_____

Co-Creating Authentic Travel Experiences: Exploring the Travel Experiences of Young Indian Tourists

Mohd. Abad*

Department of Tourism and Hospitality Management, Jamia Millia Islamia (a Central University)
mabad@jmi.ac.in

Dr. Firdous Ahmad Shah

Government Degree College, Drass (a Constituent College of University of Ladakh)
rs.fshah@jmi.ac.in

Dr. Abdul Qadir

Department of Tourism and Hospitality Management, Jamia Millia Islamia (a Central University)
aqadir@jmi.ac.in

Proposed citation:

Abstract

The demography of the metropolitan region of Delhi NCT and its demand for travel experiences is dynamic and ever-evolving. The present study explores the narratives that are developed through interaction between young Indian travelers and the local service providers during the process of co-creating authentic travel experiences. The authors preferred a qualitative research design with the sub-set of a narrative approach to pursue this study. Data has been collected from 18 study participants from the Delhi NCT region, and thematic analysis has been applied to identify different taxonomies under three primary themes. The study collates the evidence wherein the motivations and satisfaction from travel experiences have been revealed by assessing co-creation between travelers and service providers.

Keywords:

Co-creation, Authenticity, Travel Experiences, Young Indian Travelers, Service Providers

1   Introduction

In recent years, India has seen a surge in young travellers seeking unique, immersive travel experiences. With over 65% of India's population under the age of 35, understanding the preferences of young tourists is essential, as they largely represent Generation Z, a group known for its enthusiasm for meaningful, novel, and authentic travel encounters (Dhawan, 2024). This demographic shift, highlighted by an increasing preference for experiences over material possessions, has catalyzed a transformation in the tourism industry. Young Indian travellers are well-informed and have access to a multitude of channels for planning and booking travel, resulting in a demand for tailored, co-created travel experiences that cater to their specific tastes and values (Nahta, 2023). The concept of co-creation in tourism involves a collaborative effort between tourists and service providers to design travel experiences that align with the travellers' personal preferences and interests. This is especially prevalent among young professionals who seek to escape the artificial aspects of conventional tourism in favour of authentic, culturally immersive experiences. Co-designing, the most prevalent form of co-creation, allows travellers to actively participate in curating their travel experiences, adding a personal touch that enhances their journeys' overall satisfaction and authenticity.

While existing research explores the role of co-creation in tourism, there is a noticeable gap in understanding how these dynamics specifically play out among young Indian travellers. The interaction between young tourists and local service providers remains underexplored, particularly in how co-creation practices influence tourist satisfaction and the narratives built around these experiences. The current body of literature lacks an in-depth analysis of the factors that drive young Indian tourists to seek co-created experiences and the contextual elements—such as cultural immersion, digital detox, and well-being—that contribute to a fulfilling travel experience.

Additionally, the limited research available primarily focuses on Western or global perspectives on co-creation in tourism. This leaves a gap in understanding the unique motivations, needs, and expectations of Indian youth in their domestic travel interactions. By examining these narratives in the Indian context, this research aims to contribute to the broader discourse on authentic tourism and co-creation. Accordingly, the primary objectives of this study are as follows, First, to examine the interaction between young Indian tourists and local service providers in co-creating travel experiences. Second, to understand the specific elements of co-creation that enhance the travel satisfaction of young Indian tourists. The study structure follows the standard pattern wherein the introduction section is followed by a separate section on the literature review and methodology. It is then structured with sections on findings and discussion and a conclusion that comprises implications, limitations, and suggestions for future research.

2   Literature Review

In the present fast-growing world, one needs to keep themselves updated to cope up with the ever-evolving world, and the same is in the case with the business world. The business, to survive the competition, needs to be up to date to fulfill all the requirements of the consumers. Co-creation is together (co-) to make or produce something (new) to exist (creation). When two or more people (producer and consumer) come together and share ideas and knowledge for the creation of a new innovative product, it is a relationship between producer and consumer where the consumer actively participates in the production of a product. The customers have become more informed, empowered, active and connected and can withdraw the value of the product. Co-creation can be done through the high quality of interaction between the tourist and the tour operating company and can create a very personalized co-creation experience (C. K. Prahalad & Ramaswamy, 2004). The customers' contribution to the process of co-creation in tourism can mainly occur in three stages, and it starts with the designing of the tour, secondly when the customer is at the destination, and lastly after the completion of the tour when they share their experience through feedback and suggestions (Neuhofer et al., 2012; Pham, 2018).

