

Re-Investigating the Roles of Green Service-scape to Improve Tourism Performance Marketing Service Dominant Logic Perspective: A Literature Review

Mariana Simanjuntak^{a,b*}, Astri Rumondang Banjarnahor^{c,d}

^aPh.D. Student at Faculty of Economics and Business, Universitas Diponegoro, Semarang, Indonesia

^bEngineering Management, Faculty of Industrial Technology, Institut Teknologi Del, Toba 22381 Indonesia

^cPh.D. Student at Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto, Indonesia

^dInstitute Transportation and Logistic, Trisakti, Jakarta, Indonesia

Abstract

This study aims to investigate previous research on the co-creation of Green Service-scape Destination (GSD) specifically concerning definitions, theories used, research themes, methodologies, and contexts; studied in accordance with the perspective of Service Dominant Logic (SDL). This study used bibliometric analysis and used Publish or Perish software with Google Scholar as the database. A total of 183 articles published in 122 journals from 2010 to 2020 were selected. This study used systematic data to reveal trends in development markets and qualitative inductive analysis to define relevant themes within the topic. Search results according to keywords, found that the total number of research articles there are 1246, with the most cites themed SDL totally 910. This study provides future directions for research on GSD. GSD generates increased variety of tourist needs through proactive green innovation activities in efforts to adjust services. GSD provides improved methods, types, quality and service design with green environmental conditions, resources and service provider corporate support. To get the maximum advantage of layout and atmosphere is given added value through Innovation. This study reveals trends in co-creation GSD and sustainable marketing performance has the potential to generate job opportunities, empower resources effectively and strategically, increase social expectations and awareness, improve the economy and meet the needs of destinations and the sustainability of a value chain.

Keywords: Co-creation; Service-scape; Sustainability; Innovation; Destination; Tourism Marketing Performance.

1. Introduction

This study based on the importance of value co-creation in improving marketing performance as perspective by Service Dominant Logic (SDL) theory (Brown et al, 2019). Value co-creation issues contributed to the addition of service value and the development of this study with the development of the Green Service-scape Destination (GSD) variable. GSD as a value co-creation becomes one interesting thing in facing the covid-19 pandemic. The attention of service actors to the destination environment requires attention to value co-creation in improving the marketing performance e.g. (Bourne, 2020) (Winkler & Wulf, 2019). GSD needs to be traced back in order to increase the value of tourist destination services. Co-creation actors are the owners and managers of micro businesses tourist destinations. Those who are directly involved in creating a value of tourist destination services, such as accommodation services, transportation, cultural attractions or events, culinary, tourist information and design of tourist destinations.

The reason chooses this study topic based on the importance of GSD's value co-creation in generating a variety of innovation enhancements to impact marketing performance (Hsu, 2017). On the other hand, some companies are unable to demonstrate that innovation capabilities directly impact marketing performance (Thomas, 2018), (Huang et al, 2019). Therefore, entrepreneurs and managers of destination environmental services develop new ideas including

* Corresponding author.

E-mail address: anna@del.ac.id (First Author)

transforming (Rihova et al, 2018), with the principles of environmental sustainability as well as local values (Tutuba et al, 2019). To improve the management of environmental services of tourist destinations, it is necessary value co creation GSD. Co creation points to the process and producer of value services proactively as service adjustments to the destination environment (Kun-Huang et al, 2018), both internally and externally. GSD innovation can be interpreted as adding value to the design of spatial environment and functions and elements related to aesthetic attractiveness, physical environmental arrangement, architecture, such as accommodation development, hotels and resorts, dams, infrastructure, information centres (Heerden et al, 2009), (Park et al, 2019), (Taheri et al, 2019). The services in question include the system and method of service, variety and quality of service, quality of service so that the destination environment can compete (Jonas et al, 2018). GSD is not only focus on the physical environment, but also how the service communicated, experienced, presented, according to the transformation of the SDL perspective from the orientation of tangible services to intangible services (Davey et al, 2017; Kun-Huang et al., 2018).

Optimization of tourism marketing performance through GSD aims to instil added value of each service, such as atmosphere, cleanliness, functionality, layout, signs, symbols, information and quality of service entrepreneurs (Koay et al, 2020). SDL proposes that it needs to create services jointly by entrepreneurs and customers (Fan & Luo, 2020). Consumers have an important role to play in value creation (Copans, 2020). Consumer engagement influences the innovation process from idea-making to end-user (Oertzen et al, 2018). In addition, SDL axiom emphasizes that all value actors are those who are able to integrate and communicate various values as a phenomenon of service to beneficiaries (I.C. L. Ng & Vargo, 2018). SDL has illustrated that co creation innovations are changing the focus of understanding from transactional to relational (Lindhult et al, 2018), (Ballantyne & Varey, 2018). Thus the principle of SDL strengthens the entrepreneur to create skills and knowledge as a competitive advantage, synchronize with the creation of value products and services in accordance with the principle of conformity for people and the destination environment; so that the nature of the organization, market and society has a reciprocal relationship; products of organizations, markets and communities are services, with the concept of value namely co-creation service-scape (Vargo, 2018), (Ballantyne & Varey, 2018). The purpose of this study has to invest previous research on the dynamic ability of GSD value co-creation specifically to provide a clean and pollution-free environment (Newsome, 2020); to limit or reduce the potential negative impact of production and consumption of goods and services while increasing the company's environmental footprint (Kovilage, 2020). GSD's vision is to provide green tourist destination services in a sustainable manner and provide a healthy natural environment (Cornelisse, 2020), that tourist destinations are in demand by many visitors who have an impact on improving tourism marketing performance. The problem of this study starts from research questions:

RQ1: How does Green Service-scape Destination co-creation affect the marketing performance of tourist destinations?

RQ2: What are the upcoming research agendas on the topic of co-creation Green Service-scape Destination, which is proposed to get a list of research gaps for future research plans?

