

NEW PARADIGM TOWARDS EXPERIENCE TOURISM: THE EXPERIENCE CYCLE



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Aim & objectives

In this presentation we will introduce the Tourist Experience Design® Methodology.

Tourist Experience Design is a methodology for innovation of the concept of the tourist experience through the combination of structured analysis and design methods and tools for the creative innovation with the aim to differentiate the tourist offer for the different types of tourist



What will you learn (Learning outcomes)

By the end of this presentation, you will be able to:

- Understand the concept of a tourist experience
- Understand the The Tourist Experience Design® Methodology
- Understand the importance of the long tail segmentation
- Learn how to create an experiential concept

Background



Tourism Mass Market is showing its limits

Tourists want a **tailor-made holiday** based on their own specific needs, their passions and their dreams

New needs

Tourists don't look for "how to arrive", "where to sleep" or "where to eat"

But

WHAT TO DO

or even better

EXPERIENCES



Internet

- In the Internet age travelers have an **unprecedented number of options** to choose from.
- The information available on the web are well **in excess of their ability to focus on**, making them more selective and more specific, not general proposals.



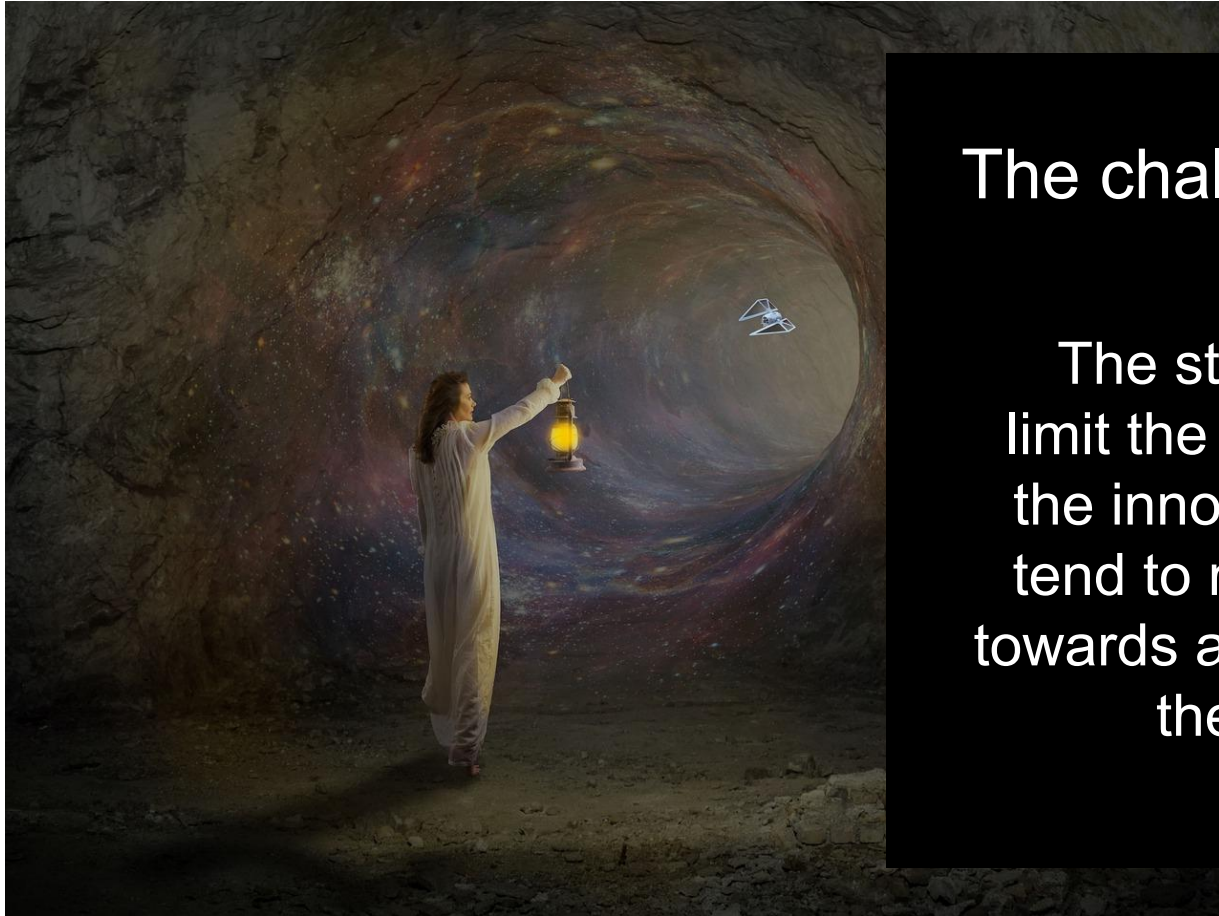
Experience is a perception



Experience is a complex construction, which is at risk of being trivialized

It is useless to define a general 'unique' experience but more important to project a tourist experience for different travelers whom you are targeting

Travel is Experience



The challenge of "creating" experiences lies in going beyond what is known

The strict definition of Tourist Experience would limit the creative and expressive possibilities tied to the innovation of present tourist offering and would tend to make design and implementation converge towards axiomatic solutions of such experiences, with the result of a standardized experience.

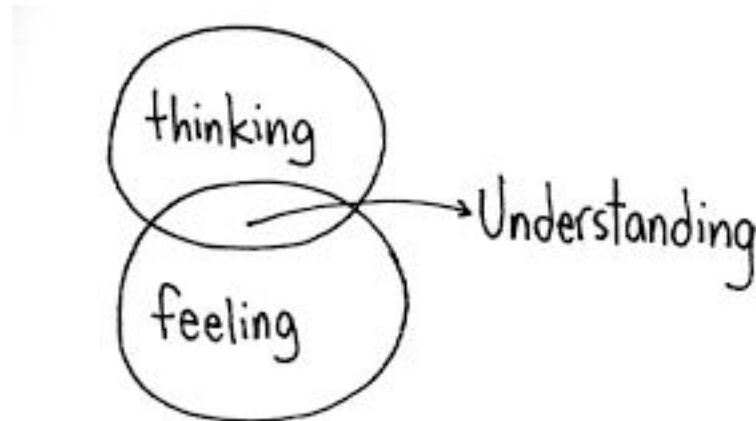
New market opportunities



There is a big opportunity to study and design specific tourist experiences, for specific travelers, which would bring innovation, differentiation and competitive advantage to our tourist offering.