Co-creation in tourism refers to the open and innovative approach where customers take an active part in designing a new product according to their needs. Today's consumer is well acquainted with and knows various sources and channels. They want unique experiences and value. This desire could be only achieved when the consumers are more involved in designing the tour package as it would enable them to know more and more about their needs and requirements, and they can enhance their product accordingly. Once the product is designed as per their requirement, they are more attached to it and thoroughly enjoy the experience. The product also comes up to their expectation. For any co-creation to occur, one of the essential things is transparency. Transparency leads to a better relationship between the producer and the consumer. The more transparency there is, the more trust there is in the consumer. One of the main reasons behind co-creation by the company is to enlarge its requirement of the information about needs, applications, and technologies that can only be gathered from the customer (Piller & Ihl, 2009). By co-creation, tourists can create a unique personal experience for themselves with the help of the service provider before and after the service process has been done (Pham, 2018). Co-creation can lead the tourist to explore his or her creative side. It lowers the risk associated with the product/package as consumers are involved in designing and creating the tour packages; hence, chances of failure become minimal.

However, there various challenges are associated with co-creation. The first and foremost is the degree to which extent the consumer can be involved in co-creation. Although they are a significant part of co-creation, setting their boundaries is also essential because sometimes, unlimited involvement of the customer becomes unfavorable for the company. There are chances of wastage of the tour packages provided by the tourism company and in the tour products-making process, as many

times the tourists do not at all like the provided tourism products, and everything needs to be restarted from the beginning. Though co-creation is essential, many companies still have to struggle to identify tourists who are willing to share their knowledge and ideas (O'Hern & Rindfleisch, 2010).

Today in this era of the internet, millions of customers are connected. Internet connections give opportunities to the customers to actively interact with each other, share knowledge and information, participate in online discussion and develop and create products. Co-creation provides an excellent opportunity for them to innovate and create new tourism products. By giving such a great extent of freedom, sometimes it becomes challenging to create a balance between the needs of the tourists and tour companies, especially under the influence of social, economic, and cultural patterns, and now the worldwide COVID-19 pandemic. The cultural pattern of the society focuses on a high level of risk avoidance and power distances and a low level of individualism, so it becomes a little difficult to expect a significant presence of tourism innovators and, hence, customized tourists.

Today's consumer is well acquainted with and knows various sources and channels. They want unique experiences and value. This desire could be only achieved when the consumers are more involved in designing the tour package as it would enable them to know more and more about their needs and requirements, and they can enhance their product accordingly. Once the product is designed as per their requirement, they are more attached to it and thoroughly enjoy the experience. there are several reasons for the blooming of co-creation sum of which are the new age popularity of internet technology, accommodation towards services and experiences, and an open, innovative approach (Binkhorst, 2004). The use of internet technology can lead to better co-creation. It will add value to both the visitor and the visited destination and, at the same time, will contribute to the uniqueness and authenticity of the destination visited. With the increase in digital technology, tourists are more connected with each other sharing knowledge among themselves, so digital platform helps the creators to know the different views of the consumer and make them more connected (Ramaswamy & Ozcan, 2019).

Co-creation strengthens social relations between communities by empowering the local people, increasing their mutual trust, and building a new social capital which could enable the public and private sectors to use their understanding and relationship to create new innovative ideas (Torfing et al., 2019). Interestingly, the most essential part of co-creating travel experiences, particularly for young Indian travelers, is understanding their preferences and choices. The young Indian traveler is looking for immersive travel experiences that are authentic and transformative that offer pursuits of well-being. The bigger metropolitan cities are rapidly becoming the center of urbanization and industrialization, pushing their residents to live a more mechanistic life with compromised well-being (Murphy et al., 2020; Wang et al., 2020). Travel is considered a tool of transformation that aligns people's center and allows them to re-connect to themselves and the world (Maoz, 2006; Robledo & Batle, 2017). The Metropolitan residents, particularly, the young travelers, prefer to escape modern cities

in search of peace and well-being, especially to destinations that are based on nature (Ashley, 2007; Little, 2012; Sharpley & Jepson, 2011; Sheldon, 2020). In this regard, designing and co-creating a tour package product that satisfies the needs of a tourist looking for a meaningful experience can lead to better outcomes. It will help organizations customize and deliver tourism products that produce meaningful outcomes related to one's well-being.

