



# Tourism Supply Chain Management to Customer Outcome: A Literature Review

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**Abstract.** Introduction: This research is devoted to deepening the knowledge of tourism (TSCM). Background Problems: The history of TSCM has appeared in several previous studies, but the integration of factors that link TSCM variables with Customer Outcomes has not provided comprehensive information in literature. Relevant stakeholders need good conceptual tourism management. Tourism has enormous potential and a broad impact on the nation's economic welfare. Success in developing the tourism sector will provide acceleration for the government to improve the community's economy. However, in many developing countries, the development of the tourism industry is more often done using a method that has not been good centrally despite having decentralized authority. Purpose: Based on the preliminary illustration that produces clear empirical urgency and theoretical gaps, this research aims to provide additional scientific references in the form of conceptual mapping of TSCM as a comprehensive strategy that can improve visitor outcomes as expected. Method: The method applied to this research was carried out with the Systematic Literature Review (SLR). Play Finding: The findings that will be obtained in this study are in the form of an overview of the mapping of the concept of TSCM. This research will also produce observations of the existing conditions of Customer Outcomes. Implication: The implications of this research are implications for science in the form of new references to the TSCM concept that directly relate it to customer outcomes.

**Keywords:** Customer Outcome, Supply Chain Management, Tourism, Tourism Supply Chain Management.

## 1 Introduction

Inclusion has encouraged the world to continue to grow. The development of various sectors continues to run openly according to their respective roles. In both developing and developed countries, one of the factors that continues to develop is the tourism sector. Tourism has become a prima donna because it has a good impact on the economic improvement of a country.

Many speculations need to be explained as to whether the fluctuations are due to management related to Customer Outcomes or whether other things can cause

significant fluctuations. This provides an opening for academics to do mapping that occurs in operational business from upstream to downstream. Conceptually, this problem can be related to Tourism Supply Chain Management (TSCM). TSCM is a novel management issue in the tourism industry [1].

TSCM is evolving with the world. On its way, very little testing is associated with the Customer Outcome variable. Some previous researchers in the literature review mentioned the importance of TSCM and its relationship with customer outcomes, as stated by Sigala [2]. However, empirical testing has not been carried out comprehensively and conceptually practical. This research is expected to be a reference for improving competitiveness. This state of the art allows for novelty that can be done in this research, namely comprehensively how TSCM is related to Customer Outcome.

## **2 Methods**

This research was conducted using the Systematic Literature Review (SLR) method, which follows an iterative process. A systematic review helps manage diverse sets of information, as demonstrated in this study, which explores the interdependencies between tourism supply chain management (TSCM) and customer or visitor outcomes. The research process involved several phases: (1) Identifying relevant articles using tools such as Mendeley and Publish or Perish, along with the Scopus database; (2) Screening; (3) Assessing eligibility; and (4) Selecting articles that focus on TSCM and visitor outcomes. Following the use of four PRISMA diagrams, the study aimed to develop a simplified conceptual framework linking TSCM to customer outcomes.

## **3 Results and Discussion**

### **3.1 Results**

The following table structure presents the research findings from this study. This literature review research collected 673 articles from TSCM and 683 from CO. After going through Screening. This study can provide the results of previous researchers as shown in Figure 1.

Figure 1 shows previous research articles about TSCM and CO. Figure 1 shows previous research from [1, 2, 4–14], and others. Figure 1 shows 34 articles and CO 24 in total. Figure 2 shows the year's contribution research at TSCM and CO. In the picture, compared to other years, it looks very high in 2018. Figure 3 shows the country's research at TSCM and CO, in addition to the tourism Supply Chain Management and Customer Outcome keyword. Based on Systematic Literature Review Prisma Protocol [3], from Identification until Included, the results are shown in Table 1. The data shows that five articles discuss TSCM and CO.



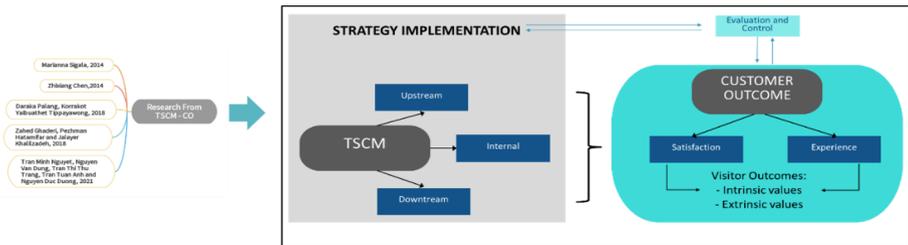
**Table 1.** Processed TSCM and CO.

	TSCM		Customer/Visitor Outcomes		Phase
Year	1973-2020		1985-2023		
Source 1	673		683		Identification
Source 2	196		200		Screening
Source 3	34		24		Eligibility
Source 4	TSCM	TSCM-CO	TSCM-CO	CO	Included
	29	5	5	19	

Source: Author’s Work, 2024

### 3.2 Discussion

Based on the research results, there are published articles that still have a relationship with TSCM and Customer Outcome that comes from Zhixiang Chen [15], Marianna Sigala [2], Daraka Palang, Korraakot Y. T [4], Zahed Ghaderi et al. [5] and Tran Minh Nguyet, et al. [6]. In previous research, there were five main articles that supported that there was a relationship between TSCM and CO articles in the eligibility phase that can provide an overview and input on the composition of sub-variables that can be used for TSCM and CO This research summarizes the results that can be used in the concept of TSCM and CO as shown in Figure 4.



**Fig. 4.** TSCM-CO Concept.  
Source: Author’s Work, 2024

Figure 4 shows the simple concept of the relationship between TSCM and CO. TSCM has a theoretical basis, supply chain management (SCM), and tourism as its object. The basic concept of SCM is divided into Upstream, Internal, and Downstream. The concept of the basic SCM will explain the general management of the TSCM concept. The difference is that TSCM is more specifically related to tourism. Figure 4 also shows that the direction of the arrows that connect TSCM with CO. CO can be simplified by dividing two dimensions, namely Intrinsic values and Extrinsic values. This division will facilitate evaluation and monitoring of what tourism visitors have obtained and received.

## 4 Conclusions

It is possible to conclude from this investigation that there are 34 articles discussing TSCM and 24 articles discussing customer outcomes. Five articles discuss TSCM and CO. The concept of TSCM associated with CO has a reasonably strong basis from previous research. Previous research has said that the concept of TSCM can produce good tourism management to optimize customer outcomes. Management is not enough to only consider internal tourism; it needs to consider operations from upstream to downstream. Customer outcomes obtained are satisfaction and experience considerations.

## 5 Acknowledgements

The authors would like to thank Universitas Singaperbangsa Karawang, especially from the research and community service unit who have facilitated this research.

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