

# Exploring Perceived Value and Post-Trip Consequences in Regenerative Tourism: A Case Study of Sadhana Forest

**Thuy-Trang TA-HOANG**

University of Toulon

**Brigitte Müller**

University of Toulon, IAE, Cergam

**Vincent CHAUVET**

CERGAM, University of Toulon

Cite as:

TA-HOANG Thuy-Trang, Müller Brigitte, CHAUVET Vincent (2024), Exploring Perceived Value and Post-Trip Consequences in Regenerative Tourism: A Case Study of Sadhana Forest. *Proceedings of the European Marketing Academy*, (122618)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



# Exploring Perceived Value and Post-Trip Consequences in Regenerative Tourism: A Case Study of Sadhana Forest

## **Abstract**

This study explores the realm of regenerative tourism through thematic content analysis and visual content analysis of 107 Tripadvisor reviews and 239 tourist photos of Sadhana Forest. Thematic content analysis reveals dimensions such as Social, Emotional, Experiential, and Epistemic value, highlighting community engagement, emotional experiences, and cognitive insights. Visual content analysis further uncovers Well-being, Epistemic, and Functional value, emphasizing the experiential landscape. Ultimately, the study identifies the catalytic Personal transformation as the trip's consequential outcome, showcasing the profound impact of regenerative tourism.

**Subject Areas:** *Consumer Behavior; Services Marketing*