Well-being has taken center stage in the examination in academia and research based on its growing importance. Tourism and travel is one such medium that can be used to promote multi-dimensional well-being and thus, co-creating a travel experience that promotes well-being requires interaction and deep conversation between a customer and the tourism supplier. Considering the motivations of young Indian travelers who look for transformation and escape from the urban spaces and mechanistic city life to a space that provides healing, the present study is a qualitative exploration of the motivations and the contentment level of young Indian customers. Therefore, the study's authors realized the importance of this pertinent issue wherein revealing the elements of co-creation from the narratives will develop the understanding of youth's motivation and satisfaction level from co-created travel experiences.

3 Methodology

The authors preferred a qualitative approach to exploring the co-creation of travel experiences among young Indian tourists, employing a narrative analysis approach. This qualitative approach is particularly effective for understanding subjective personal experiences through storytelling, as highlighted by Polkinghorne (1995), who highlighted those narratives help integrate various events, interactions, and individual experiences into cohesive accounts. The study delves deeper into the particular contexts and motivations of young Indian tourists by focusing on their narratives, which offer insights into choices and decisions regarding travel experiences. The narrative approach captures the intricate cultural and emotional aspects that characterize interactions between tourists and local service providers, highlighting that these interactions extend beyond mere transactions to encompass shared experiences enriched by emotional and cultural elements.

3.1 Study Participants and Data Collection

The study participants were young professionals aged 22 to 35 buying travel packages that involved designing and co-creating the itinerary. Since the study involved the human subjects, proper ethical protocols were followed in the study, which included; obtaining informed consent from all participants before interviews, ensuring anonymity and confidentiality of participant data, allowing participants the right to withdraw from the study at any point without consequence and gaining approval from the institutional ethics review board prior to data collection. The participants represent urban Indian youth interested in personalized and immersive travel experiences.

Participants were selected from the National Capital Territory (NCT) of Delhi, known for its high population of young professionals with higher disposable income and a strong inclination towards travel, making it an ideal setting for studying travel behaviours and co-creation.

The sampling method employed a combination of purposive and snowball sampling. For the purposive phase, participants were selected based on clearly defined criteria relevant to the study. These included: (i) being Indian nationals aged between 22 and 35, (ii) being employed full-time in corporate or service-sector jobs, and (iii) having purchased or participated in at least one co-created travel package—domestic or international—within the past 12 months. These criteria ensured that participants had the economic capacity and relevant experience to contribute meaningfully to the study on co-created travel. Following this, snowball sampling was employed, where initial participants referred others in their networks who met the same criteria, thus expanding the sample pool organically. In total, 18 participants were interviewed through semi-structured interviews. This format allowed respondents to discuss their experiences openly while enabling the researcher to probe deeper into specific aspects of co-creation. This approach aligns well with qualitative research, where the richness of data takes precedence over sample size. Data saturation was reached by the 16th or 17th interview, confirming the adequacy of the sample for capturing diverse perspectives on co-created travel among young Indian tourists.

Data collection involved semi-structured interviews, selected for their flexibility and ability to capture in-depth insights. This method used open-ended questions, facilitating a natural and conversational sharing of experiences. Interviews were conducted face-to-face, allowing real-time observation of participants' expressions and body language, which enriched the understanding of their responses. The interview guide focused on key topics, including the role of co-creation in enhancing travel satisfaction, essential elements of co-created experiences, and interactions with local service providers. Each interview lasted approximately 30 to 40 minutes, providing participants ample time to reflect on their experiences. The informal setting of the interviews encouraged open sharing without pressure. Follow-up questions were asked based on spontaneous topics that emerged during conversations. The names of the study participants used in the findings section are not real names but pseudo names to conceal their real identities without taking the comfort of reading away. All interviews were recorded with participants' consent and subsequently transcribed for analysis, removing identifying information to ensure participant confidentiality. The data provided a comprehensive view of young Indian tourists' preferences and behaviours in co-creating travel experiences.