This literature review study was conducted by studying various reputable and indexed articles scopus, then building conceptualization of the results of understanding related to the topics of innovation capability, value co-creation, gsd, sustainability, transforming to marketing performance (e.g. (Rey-Garcia et al, 2020), (Medase & Barasa, 2019). From searching for concepts on the topic in question, then making an analysis or conceptualization to build and find recommendations in the development of marketing performance of green tourist destinations.

2. Methodology

This research was conducted based on qualitative analysis, by referencing the issues built from variable innovation capability, green service-scape destination, transforming & empowering local communities, sustainable tourism value chains, marketing performance. To gain an understanding of the Concept of Service-scape, This study refers to the Perspective of SDL then searches for development keywords to support all core variables such as co-creation service-scape, service value co-creation, co-creation innovation, co-creation destination, co-creation ecosystem, innovation destination, co-creator service-scape, SDL capability, service-scape destination, service-scape co-creation, green service-scape, green destination, tourism value, service-scape impacts tourism, service-scape ecosystem, digitalscape and destination ecosystem.

This study used Publish or Perish software to search the list of articles based on the above keywords and content in the period 2010-2020. Then browse through the document of the article on <https://scholar.google.com/>, <https://www.scopus.com/>, <https://www.ebscohost.com>, <https://www.emerald.com>, <https://academic.oup.com>, <https://journals.sagepub.com>, <https://search.proquest.com>, <https://www.sciencedirect.com>, to ensure that the article is hi index scopus (Q1-Q4). In a structured manner, the study was conducted in the following stages. Build a research model by developing five variables, determining the keywords according to five variables, developing the keywords and content of each variable, as in the following table 1.

Table 1. Variable and Content Search

No.	Variable	The content of study mapping development
1.	Innovation Capability	Service-Dominant Logic (SDL) SDL Capability Innovation Co-creation Capability Value Co creation Co-Creation Innovation
2.	Green Service-scape Destination	Co-Creation Service-scape Service Value Co-Creation Co-Creation Destination Innovation Destination Green Service-scape Tourism Value Service-scape Digital Service-scape Virtual
3.	Transforming & Empowering Local Communities	Transforming Communities Co-Creation Transforming Empowering Local Communities
4.	Sustainable Tourism Value Chains	Sustainable Tourism Value Chains Service-scape Ecosystem Destination Performance
5.	Marketing Performance	Tourism Marketing

Then, looking for the words as mentioned in Table 1 of Herzing's publish or perish Software period of 2010-2020, search for articles on link www.scopus.com, continue to search articles on www.ebscohost.com, www.emerald.com, www.journals.sagepub.com, www.search.proquest.com, www.sciencedirect.com, results and discussion, analysis and reconceptualization, list of Research Gaps on subsequent research and conclusions.

3. Results and Discussion

Previous research studies related to The Role Co Creation Green Service-scape Travel Destinations Topic, with the help of Publish or Perish 7 software, in the period 2010-2020, obtained data as in Table 2. Based on the search results according to the keywords referred to in the purpose of this study, it was found that the total number of research articles was 1246, with the most cites of Service Dominant logic (SDL) -910. The fewest research topics are < 10 is about "Value Co creation" = 1, "Green Service-scape" = 5 and "Co-Creation Transforming" = 7. Followed by keywords that are in the range of 10-20 studies, namely 11 < and ≥ 20, namely "Destination Performance" = 13, "Co-Creation Destination" = 14, "Value Chains" = 15, "Co-creation Capability" = 20 and highest is "Co-Creation Innovation" = 194, "Service Value Co-Creation" = 200, "Sustainable Tourism" = 200 and "Co-Creation Service-scape" 205. These results present opportunities for subsequent research related to Value Co Creation Green Service-

scape and Transforming. Research on Co creation Servicescape has been done a lot (205) over the past 10years, this shows that service-scape is nothing new (Hanks & Line, 2018). But when the service-scape is synchronized with the green destination environment has not done much. This becomes a proposed research later as submitted (Nysveen et al, 2018), (Siguaw et al, 2019). The list of articles indexed scopus shows that previous research in the field of service-scape destination is widely accessed in reputable journals, namely Scopus Index (Q1) 34%, Scopus Index (Q2) 31%, Scopus Index (Q3) 19%, Scopus Index (Q4) 04%, the last Disqualified and Proceeding.

Table 2. Keyword Search Results Data

No.	Key Word	Initial	Total	Cites (Max)
1	Service-Dominant Logic (SDL)	SDL	36	910
2	Innovation	INN	42	625
3	Co-creation Capability	CC	20	344
4	Value Co creation	VCT	1	11
5	Co-Creation Innovation	CCI	194	475
6	Co-Creation Service-scape	CCS	205	204
7	Service Value Co-Creation	SVC	200	921
8	Co-Creation Destination	CCD	14	69
9	Innovation Destination	IND	53	51
10	Green Service-scape	GSC	5	2
11	Tourism Value	TV	36	61
12	Service-scape Digital	SSD	29	9
13	Service-scape Destination	SSD	41	22
14	Transforming Communities	TC	29	389
15	Co-Creation Transforming	CCT	7	14
16	Empowering Local Communities	ELC	27	47
17	Sustainable Tourism	ST	200	381
18	Value Chains	VC	15	54
19	Service-scape Ecosystem	SCE	43	116
20	Destination Performance	DP	13	123
21	Tourism Marketing	TM	36	61

