

Co-creation Tourism Experience in Perceived Usability of Interactive Multimedia Features on Mobile Travel Application

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Abstract—The aim of this paper is to explore the use of interactive multimedia features on mobile travel services to improve touristic experiences. This study delivered a workable prototype with visiting Sarawak as a case study by integrating locality/authenticity design and interactive multimedia features content. User-testing was carried out to identify whether the mobile application usability can improve visitor experiences. A total of 40 visitors (18 male and 22 female) were recruited to participate in the user-testing study. The results indicated a positive SUS score 81 out of 100 and that multimedia interactivity on mobile travel application could enrich tourist's co-creation experiences compared to just static navigation and limited interaction. The outcome also significantly enhanced tourism experiences through authenticity design attractions such as iconicity and heritage elements value of a destination region. Overall, the findings provide perception of how tourists perceived usability of interactive mobile travel application and the impact of interface motif. Implications and suggestion are further discussed in this paper.

Index Terms—Authenticity Design; Mobile Application; Multimedia Features; Tourism Experience; Usability.

I. INTRODUCTION

Early studies by [1] differentiate that traditional reading of travel book or brochure is lack of visualization whereas mobile travel apps provides better interactive contents. However, the interactive contents are limited to certain features such as slideshow, image galleries, embedded audio-video, map, and hyperlink. [2] discovered that there are many mobile applications suffer from usability issues, including information overload, complex screen interface, lack of task support, limited interaction mechanism and static navigation. [3] analyzed the actual usefulness, adoption and success of a mobile information system depends on the usability; appropriate design functionalities and interaction features.

[4] identifies that product and company centric innovations are now being taken over by the co-creation experience as a basis for value and as the future of innovation. According to [5], co-creation is defined as a business strategy focusing on customer experience and interactive relationships where it encourages a more active involvement from the customer to create a value rich experience whereas [6] defined that co-creation, is the process where brands and consumers work together to create better innovation ideas, products and services. [7] The co-creation value arises in the form of personalized, unique experiences for the customer (value-in-use) and ongoing revenue, learning and enhance market performance drivers for the firm. Value is co-created with

customers if and when a customer is able to personalise their experience using a firm's product-service proposition to a level that is best suited to get their job/task(s) done and which allows the firm to derive greater value from its product-service investment in the form of new knowledge, higher revenues/profitability and/or superior brand value/loyalty.

This research is conducted in the tourism industry context and aims to identify and analyse tourist's co-creation experiences on the implementation of interactive multimedia features on mobile travel application. The component of multimedia features comprises of Augmented Reality (AR), Virtual Reality (VR), 3D/360^o model, animation, map, audio, video, slideshow images, pop up image, and scrolling content. System Usability Scale (SUS) investigation were measured to access the co-creation value of the application usage and whether the product-service can go a milestone to market success.

II. LITERATURE REVIEW

A. Locality/authenticity design concept as an approach to increase attractiveness of tourist

In tourism, authenticity is often related to toured objects, tourism sites, and tourist experiences [8]. In such cases, objects are described as authentic when their physical manifestation resembles something that is indexically authentic [9]. Specific products that can attract tourist are considered the "core element" that makes up the attractiveness of the destination. Tourism product is unique based on the comparative advantages of destination resources where the value of intangible cultural objects and local tourism activities such as art form, folk, ethnic dancing food culture, or other forms of sports activities, traditional festivals, performances, can be materialized by physical products provided to visitors where they stop; or tourism products can also be health care, communications, finance, banking which bring great benefits to tourist. The unique tourism product does not only make up the attractiveness of the destination, but also contributes a main part in its competitiveness. It is stated that besides demand for accommodation, meals, sightseeing, entertainment, demand for travelling is also the basic needs of tourists, a precondition to make the trip which bring up the next demand. In general, a tourist destination is considered attractive if it has three basic elements which is easy to access; specific attractive tourism products; and public service and personal comfort are ensured [10].