Keynote Lecture 2

Sport Services in the Experience Economy

Overview

The economy has transitioned from offering commodities to offering of goods to offering of services, and finally to offering of experiences (Pine & Gilmore, 1998). Two dimensions of the experience—

- customer participation (passive or active)
- connection (absorption or define)

four realms of experience classify the experiences into realms of experience. First, customer participation refers to customer’s involvement in creating the experience. It can be either passive or active referring to the extent the client/customer is involved in staging the experience. Second, the connection can be either absorption where the clients observe the service or immersion where the clients are quite involved in the creation of the experience. These defining characteristics of an experience are applied to the three domains of sport—egalitarian sport, elite sport, and entertainment sport (Chelladurai, 2012).


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Date August 9, 2019 [Fri] 9:00

Venue Century Tower 8F

Host Organization : Japanese Center for Research on Women in Sport