4. Literature Search Findings

4.1 Definition

Service-scape is a feature of environmental services that influences people's responses and behaviors. Functional or aesthetic features are intentionally built into a service environment, a physical space that significantly affects the consumer's attitude towards a place, holistic services (Siguaw et al, 2019). Along with the increasing needs of the destination marketing environment, it is necessary co creation service-scape as an effort to gain a competitive advantage, through the atmosphere of layout and atmosphere that can contribute to the perspective of customers or visitors (Taheri et al, 2019). To get maximum excellence the layout and atmosphere is added through GSD Innovation. GSD is a program to increase the variety of tourist needs through proactive green innovation activities in efforts to adjust services (Kun-Huang et al, 2018). Improving service methods, various types of services, service quality, service goals, service design with green environmental conditions, resources and corporative support of service providers (Jonas et al., 2018). GSD's innovation capabilities can be seen in how service producers design, implement and evaluate service objectives (Colm et al, 2019), utilizing a specific competency and skills base (Chester et al, 2018), creating industrial organizational intelligence (Rose et al., 2019), creating creativity and idea management, shaping structures and systems, creating a culture and atmosphere that promotes services, and being able to master technology management (Winkler & Wulf, 2019). In the organization of the innovation industry known as strategic management decisions (Lewnes & Keller, 2019), (Guo, 2019). Green Service-scape deals with the

physical appearance of environmental services consisting of environmental conditions, layout, signs, symbols, artifacts, and natural displays, which affect individual perceptions (including beliefs and attribution related to organization, perception and behavior) as well as responses to landscape services (Hanks & Line, 2018). (1) natural environment; (2) ambient conditions (aroma, sound, cleanliness and lighting); (3) design factors (decoration, color scheme, furniture and layout); and (4) social factors (crowds, queues and service staff interactions) (Nysveen et al., 2018).

Platform GSD configured the integration of environment and human resources (Pang et al, 2019), packing the demand for local products and services, increasing the training activities so that they participate in integrating the value of services towards long-term economic stability (Giray et al, 2019), (C. Wang et al, 2018).. As in SDL's perspective that in creating a green service-scape tourist destination rely heavily on service value co-creation activities, that the value of an innovation "is not only what is produced by the producer as output but how the producer or company can serve better" (Vargo, 2018). Service value creation is more transactional and cooperation (Ballantyne & Varey, 2018), (Tutuba et al., 2019).. GSD focuses on impact-oriented services (Colavitti, USAI, & Serra, 2018).

Green service-scape intersects with the value chain of an ecosystem process, which includes elements: structure, function, benefits and service values; relationships between elements; information and value systems of the destination environment, such as: aesthetics, recreation, culture, local virtues, artistic, historical and the ability to identify service components relevant to service co-creation. GSD can be presented in attractive physical facilities, parking spaces are always available, clean culinary tourist areas, good weather, interesting events, appropriate color schemes, unique aromas, and good rearrange (Marso et al, 2020), (Koay et al., 2020), (Siguaw et al. 2019), a value exchange between co-production and co-creation by I.C. L. Ng and Vargo (2018) was called collaboration in innovation. Grönroos (2011), deepens the understanding of the concept of shared value creation that value creation is always a co-creation, although on the grounds that this process only takes place in the realm of the customer and that the supplier will only take part in this joint creation process if invited by the customer to participate in value creation activities in the context of his domain. GSD focuses on value co creation on dimensions: Accommodation, transportation, culinary, infrastructure, events, culture, entertainment, layout, symbols and artifacts.

4.2 Proposed Upcoming Research Themes

The research themes around service-scape dynamics include two large parts, namely physical environmental cues and hospitality services. Physical environment such as environmental conditions, spatial layout and functions as well as signs, symbols, and artifacts (Kim et al. 2017). The neighborhood includes recreational spaces such as amusement parks. Service-scape is in all kinds of spaces ranging from architecture, restaurants, hotels, buildings, to hospitals and schools. A combination of 'surrounding conditions' and 'signs, symbols & artifacts' called aesthetic appeal (Min, Hyun, Kim, & Lee, 2017). The concept of atmosphere includes music, smell, lighting and lighting. Layout relates to the positioning of furniture and various equipment in the area used by the customer, taking into account how the area is in, the concept of decoration, how the color and wall arrangement and the quality of the material; spatial layout and functionality (Nathaniel D. Line & Hanks, 2018). Service-scape as a physical display is indeed very important in environmental governance and elements related to infrastructure, objects; but besides that there are other things that are no less important, namely atmosphere, hospitality, communication, culture, value, provisions, natural law (Park et al., 2019), atmosphere such as customer satisfaction, experience, consumption; Social factors, such as the behavior of others in the environmental service-scape can also influence customer satisfaction, attitudes and other behaviors (Dassanayake & Senevirathne, 2018), (Lyu et al, 2017). The full list of research themes, contexts, methodologies, theories used and research locations is described as shown in Appendix 1.

4.3 Service-scape Co-creation Research Themes

Research literature from 2010-2020 shows that research on co creation service-scape has been widely done. Service-scape themes include domains such as: Restaurant, Layout and symbol, Infrastructure, Culinary, Accommodation, Landscape, Interior and Exterior, Attractions, Cinemas, Hospitality Industry, Hospitality, Entertainment, Event, ICT, Airport, Tourism Attributes, Infrastructure, Nature Reserves, Flora and Fauna, Telecommunications, History, Culture,

Shopping space, Hospitality, Service-scape social services, Cinema, Department store, Gas station, Amusement Park, Recreation Room, Travel Bureau, Online Travel Bureau, Medical Tourism, Green product, Market, Store, Visual, Information Services, Culture, Local Wisdom and Historical Relics (e.g. (Apaolaza et al, 2020), (Padowo & Padowo, 2019), (Tankovic & Benazic, 2018), (Migdadi & Abdel-Rahman, 2020), (Hsieh & Chuang, 2019).