3.2 Data Analysis

The interview data were analyzed using narrative analysis, an effective qualitative research method that identifies patterns and themes within participants' stories. This analysis focused on identifying key themes from the participants' narratives and presenting these themes as "meaning units" such as "digital detox," "cultural

immersion," and "well-being pursuits." These themes were visible throughout the transcripts and were crucial for understanding participants' motivations and satisfaction levels in co-created travel experiences.

The analysis began with multiple transcript readings to familiarize the researcher with the data. Specific meaning units were then identified and categorized thematically. For instance, statements regarding the need for a "comfortable stay" were grouped under "comfort and wellness," while expressions about "engaging with local culture" fell under "cultural immersion." This systematic approach ensured that each narrative contributed to a comprehensive understanding of co-creation in travel. Each theme was presented with evidence as a direct quote from participants' narratives, retaining the authenticity of their experiences and vividly portraying their co-creating and motivations.

4 Findings

A paradigmatic approach to narrative inquiry was used to develop thematic categories and arrange them chronologically, highlighting crafting a coherent story of the co-creation experience. This approach allowed the authors to identify specific themes through the transcripts such as the need for comfortable accommodations, digital detox, cultural immersion, serene nature, and wellness pursuits, which emerged repeatedly in the interviews. The thematic analysis helped identify the meanings and contexts behind participants' individual narratives and supported the construction of a comprehensive narrative about their co-creating travel experiences with the local travel supplier. Each narrative was dissected into taxonomies, which were then categorized based on thematic relevance. This enabled the authors to draw insights into how co-creation experiences were shaped by young Indian tourists' personalities, values, and preferences, such as an inclination towards relaxation, mental clarity, and emotional well-being. The findings of this study reveal key themes regarding the co-creation of travel experiences among young Indian tourists, particularly focusing on their interactions with local service providers, the elements they value in these co-created experiences, and the overarching motivations that guide their travel choices. Through the narrative analysis of semi-structured interviews, a total of three primary themes emerged: Cultural immersion, which also includes a comfortable stay; digital detox that incorporates the aspects of being surrounded by a serene nature; and well-being pursuits. Below mentioned is the discussion on the themes:

Theme 1: Cultural Immersion

Cultural immersion was a dominant theme in the interview transcript, highlighting the participants' desire to immerse themselves deeply in local cultures during their travels. Young Indian tourists expressed a strong preference for experiences that allow them to connect with the traditions, customs, and lifestyles of the destinations they visit. This desire for immersion often influenced their choices when co-creating travel

experiences. Participants emphasized the importance of understanding the cultural context of their destinations. For instance, one participant, Aditi (28), shared:

> "When I travel, I want to learn about the place, not just see the sights. I remember in Rajasthan, I stayed with a local family who taught me how to cook traditional dishes. It was an experience that no tour guide could offer."

Aditi's experience highlights the value placed on authentic interactions with locals. These interactions allow tourists to gain insights into the culture in ways that are often overlooked in conventional tourism. Another participant, Rohan (30), elaborated on how he seeks participatory experiences that facilitate cultural engagement:

> "I prefer to do things that the locals do. Whether it's a local dance or participating in a festival, I feel more connected. That's what makes the travel experience richer for me."

It was this particular sentiment that was echoed by several participants, who indicated that actively participating in local customs significantly enhances their travel satisfaction. Moreover, cultural immersion is not solely about exploration; it also fosters personal growth. Meera (25) stated:

> "Traveling is my way of learning. Each culture teaches me something different about life. It's not just about visiting places; it's about becoming a better version of myself through these experiences."

Meera's perspective illustrates how cultural immersion contributes to a transformative experience, where interactions with local cultures lead to deeper self-reflection and personal development. Ateljevic (2013) also highlighted the emerging trend of cultural creatives, which allows people to think about their growth as responsible human beings and take care of the planet.

Theme 2: Digital Detox

The second significant theme that emerged from the interviews was the concept of digital detox. In an era dominated by technology, many young Indian travelers expressed a desire to disconnect from their digital lives and immerse themselves in the present moment during their travels. Siddharth (27) articulated this sentiment, saying:

> "I travel to escape the constant notifications and distractions. When I went to the mountains, I left my phone behind. It was liberating! I could focus on the beauty around me without the urge to check social media."