Understanding the new Tourist

The definitions of "conventional" tourist are not satisfying

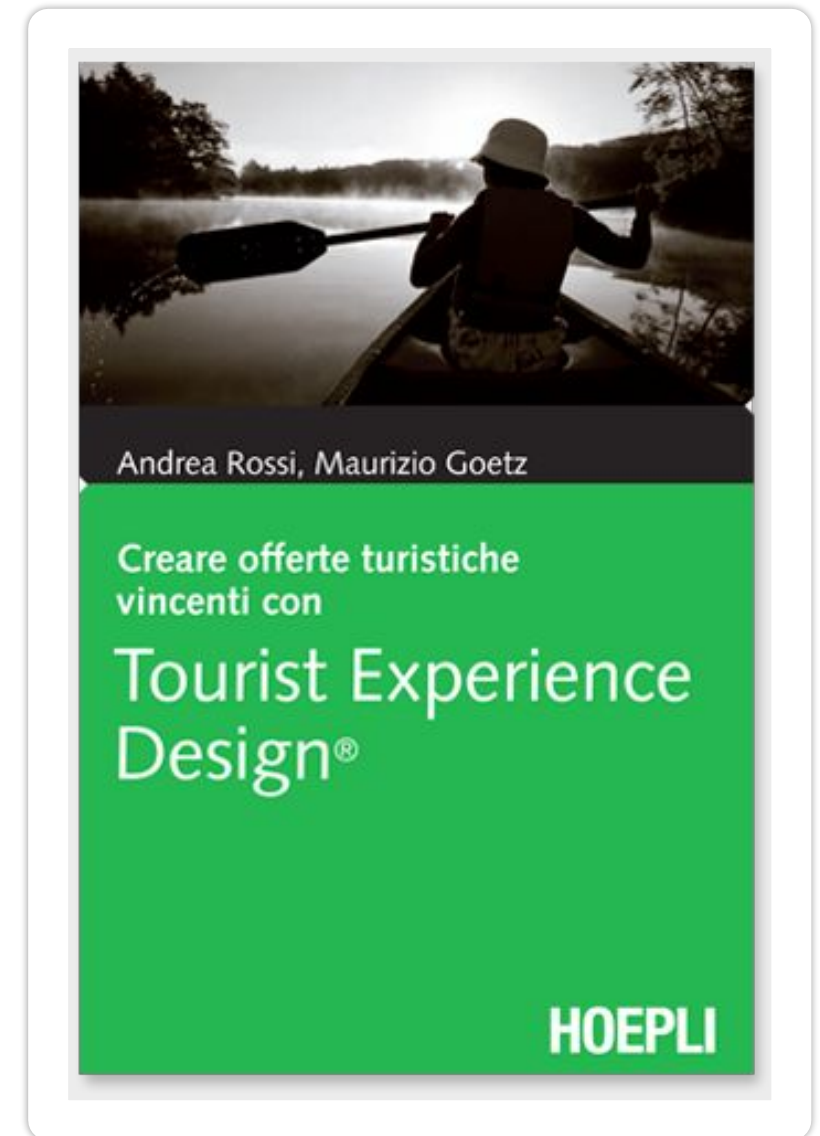


We must ask ourselves more in depth "who are our tourists?" and "what are the reasons for them to move?"

We need to concentrate on the "wanted travel" (motivational tourism)

Tourist Experience Design® the book

Tourist Experience Design is the methodology for innovation in the concept of the tourist experience through the combination of structured analysis and design methods and tools for the creative innovation with the aim to differentiate the tourist offer for the different types of tourist



The methodology of Tourist Experience Design ®

- 1 Competitive Analysis of the unique and distinctive elements of value proposition
- 2 Long Tail Segmentation
- 3 Definition of Experiential Strategy for segments and WOW elements
- 4 Definition of Extended Experience Cycle and Experiential Points
- 5 Detailed Design of the Experiential Points



1. Competitive Analysis of the unique and distinctive elements of value proposition

- identification of the **characteristics of the Destination** and the environmental context in which they are inserted
- most important **offering elements** (e.g. attraction, infrastructures, services, etc.)
- highly **distinctive** or **unique elements** that characterize a Destination
- Tourists' **motivation** to visit these elements
- elements that characterize the **area's identity** and that of its inhabitants (culture, traditions, history)
- **degree of recognition**
- **culture of reception** and dissemination of that culture at local level
- **tourist satisfaction**
- strengths, weaknesses, opportunities and threats
- **associations** and **attributes** of the Destination from the point of view of Stakeholders and Markets



1. Competitive Analysis of the unique and distinctive elements of value proposition

The first phase of the methodology consists of:

- the **analysis of the tourist offers** and “**vocation**”
- the **benchmark of competitors**,

in order to highlight and complete the **unique and distinctive elements** to provide possible interpretations of the various tourist offers, suggesting topics and modes of contextualization.

For complex offers, such as those of destinations, the competitive analysis is developed based on different identified offering elements

Ireland:

visual
representation of
iconic elements



2. Long Tail Segmentation

The **correct segmentation** is crucial to successfully address the market and to diversify the tourist offer and the web communication in a targeted way.