4.4 Service-scape Co-creation Research Content

The research content includes the following: Efforts how to adjust customer needs by providing a comfortable and relaxing atmosphere, layout and scenery in the restaurant environment, superior service, continuous cleaning, professionalism, creating superior services, providing needs, licensing of tourist business units, building restaurants, cafes and hotels, providing parking, providing live music, creating good layout and design. Building arrangement with good architects / unique / typical of the area, maintaining cleanliness and neatness, creating everything is good to look at, professionalism, development of places, complete entertainment, furniture, lobby, biaskop space, develop the hospitality industry (e.g. (Hanks & Line, 2018), (Min, Hyun, Kim, & Lee, 2017), (Kim et al, 2017), (Akaka & Vargo, 2015). Organizing aesthetic design, layout, providing other offerings customer needs, creating specialization services, building communication with patients / families, focusing on health services, building health partners, organizing, events, attractions, building information systems, providing ease of access, communication skills, providing transportation, building a network of travel agencies, providing comfort, maintaining hospitality, quick response, being a rule model of hygiene management, waste processing and providing Health services (e.g. (Park et al, 2019), (Line et al, 2018), (Lyu et al, 2017), (Bujisic et al, 2017).

4.5 Methodology

Most previous research shows that the research method used is quantitative (82%) with data processing using software such as SEM, AMOS, PLS, PLSSEM, Smart PLS 3.0. The process of retrieval through the distribution of questionnaires, using a measurement scale of 1 to 7 (e.g. (Line et al, 2018), (Dassanayake & Senevirathne, 2018), (Line et al, 2018). The rest use qualitative methods (18%) (e.g. (Nilsson & Ballantyne, 2014), (Ardley & Chen, 2017). There is one that uses a mixed quantitative and qualitative method (Lyu et al., 2017).

4.6 Basic Theory

The basis of the theory used to explain the variables of previous research and used as the basis for giving temporary answers to problem formulation (hypothesis), and the preparation of research instruments are theories related to consumer behavior and marketing theory. Among others: Environmental psychology theory; prospect-refuge theory, Stimulus–Organism–Response Model (SOR), Service-scape theory, Social facilitation theory, theory building standpoint, Marketing Theory, The technology acceptance model (TAM), The theory of reasoned action, Complexity Theory, Theory of Testing, Utilization Theory, Technical and Economic Perspectives. Psychometric Theory, Cognitive appraisal theory, the self-determination theory, theory of testing; Gestalt Theory, Attachment Theory, Information Processing Theory. There are only two related studies that make the view of SDL as the relevant basis for answering the relationship of research variable. Research on public service issues tends to focus on theories that are synonymous with consumer behavior. Research that examines how consumers build relationships with other resources and how value actors are able to deliver value in accordance with consumer expectations, thus manifesting marketing performance (Sharma & Kushwaha, 2019), (Rita et al, 2019). In contrast to previous research, this study emphasizes the view of SDL as the basis for providing answers to questions about how to create value-added service-scapes of tourist destinations. SDL focuses on value creation viewed from a holistic approach and describes how actors and resources are integrated into the service system. SDL emphasizes that deficiencies in value creation are caused by errors in service systems (Westrup, 2018), (Lindhult et al, 2018).

4.7 Location

Research on co creation service-scape is more focused on interior problems and physical appearance, such as restaurant order in Malaysia, Turkey, Tarakan City, Indonesia. Visitor satisfaction with cinema services, hotel maids, hospitals in Malaysia, Safranbolu, Turkey. Education Services at Ho Chi Minh City University, international airports in Iran services in 2017. Final response to the interior of Hotel Marqués de Riscal in Elciego, Spain. Framework for Hospitality Health-scapes, Serengeti-Mara Ecosystem in Adana province. Online shopping behavior at Midwestern university U.S.-based users of Amazon Mechanical Turk (MTurk). Services Restaurants and Sports Bars at

International Medical Tourists Visiting Korea European and Chinese healthcare providers. Service-scape evoking organic food at France Boutique hotel lobby and classic hotel USA, German and Russian.

5. Results and Analysis

In the implementation of management, the purpose of co creation service-scape is to manage, develop, build, create and provide product and service innovations and provide easy access and speed of information in meeting service needs so that marketing performance is achieved (Kuang-Chin & Yu, 2018), (Ng & Kee, 2018). Creator Service-scape develops and adds value to the services contained in Appendix 1, namely: Restaurants, Layouts and Symbols, Artifacts, Infrastructure, Culinary, Accommodation, Landscape, Interior and Exterior, Attractions, Cinema, Hospitality Industry, Restaurants, Entertainment, Event, ICT, Airport, Tourism Attributes, Infrastructure, Hospitals, Nature Reserves, Flora and Fauna, Telecommunications, History, Culture, Shopping Space, Hospitality, Social Service-scape, Cinema. Department Store, Gas Station, Amusement Park, Recreation, Travel Bureau, Online Travel Bureau (Newman et al, 2018), (Ong et al, 2018). Co creation service-scape enhances innovative needs and capabilities (Nguyen et al, 2017). The social element of service-scape as "communicative staging" (Park et al., 2019) begins by creating a comfortable, peaceful, clean atmosphere and includes a welcome with friendliness and courtesy, so that customers or visitors are happy (Apaolaza et al., 2020). Hospitality can also be interpreted as branding an area, it increases the selling value because of the positive public welcome to all visitors (Wang et al, 2019).