Moreover, participants noted that local service providers played a crucial role in facilitating their digital detox experiences. For instance, Anika (29) mentioned:

"The homestay I booked had no Wi-Fi. At first, I was hesitant, but it ended up being the best decision. We spent our evenings talking, playing games, and exploring the area together. It felt like a real escape."

The emotional benefits of disconnecting from digital devices were also significant. Arjun (24) reflected:

"When I'm not glued to my phone, I can appreciate nature more. I find myself feeling happier and less stressed, which is why I travel in the first place."

Arjun's insights highlight the emotional rejuvenation that many participants associated with stepping away from technology, aligning with broader wellness trends observed in the tourism industry. Another participant Rohan (30), mentioned:

"At times it feels irritating to pay attention to the sounds of beeping because of notifications as if there is no personal time in the world where one can stay relaxed without being attentive or concerned about some loss."

Theme 3: Well-Being Pursuit

The third theme that emerged from the analysis was the focus on well-being, encompassing both mental and physical health aspects. Many young Indian tourists expressed that their travel experiences were designed not only for adventure but also for rejuvenation and self-care. Participants frequently described how their travel choices reflected a prioritization of self-care and well-being. Neha (26) noted:

"I look for experiences that help me relax and recharge. Whether it's a yoga retreat or a quiet place by the beach, I want to come back feeling refreshed."

Neha's perspective illustrates a growing trend among young travellers who seek to balance adventure with relaxation, recognizing the importance of mental health in their travel experiences. Furthermore, the integration of wellness into travel experiences is becoming increasingly important. Riya (31) mentioned:

"I love combining travel with wellness activities, like meditation and hiking. It's about feeling good in my body and mind while exploring new places."

The narrative of holistic travel reflects the participants' desire to align their travel experiences with their overall health and well-being goals. This indicates a shift toward travel experiences that support a more balanced lifestyle. Local service providers were recognized as instrumental in supporting tourists' well-being. For example, Rahul (28) shared:

"The wellness resorts I visited had amazing staff who guided me through local wellness practices. It was fantastic to learn about holistic approaches to health while traveling."

The interactions with local providers contributed to the participants' overall well-being, demonstrating that co-created experiences often extend beyond traditional tourism elements to include health and wellness components. Previous studies have also proven that pursuits in nature and away from stressful city life also help break monotony and promote well-being (Bhalla et al., 2021). Nature is therapeutic and it can be used to develop psychotherapeutic interventions. However, while co-creating a travel experience, understanding the customer's-tourist's demand becomes essential so that if not exactly the same, a similar travel experience can be designed along with tourism suppliers and stakeholders.

5   Conclusion

Co-creation process is one of the best tools in commercial industries and other economic processes to increase their value chain. On the same pattern, if this process is applied in the tourism industry, it would be a very beneficial tool to enhance the tourism industry and a higher degree of tourist satisfaction. The investigation and exploration of co-created travel experiences among young Indian tourists have unveiled significant insights into their preferences, motivations, and interactions with service providers. The study is also important as it considers the latest trend and emphasizes the need for co-creation as it helps the dissatisfied customers to take action and involve in designing of the product up to their requirements. Co-creation collaborates with producers and consumers for the generation of several new innovative ideas. It enables idea generation through shared knowledge and experience, and a better understanding of users. Hence, co-creation benefits an increased speed to market, reduces risk, and increases customer loyalty.

The study highlights three primary themes—cultural immersion, digital detox, and well-being—that motivate and influence the satisfaction levels of young Indian travellers and shape their overall travel experiences. Cultural immersion with locals includes a comfortable stay inspired by local cultural serenity and involvement in local food, music, and practices, revealing that young travelers seek authentic engagement with local cultures. The narratives from participants underlined the desire of young Indian travellers to go beyond traditional sightseeing, focusing instead on meaningful interactions that enhance their understanding of the destinations. Such experiences facilitate personal growth and meaning creation in life, allowing travellers to reflect on their own lives through their interactions and immersion in local customs and practices.