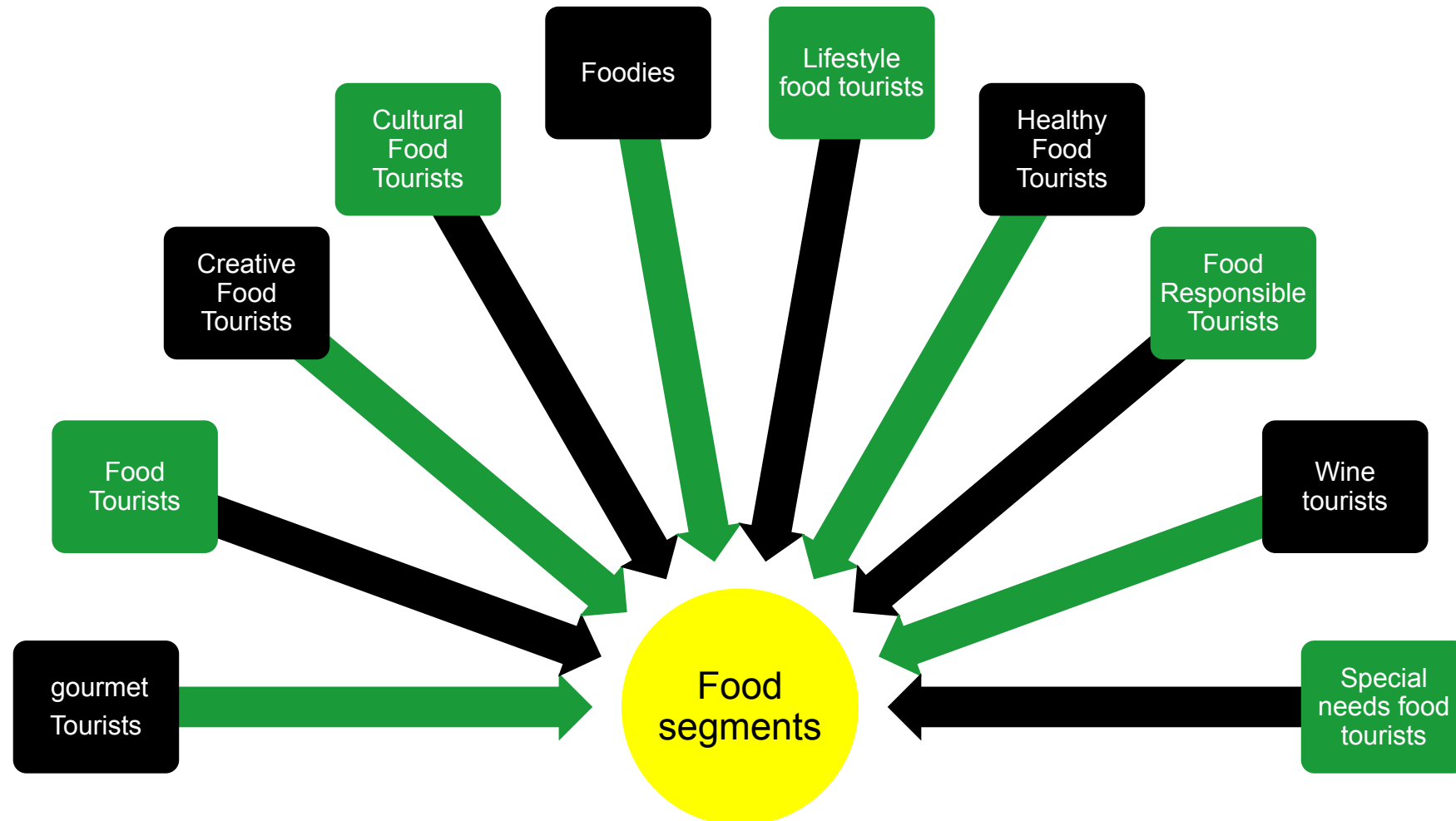
We have moved from mass tourism, undifferentiated and general, to **"personal tourism"**, strongly oriented to the specific needs and desires of niche and specific segments of tourists

Towards «personal tourism»

- It is necessary to review the current segmentation of the market with a critical re-evaluation and make the necessary actions:
 - to extend segment (**segment enlargement**), i.e. to identify potential new segments to which address the offer,
 - and to enrich segments (**segment enrichment**), in order to identify in more detail, the characteristics of the segments, in order to adapt the tourist offer and its web communication.