6. Future Research Agenda

While The practical side of the purpose of this study is to look for the next research opportunity (RQ2), which is derived from the proposed research agenda from previous research. Based on Table 3. Aspects of Green Service-scape Destination found in the reference indexed Scopus, found that the next proposed research agenda were:

- 1) Effect of plant presence on restaurant Service-scape (Apaolaza et al, 2020)
- 2) Service-scape employee service in influencing customer satisfaction of restaurants, hospitals, cinemas (Pandowo & Pandowo, 2019), (Ardley & Chen, 2017; Lai & Chong, 2019)
- 3) Co creation landscape service better than competitors (Koay et al., 2020)
- 4) Holistic perception of customers towards hospital services (Mody et al, 2019)
- 5) Future research should investigate different cultural backgrounds' in generating new product design perspectives (May et al, 2019)
- 6) Identify different Service-scape attributes in restaurant services (Lockwood & Pyun, 2019)
- 7) Further research needs to find out more about mobile app user satisfaction both before and after use and experience sharing factors in other areas such as food and drink, sports, technology, and business. Future research should do so by testing various applications and expanding demographic models in theory and practice to see if this demographic targeting will result in higher-priced sales increases (ÇEĖİK, 2019)
- 8) Consider the role of other contextual variables in shaping dissatisfaction and bad behavior (Castellani et al., 2019).
- 9) Consider larger sample collection, which will allow the application of analytical methods such as traditional CB-SEM (Tankovic & Benazic, 2018).
- 10) Continue investigating the relationship between e-Service-scape and other important marketing constructions in an online context, such as perceived risk, online service satisfaction, electronic service quality, price perception and product quality (Lee, 2018).
- 11) Future sensory marketing research may consider the use of Virtual Reality (VR), consumers have no existing relationship with the brand (Line et al, 2018).
- 12) Learn relationships that build different cultural contexts. Expanding the proposed framework from an individualistic cultural context (Western) to a more collectivist cultural context (East) (Hanks & Line, 2018).
- 13) Future research is needed to achieve a better understanding of how many customers and restaurant segments influence consumer perception (Han et al, 2018)
- 14) Enhance holistic experience through physical environmental design (Min et al, 2017)

- 15) Connecting six dimensions with satisfaction and intention to buy back (Guglielmetti et al, 2016)
- 16) Improve "click" stay application for ease of service restaurants, hospitals, airports, travel agencies, markets, hotels (Sheng), (Durna et al, 2015), (Kim et al, 2017)
- 17) Creating green holistic service products (Lunardo et al, 2016).

7. Reconceptualization

Co creation green Service-scape tourist destination aims to manage, develop, build, create and provide innovation of products and services and provide easy access and speed of information in fulfilling the needs of tourism so as to achieve marketing performance. Products, service and green Service-scape access include the units and context of Restaurants, Layouts and Symbols, Artifacts, Infrastructure, Culinary, Accommodation, Landscape, Interior and Exterior, Attractions, Cinema, Hospitality Industry, Entertainment, Event, ICT, Airport, Tourist Attributes, Infrastructure, Hospitals, Nature Reserves, Flora and Fauna, Telecommunications, History, Culture, Shopping Rooms, Hospitality, Social Service-scape, Cinema. Department Store, Gas Station, Amusement Park, Recreation, Travel Bureau, Online Travel Bureau (Kuang-Chin & Yu, 2018), (Ng & Kee, 2018). Green Service-scape destinations are examples of innovative capabilities (Nguyen et al, 2017), as well as "communicative staging" where the environment is presented and staged in a community that involves all stakeholders including the surrounding community, even those who seem not to do directly in innovative Service-scape activities (Park et al, 2019). The green Service-scape is how hospitality is offered, starting by creating a comfortable, peaceful, clean atmosphere and including a welcome with hospitality and courtesy, so that customers or visitors are happy to attend in the destination environment (Apaolaza et al, 2020). This hospitality can also be interpreted as branding an area, selling value through a positive public welcome to all visitors (Wang et al, 2019).

Through Green Service-scape Destination, sustainable marketing performance has the potential to generate job opportunities, empower resources effectively and strategically, increase social expectations and awareness, improve the economy and meet the needs of the tourist community (Wu et al, 2019). GSD creates added value and sustainability of a value chain such as co-innovation, co-ideation, co-valuation, co-design, co-test, co-launch, co-investment, co-production, co-consumption (Oertzen et al, 2018). GSD generates added value when through the production and distribution chain (Beach, 2020). The value chain refers to value-added creation activities, to transform products and services from their original condition, through design, ranging from raw resource input, production, distribution, marketing to reaching the end consumer (M Thangavelu, 2019).

The marketing performance of tourist destinations can be seen from sales revenue, market share, sales growth that is getting better here (Morgan et al, 2018). The goal is achieved if, the service's value-added creation activities start from the planning process, production to tourism consumption activities that take place with considerations for the development of natural sustainability, beauty, and other facilities that can be offered by the service provider of destination. Tourism marketing performance is generated by the ability to manage the destination environment, the ability to anticipate changes in customer needs (co creation innovation) and the ability to synergize with community structures including local culture and wisdom values (Santra, 2018). GSD promotes and sells travel products and services will add value to services by educating and influencing the community, such as "green marketing" so that sustainable marketing performance is achieved (Fatoki, 2019).

8. Conclusion

The study of Green Service-scape Destination Co-creation is still a little relatable so it has opportunities to be retraced, especially in the development of green destinations in unrecognized locations. Previous studies have addressed Service-scape co creation in different fields by defining GSD as a value-added increase. The theory used focuses on consumer behavior. Emphasis on research themes such as layout appearance, infrastructure. The research methodology is mostly quantitative with the help of SEM, AMOS, ANOVA, PLS software.

There are 17 upcoming research agendas proposed by previous studies, as mentioned in section (4) of this article. From these 17 agendas, this study provides opportunities for further research into dissertations on how to create a holistic Service-scape of service products to improve the marketing performance of tourist destinations.