Another significant finding was the importance of digital detox during travel. Many participants belong to the metropolitan cities of India and, in particular, from Delhi, and they expressed a strong desire to disconnect from their digital lives and machines to engage with their natural surroundings completely. This theme highlighted that young

travelers look for real-time interactions with the people and environment that take them away from the mechanistic life where machines and the internet surround them. By prioritizing opportunities for disconnection from technology, travelers reported enhanced emotional well-being amidst nature and local culture, suggesting that travel can serve as a vital mechanism for mental rejuvenation.

Furthermore, the focus on well-being indicates a shift in how young Indian travellers conceptualize their travel experiences. Co-creating an engaging and immersive travel experience with the travel supplier is focused on travel journeys promoting physical and mental health. This trend reflects a growing awareness of the importance of self-care and wellness in the context of travel, aligning with global trends where health-conscious travel is on the rise.

5.1 Implications, Limitations, and Future Research Directions

The insights from this study produced significant implications for tourism suppliers, particularly the local tourism suppliers, travelers, particularly young Indian travelers, destination marketers, and policymakers. Understanding the decisions and choices regarding travel destinations and types of travel experiences of young Indian travelers will allow travel service providers to provide more tailored itineraries and immersive experiences. As per theme 1 highlights the motivation of an immersive cultural experience through the co-creation of a lot of workshops such as cooking classes, creating arts with local artisans, music and dance, and other such events the service providers can create distinct value propositions that will not only increase the satisfaction but will provide authentic travel experiences that are different from standardized experiences. Additionally, the increasing demand for digital detoxification will allow the co-creation of travel itineraries that are possible in the wilderness or amidst nature far from the modern technological world. This could involve encouraging stays in accommodation and involvement in activities that limit technological distractions. It may involve stays in homestays in nature-based destinations that may not have screens and do not have access to Wi-fi. Furthermore, dwelling on practices such as yoga and meditation, experiencing spas, and similar activities in wellness retreats will also promote the well-being of young Indian travelers. Using the narratives of young Indian travelers local service providers can foster emotional connections with the travelers as they will resonate with their narratives. The service providers and destination marketers can also use social media campaigns that showcase a particular destination's authenticity and immersive travel experiences with nature and cultural offerings. They can also demonstrate travel stories and testimonials on social media platforms that drive interest in co-creating travel experiences.

Irrespective of the fact that the study revealed valuable insights, it is not free from limitations. Firstly, the study has a qualitative nature that provides in-depth insights into travel experiences, but the findings related to young Indian travelers cannot be generalized. The study was based on 18 study participants from Delhi NCT region which may not completely present the diverse perspectives of the remaining metropolitan regions of India. Future research studies may broaden the geographical scope of the

study. Secondly, the study is based on self-reported data in terms of study participant's experiences that may be heavily influenced by idealized travel experiences. A mixed-method approach or quantitative study could have provided a more robust analysis. Lastly, while the study identified key themes related to cultural immersion, digital detox, and well-being, it did not explore the potential challenges or barriers that young Indian tourists may face in engaging with co-creation practices. Understanding these obstacles—such as economic constraints, accessibility issues, or lack of awareness—could provide a more nuanced perspective on enhancing co-created experiences in the tourism sector.

6   About the author

Mohd. Abad is a Research Scholar in the Department of Tourism and Hospitality Management, Faculty of Management Studies, Jamia Millia Islamia, New Delhi, specializing in Tourism Management. His research focuses on co-creation in tourism, exploring collaborative value creation in the Tourism industry. He has contributed book chapter and presented research papers at national and international conferences, showcasing his academic engagement. His work reflects a keen interest in innovative tourism practices and stakeholder collaboration.

Dr. Firdous Ahmad Shah is an Assistant Professor in the Department of Tourism and Travel Management, Government Degree College Drass, University of Ladakh. He has Ph.D. (Tourism and Hospitality Management) and his work focuses on Crisis Management and Tourism Stakeholders.

Dr. Abdul Qadir is an Assistant Professor in the Department of Tourism and Hospitality Management, Faculty of Management Studies, Jamia Millia Islamia. He is having sixteen years of teaching and research experience with specialization in tourism geography, marketing management, research imaginations and remote sensing technology.

