Through their eyes: how service settings can be therapeutic to sighted guides in road running

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Abstract

Discourse on therapeutic servicescapes emphasizes the rehabilitative attribute inherent. While existing literature explores different groups and settings, the focus on mediators of vulnerable individuals is still underexplored. Also, no previous studies discussed how interdependent happiness interacts with therapeutic servicescapes and Transformative Service Mediators. The present study aims to understand and delineate novel dimensions within the therapeutic servicescapes framework by Rosenbaum et al. (2020). Five sighted guides of road running were interviewed and three training sessions for sighted guiding were observed. Data analysis follows an inductive approach for novel theoretical insights. Results show that interdependent happiness could be identified in different moments of sighted guiding, interacting with existing theoretical therapeutic elements and brought light to aspects not present in the therapeutic servicescape framework, such as security, accessibility and motivators.

Subject Areas: *Consumer Behaviour, Consumer Services, Service Quality, Service Marketing*

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