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Appendix 1. Aspects of Green Service-scape Destination

№	Input		Process		Output		Methodology	Theory	Location	Supporting Literature
	Research Themes		Green Service-scape Destination Context		Green Destination Design					
	Constructs	Dimensions	Producer	Aspects	Producer	Customers				
1.	<ul style="list-style-type: none"> Restaurant 	<ul style="list-style-type: none"> Room decoration Cozy and relaxing atmosphere 	<ul style="list-style-type: none"> Customize customer needs by providing a comfortable and relaxing atmosphere Layout and view in the restaurant environment Superior service 	<ul style="list-style-type: none"> Interior and Exterior Food served 	<ul style="list-style-type: none"> Restaurant marketing with the added value of the atmosphere of the restaurant environment Connect with nature 	<ul style="list-style-type: none"> Experience Satisfaction Loyalty Pleasure Refreshing 	Quantitative; The data is analyzed using ANOVA and moderated bootstrap analysis; questionnaire; 1 to strongly agree = 7	Environmental psychology theory; prospect-refuge theory	Restaurant with a sample of 119 individuals	(Apaolaza, Hartmann, Fernández-Robin, & Yáñez, 2020, p. 672)
2.	<ul style="list-style-type: none"> Layouts and symbols Infrastructure 	<ul style="list-style-type: none"> Hygiene Atmosphere Uses Employee services Free from dirty and smelly 	<ul style="list-style-type: none"> Continuous cleaning Professionalism Creating Superior Services Providing needs 	<ul style="list-style-type: none"> Social Ecosystem 	<ul style="list-style-type: none"> Make people believe Marketing 	<ul style="list-style-type: none"> Nice stay long Satisfaction Intent on paying more the intention to visit again 	Quantitative; (PLS) (PLSSEM) using SmartPLS 3.0 software	Stimulus–Organism–Response Model (SOR)	KTV establishment in Malaysia	(Koay, Khoo, & Soh, 2020, pp. 53, 57)
3.	<ul style="list-style-type: none"> Culinary Accommodation 	<ul style="list-style-type: none"> Restaurant setup Availability of food, food and beverages 	<ul style="list-style-type: none"> Tourism business unit licensing Build restaurants, cafes and hotels Free WiFi access is available. Provide live music Creating a great layout and design 	<ul style="list-style-type: none"> Bureaucracy 	<ul style="list-style-type: none"> Competition Pleasure 	<ul style="list-style-type: none"> Loyalty Satisfaction 	Analyzed using PLS-SEM and processed with SmartPLS	Service-scape theory	The sample of this study was 186 customers of Upscale Café in Tarakan City, Indonesia, on August 2019	(Marso, Idris, & Widyaningrum, 2020, pp. 312, 314)
4.	<ul style="list-style-type: none"> Landscape Interior and Exterior 	<ul style="list-style-type: none"> Architecture Parking Building signs and exterior Access information Furnishings 	<ul style="list-style-type: none"> Nice/unique/regional architect building setup Maintain cleanliness and neatness Creating everything is good to look at Professionalism 	<ul style="list-style-type: none"> Ecosystem Economic 	<ul style="list-style-type: none"> Marketing Performance 	<ul style="list-style-type: none"> Customer comfort Customer loyalty 	Quantitative; analyzed using PLS-SEM and processed with SmartPLS	Service-scape theory	The sample of this study was 186 customers of Upscale Café in Tarakan City, Indonesia, on August 2019	(Marso et al., 2020, p. 314)
5.	<ul style="list-style-type: none"> Attractions 	<ul style="list-style-type: none"> Entertainment display 	<ul style="list-style-type: none"> Development of places Complete entertainment, 	<ul style="list-style-type: none"> Entertainment and 	<ul style="list-style-type: none"> Entertainment marketing in 	<ul style="list-style-type: none"> Want to pay more 	Quantitative; analyzed using PLS-SEM and	Service Theory	Participants are regular young	(Pandowo &



	· Cinema	· Layout	furniture, lobby, biaskop room	entertainment	cinemas		processed with SmartPLS		customers who visit the cinema	Pandowo, 2019, p. 88)
6.	· Hospitality industry	· Perceived similarity · Physical appearance · Behavior · Loyalty	· Developing the hospitality industry · Styling aesthetic designs, layouts · Provide other customer needs offers	· Hospitality	· Marketing service · Hospitality	· Revisit · Tons · Electronic WoM		Social facilitation theory, theorybuilding standpoint, marketing theory	Hotel maids and visitors	(Nathaniel Discepoli Line & Hanks, 2019, p. 761)
7.	Hospital	· Space comfort · Service · Peace · Hygiene · Information · Ease	· Creating service specialties · Building communication with patients/families · Focus on health care · Building health partners	· Hospital Technology · Medical Technology	· Health Marketing	· Preference · Trust	The study uses a two-stage (EFA and CFA) procedure	The SOR and the attribution theory (Gilbert et al.,1987),	200 respondents were approached in various sections of the hospitals	(Lai & Chong, 2019, pp. 366-367)
8.	· Restaurant · Entertaiment · Event	· Music · Lighting · Attractions · Hospitality · Variety of food	· Organizing the physical environment · Organizing indoors and outdoors · Organizing events/attractions · Create artifacts	· Ecosystem · Culture · History	· Hospitality · Professional · Marketing Performance	· Loyaltutas · Recommendations	VCA (Visual Content Analysis) approach	Marketing Theory	Using data collected from 327 guests; the guests' perception of the restaurant Safranbolu, Turkey.	(TÜRKER, GÖKKAY A, & ACAR, 2019, pp. 260-263)
9.	Ict	· Access · Touris applications	· Build an information system · Provides easy access · Communication skills	· Technology · Information Systems	· Marketing Performance · Digital market	· Recommendat ions · Nice to visit	SPSS 23.0 and partial least squares (SmartPLS) software	The technology acceptance model (TAM), The theory of reasoned action	Ho Chi Minh City University of Culture voluntarily;	(Tung-Sheng, Kuo-Chung, & Phuc Hung, 2019, p. 866)
10.	Airport	· Access · Trasvel bureau · Atmosphere	· Providing transportation · Building a network of travel agencies	· Physical · Social · Economic	· Marketing Performance	· Comfort · Ease	Partial least squares (PLS) and multi-group analysis (MGA) by combining three different advanced statistical methods (i.e., MGA, fsQCA, and NCA)	Complexity Theory	"face-to-face" with international travelers at two prominent international airports in Iran in 2017. Using nonprobability judgmental sampling	(Taheri, Olya, Ali, & Gannon, 2019, pp. 7-9)
11.	· Tourism Attributes · Infrastructu re	· Design · Facilities · Layout	· Provides comfort · Maintaining hospitality · Quick response · Building pride	· Social · Ecosystem · Education (campus	· Education · Tourism · Marketing · Green market	· Recommendat ions · Experience · Behavior	Qualitative Methods	Marketing Theory	Ambient conditions, physical spaces, and social	(Siguaw, Mai, & Wagner, 2019, pp. 7-

