this opportunity and thank our guest editors as well as Professor Jingyan Liu and Dr Xinyuan (Roy) Zhao from SYSBS for their hard work, support and contribution to *IJCHM*.

Fevzi Okumus  
*Editor-in-Chief*  
*IJCHM*

## Special issue guest editorial: co-creation in hospitality and tourism in China

This special issue contains eight articles on co-creation in hospitality and tourism in China. Ever since service-dominant (SD) logic was introduced, it has evoked keen interest among hospitality and tourism academics and practitioners to further develop and extend the notion of value co-creation. At the same time, as value co-creation embraces customer and operant resources into the entire value-creation process, it enhances customer satisfaction by allowing consumers to actively design and subjectively shape their experiences. In return, this will bring more revenues to the business. Value co-creation has emerged as a field of considerable interest. However, knowledge in value co-creation is rather fragmented. In response to this, this special issue invited studies that could build on extensive research in the hospitality and tourism field and beyond to develop, apply and test theories with the goal of enhancing our understanding of value co-creation.

The articles included in this special issue cover a wide range of topics written by scholars worldwide, from Europe, America, Australia and Asia. The first article is co-authored by Yuqing Liu, Hong Xu and Xingyang Lyu. This study used a questionnaire and two experimental designs to examine how the degree of value co-creation affects Chinese customers' evaluations of new tourism and hospitality services, and how outcome quality moderates this relationship under different conditions. In the second article, Wan Yang and Ben Wu propose a five-factor luxury hotel value framework from a value co-creation perspective to assess what consumers value in luxury hotels, and further investigate the relationship between these value dimensions and Chinese consumers' intentions to stay in luxury hotels. The third paper co-authored by Jingyan Liu, Jialin (Snow) Wu and Rob Law develops a framework to explain the reciprocity of the value co-creation process in the



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mobile hotel booking context. In the next paper, Jing Ge and Ulrike Gretzel propose a taxonomy of value co-creation types occurring in firm-customer interactions on social media.

In the next article, Yao-Jen Tu, Barbara Neuhofer and Giampaolo Viglia utilize an online experiment to empirically test how co-creation impacts customer willingness to pay through customer engagement. The study by Minglong Li and Cathy Hsu analyzes the mechanism by which customer participation (CP) in services exerts influence on the innovative behaviors of employees. The seventh paper co-authored by IpKin Anthony Wong, Mingjie Ji, Anita Eves and Aliana Man Wai Leong investigates how the presence of other customers in restaurant social settings becomes a resource (referred to as “customer-to-customer interaction” or “C2CI”) to co-create an escape dining experience and stimulate dining outcomes. The last paper co-authored by Shuai Yang, Shan Lin, Minghui Ma and Jian Huang identifies two forms of brand engagement via social media platforms and examines their effects on Chinese hotels’ display advertising performance.

The articles included in this special issue demonstrate current, interesting and powerful research findings and discussions on co-creation in hospitality and tourism. They all offer strong theoretical and practical implications. It is evident that the partnership between SYSBS and IJCHM provides an innovative and productive platform to advance the body of knowledge on hospitality and tourism. We hope that our readers find all the articles published in this issue timely, relevant and insightful. Finally, this special issue would not have been possible without the considerable input and support from a group of reviewers. We greatly thank all the authors and reviewers for their support and contributions to IJCHM.

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