7   References

Ateljevic, I. (2013). Transmodernity: Integrating perspectives on societal evolution. Futures, 47, 38–48, https://doi.org/10.1016/j.futures.2013.01.002

Ashley, P. (2007). Toward an understanding and definition of Wilderness Spirituality. Australian Geographer, 38(1), 53–69. https://doi.org/10.1080/00049180601175865

Binkhorst, E. (2004). The Co-Creation Tourism Experience. 1988.

Bhalla, R., Chowdhary, N., & Ranjan, A. (2021). Spiritual tourism for psychotherapeutic healing post COVID-19. Journal of Travel & Tourism Marketing, 00(00), 1–13.

Dhawan, B (2024). How Young India is Traveling-India Report. Retrieved from https://skift.com/2024/09/03/how-young-india-is-traveling-india-report/

Little, J. (2012). Transformational Tourism, Nature and Wellbeing: New Perspectives on Fitness and the Body. Sociologia Ruralis, 52(3), 257–271. https://doi.org/10.1111/j.1467-9523.2012.00566.x

Maoz, D. (2006). Erikson on the Tour. Tourism Recreation Research, 31(3), 55–63. https://doi.org/10.1080/02508281.2006.11081505

Murphy, L. E., Jack, H. E., Concepcion, T. L., & Collins, P. Y. (2020). Integrating Urban Adolescent Mental Health Into Urban Sustainability Collective Action: An Application of Shiffman & Smith's Framework for Global Health Prioritization. Frontiers in Psychiatry, 11(February), 1–9. https://doi.org/10.3389/fpsyt.2020.00044

Neuhofer, B., Buhalis, D., & Ladkin, A. (2012). Conceptualising technology enhanced destination experiences. Journal of Destination Marketing and Management, 1(1–2), 36–46. https://doi.org/10.1016/j.jdmm.2012.08.001

O'Hern, M. S., & Rindfleisch, A. (2010). Customer co-creation: A typology and research agenda. Review of Marketing Research, 6, 84–106. https://doi.org/10.1108/S1548-6435(2009)0000006008

Pham, L.-H. T. (2018). An Exploratory Study of the Perception of Co-Creation Experience in the Tourism Industry: a Case Study in Danang City, Vietnam. Academy of Marketing Studies Journal, 22(3), 1–15.

Piller, F., & Ihl, C. (2009). Open Innovation with Customers. Foundations Competences and International Trends, 69(9), 88. http://www.internationalmonitoring.com/fileadmin/Downloads/Trendstudien/Piller-Ihl_Open_Innovation_with_Customers.pdf

Polkinghorne, D. E. (1995). Narrative Configuration in Qualitative Analysis. International Journal of Qualitative Studies in Education, 08(1), 5–23. https://doi.org/10.1080/714858243

Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. Journal of Interactive Marketing, 18(3), 5–14. https://doi.org/10.1002/dir.20015

Ramaswamy, V., & Ozcan, K. (2019). Digitalised Interactive Platforms: Turning Goods and Services into Retail Co-Creation Experiences. NIM Marketing Intelligence Review, 11(1), 18–23. https://doi.org/10.2478/nimmir-2019-0003

Robledo, M. A., & Batle, J. (2017). Transformational tourism as a hero's journey. Current Issues in Tourism, 20(16), 1736–1748. https://doi.org/10.1080/13683500.2015.1054270

Sharpley, R., & Jepson, D. (2011). Rural tourism A spiritual experience? Annals of Tourism Research, 38(1), 52–71. https://doi.org/10.1016/j.annals.2010.05.002

Sheldon, P. J. (2020). Designing tourism experiences for inner transformation. Annals of Tourism Research, 83(July), 102935. https://doi.org/10.1016/j.annals.2020.102935

Torfing, J., Sorensen, E., & Roiseland, A. (2019). Transforming the Public Sector into an Arena for Co-Creation: Barriers, Drivers, Benefits, and Ways Forward. Administration and Society, 51(5), 795–825. https://doi.org/10.1177/0095399716680057

Wang, P., Goggins, W. B., Zhang, X., Ren, C., & Lau, K. K. L. (2020). Association of urban built environment and socioeconomic factors with suicide mortality in high-density cities: A case study of Hong Kong. Science of the Total Environment, 739, 139877. https://doi.org/10.1016/j.scitotenv.2020.139877