			· Become a rule model of cleaning management and waste management	atmosphere)		change			interactions.	8)
12.	.11 miles away	· Communication · Brand · Architect	· Improve communication softskills · Service · Hospitality	· Communication · Etiquette	· Marketing Performance	· Satisfaction · Intentions and Behaviors	PLS-SEM	Theory of Testing	the hotel customers' Hotel Marqués de Riscal in Elciego, Spain.	(Park, Bufoquin, & Shapoval, 2019, p. 106)
13.	Hospital	· Space comfort · Service	· Creating service specialties · Focus on health care · Building health partners	· Hospital Technology · Medical Technology	· Health Marketing	· Preference · Trust	Sem	Utilization Theory	Framework for Hospitality Healthscapes	(Mody, Sues, & Dogru, 2019, pp. 22-23)
14.	· Nature · Flora and Fauna	· Animal maintenance · Biodiversity · Road · Settlement · Pondok · Camp	· Organizing ecotourism · Packing Nature · Ensuring there is no illegal poaching and depreciation of livestock, as well as biodiversity · Manage roads, settlements, cottages and camps	· Ecosystem · Nature	· Nature Tourism Marketing	· Travel while doing hobbies				(May, Jackson, Bevanger, & Røskaft, 2019, p. 5)
15.	· Hospitality	· Aesthetic Design · Facilities · Layout · Color · Lobby	· Provides comfort · Provides free space · Maintaining hospitality · Create a happy, relaxing and holiday atmosphere	· Social · Entertainment	· Retirement of Holiday essentials	· Experience · Behavior change	Bayesian Belief Network (BBN)	Technical and Economic Perspectives	Greater Serengeti-Mara Ecosystem	(Lockwood & Pyun, 2019, p. 235)
16.	· Telecommunications	· Mobile Store · Lighting · Music	· Provide internet data package information · Providing stores related to telecommunication packages	· Communication	· Self-employed convenience store · Entrepreneurial/telecommunications	· Service value · Brand image · Brand Loyalty	Pls	Marketing Theory	the customers brands operating in the telecommunication sector in Adana province	(ÇELİK, 2019, p. 580)
17.	· History · Culture	· Museum · Ambient conditions · Spatial layout and functionality, signs, symbols · Artifacts · Photo gallery · Gallery of ancient relics	· Providing historical and cultural information · Maintaining hospitality	· Social · History · Culture	· Marketing Tourism education, history and culture	· Historical knowledge · Behavior change				(Castellani, Conti, Rossato, & Vesce, 2019, p. 99)

18.	· Shopping room	· E-market	· E-market development	· Ict	· Online marketing	· Customer loyalty	Sem	Psychometric Theory	221 active online shoppers participated who had at least one online purchase in the past six months.	(Tankovic & Benazic, 2018, p. 1130)
19.	· Hospitality	· Hotel design presented through the app	· Create hotel promotion services through hotel design, both interior and exterior · Creating a brand	· Ict	· Hospitality industry marketing	· Brand loyalty	LISREL 8.80	Cognitive appraisal theory; the self-determination theory	50 students enrolled in a Midwestern university	(Lee, 2018, p. 177)
20.	· Hospitality	· Busy employees · Lack of hospitality · Busy service, causing long queues	· Competence · Use environmental cues, such as form cues, for services · Hospitality · Tenderness · Harmony · Warmth	· Hospitality · Communication · Symbol	· Sensor Marketing Strategy · Branding strategy	· Customer satisfaction · Intention and loyalty	Lisrel	theory of testing; Gestalt Theory	A total of 245 faculty, staff, and students from a large Midwestern university	(Liu, Bogicevic, & Mattila, 2018, pp. 47-48)
21.	· Social services service-scape · Restaurant	· Design · Facilities · Layout	· Fostering corporate social responsibility participation · Corporate social responsibility (CSR) programs based on donations · Invite customers to donate	· Social Assistance · Ecosystem	· Restaurant Marketing while helping the social environment · Green market	· Behavior change · Willingness to donate	Amos	Attachment Theory	U.S.-based users of Amazon Mechanical Turk (MTurk).	(Nathaniel D. Line, Hanks, & Zhang, 2018, pp. 102-103)
22.	· Restaurant	· Shared workspace · Dining experience	· Design a restaurant by providing a shared workspace · Maintaining hospitality	· Social · Work culture	· On-the-job Travel Marketing	· Recommendations · Experience · Post-consumption behavior changes · Visiting again	ANOVA	Information Processing Theory	Restaurants and Sports Bars	(Hanks & Line, 2018, pp. 14, 17)
23.	Untangible and hedonic · Hotel · Resort · Airline Tangible and hedonic · Cinema · Restaurant · Department store	· Design · Facilities · Layout	· Packaging external side, interior, ambient, functional, product, furniture, display · Sing a shared space of need · Communication room · Providing products and services to customers during the holidays	· Social · Communication	· Travel product marketing	· Physiological response · Emotional response · Behavioral responses	Qualitative research	Sdl	current service-scape literature	(Han, Kang, & Kwon, 2018, pp. 6-8)

	Intangible and utilitarian · Hospital · Discount department · Gas station									
24.	· Amusement Parks · Recreation room	· Design · Facilities · Layout	· Create a service-scape design · Decaor and create interesting suasana · Add entertainment and play venues	· Social · Ecosystem · Game · Event	· Event marketing, entertainment · Attractions · Exhibition · Promotion	· Experience · Pleasure · Pleasure · Entertained	Qualitative research; method with a rule-based design concept	Travel Theory	Service-scape Designs	(Min, Hyun, Kim, & Lee, 2017, pp. 79-80)
25.	· Travel Agency · Online travel agency	· Cruise, flight information · Facilities and décor · Natural scenery · Land visits · In-flight/boat entertainment · Social interaction · Dining service	· Developing Cruise Tours · Organize tourism and recreation through shipping · Determine stopover points · Create a series of games/entertainment events and activities	· Travel/Browser · Recreation location	· Cruise Tourism Marketing · Tour package marketing	· Pleasure · Accurate information	Attention Restoration Theory (ART),	A multistage mixed-method	Cruise ship service-scape	(Lyu, Hu, Hung, & Mao, 2017, p. 2566)
26.	· Medical Tourism	· Atmosphere clinic · Healthcare activities · Nurse Services · Doctor services	· Building a professional hospital, Complete facilities · Building trust in doctors and medical personnel	· Health care · Treatment · Treatment	· Lengpap Hospital Services · Marketing and advanced while tour services	· Recommendations · Trust · Loyalty	Amos	Environmental Psychology Theory	International Medical Tourists Visiting Korea	(Kim, Koo, Shin, & Lee, 2017, pp. 8-9)
27.	· Medical Tourism	· Atmosphere clinic · Healthcare activities · Nurse Services · Doctor services	· Building hospital standards to suit patients' needs · Professional, Complete facilities · Building trust in doctors and medical personnel	· Health care · Air quality · Noise · Hygiene · Color settings · Layout · Equipment · Furnishings	· Complete and state-of-the-art Hospital Services · Marketing while tour services · Sensitivity to ethnic groups · Access to nature	· Sensitivity · Trust · Loyalty	Qualitative research	Marketing Theory	European and Chinese health-care providers	(Ardley & Chen, 2017, p. 275)
28.	· Communication · Corporate	· Accessibility · Layout · Aesthetic · Facilities · Seating comfort · Hygiene	· Building space settings, · Physical building, · Service providers · Other customer needs · Create layouts	· Social · Design	· Marketing Tour package service	· Response · Loyalty	Qualitative research	Underpinning Theory	By structure of perceived service-scape	(Sheng, Simpson, & Siguaw, 2016, p. 174)
29.	· Environme	· Product	· Create value resonance	· Marketing	· Branding	· Experience	An empirical,	Configuration	Focussing on	(Guglielmet

	<ul style="list-style-type: none"> Physical building 	<p>excellence (resonance)</p>	<ul style="list-style-type: none"> Package an environmental service Creation of shared values in ecosystem services 		<ul style="list-style-type: none"> marketing Resource integration 	<ul style="list-style-type: none"> Participate in creating value 	explorative case study	Theory; Service-Dominant Logic (SDL)	the role of values resonance in relation to the integration of brands	ti Mugion, Aal, Renzi, Di Pietro, & Edvardsson, 2016, pp. 637-638)
30.	<ul style="list-style-type: none"> Green product Market Stores 	<ul style="list-style-type: none"> Availability of various types of merchandise Prioritizing green products 	<ul style="list-style-type: none"> Market atmosphere Product of the region of origin Hospitality 	<ul style="list-style-type: none"> Market activities 	<ul style="list-style-type: none"> Marketing performance Hospitality 	<ul style="list-style-type: none"> Atmosphere Shopping intentions 	Amos	Congruity Theory	Service-scape evoking organic food at France	(Lunardo, Roux, & Chaney, 2016, pp. 6101-6102)
31.	<ul style="list-style-type: none"> Visual aesthetic service-scape 	<ul style="list-style-type: none"> Color Music Aroma Lighting 	<ul style="list-style-type: none"> Event Performance 	<ul style="list-style-type: none"> Promotion 	<ul style="list-style-type: none"> Marketing performance Promotion 	<ul style="list-style-type: none"> Understanding Appreciation decision-making 	Pilot tests	S-O-R theory	Boutique hotel lobby and classic hotel USA	(Lin, 2016, p. 693)
32.	<ul style="list-style-type: none"> Hospitality 	<ul style="list-style-type: none"> Aesthetic Design Facilities Layout Color Lobby Functions and marks 	<ul style="list-style-type: none"> Provides comfort Provides free space Maintaining hospitality Create a happy, relaxing and holiday atmosphere 	<ul style="list-style-type: none"> Hospitality Entertainment 	<ul style="list-style-type: none"> Hospitality Industry 	<ul style="list-style-type: none"> Experience Tons Reviist 	Sem	Marketing Theory	using a sample of 410 hotel customers German and Russian	(Durna, Dedeoglu, & Balikcioglu, 2015, p. 1734)
33.	<ul style="list-style-type: none"> Hospitality Health Services Information Services 	<ul style="list-style-type: none"> Layout Aesthetic Directions 	<p>Create:</p> <ul style="list-style-type: none"> Service co-production Physical place or virtual space Interior design Equipment layout Décor Physical environment Exterior Parking Attribute 	<ul style="list-style-type: none"> Resource integration 	<ul style="list-style-type: none"> Tourism marketing 	<ul style="list-style-type: none"> Participation 	Qualitative research	Service-Dominant (S-D) Logic	ritically examines and extends the service-scape concept in the light of insights from SDL	(Nilsson & Ballantyne, 2014, p. 377)