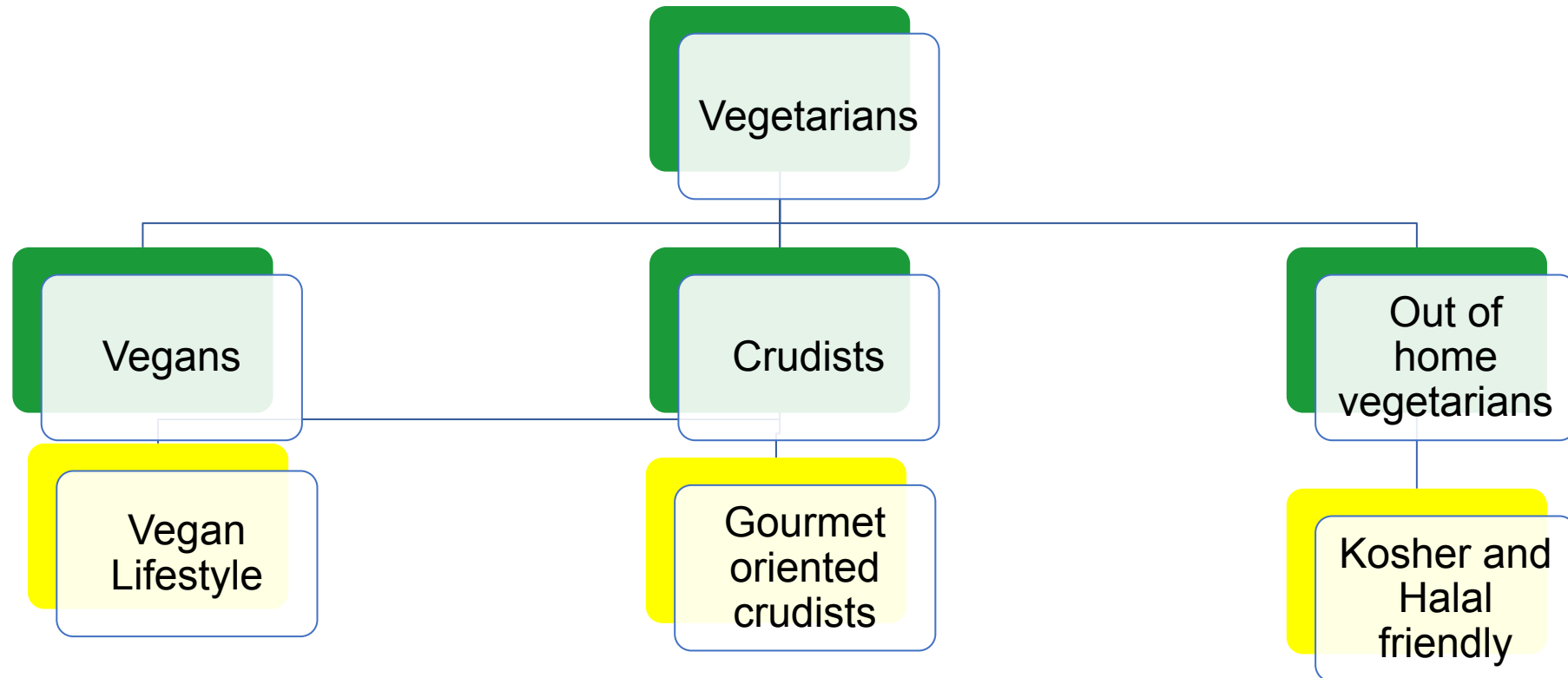


Segment Enlargement: ex. – new food segments



Segment Enrichment

ex: Vegetarians, new sub-segments



3. Definition of Experiential Strategy for segments and WOW elements

- For the segments identified during the re-evaluation of segmentation, thanks to new information obtained, we define the **basic strategies for memorable experiences (the experiential concept)** and we define the **"WOW elements"**, the specific elements of offering differentiation that generates surprise, satisfaction and enthusiasm for tourists (what makes them say 'WOW')

The Experiential Concept

The Experiential Concept establishes:

- what defines the distinctive experience of our offer for the segments and subsegments we have defined, compared to our competitors
- the ways in which this experience is achieved



The Experiential Concept

Through Experiential Concept(s), the tourist organization defines every experiential segment:

- **Offering systems**
- **Environments**
- **Interaction processes**
- **Behaviours**
- **Results**

Romantic Escape for a young couple of vegan cyclers



The Experiential Concept represents the «ideal travel experience» for a specific tourist segment

4. Definition of Extended Experience Cycle and Experiential Points

The tourist experience is a process that develops long before the actual enjoyment of the tourist offer on site and continues after that, in fact, the **Extended Experience Cycle** begins when the traveller has a desire to travel and he starts to get information and continues till after the end of the journey through memories and the exchange of impressions through its social networks.

From this point of view **Extended Experience Cycle** is characterized in three phases:

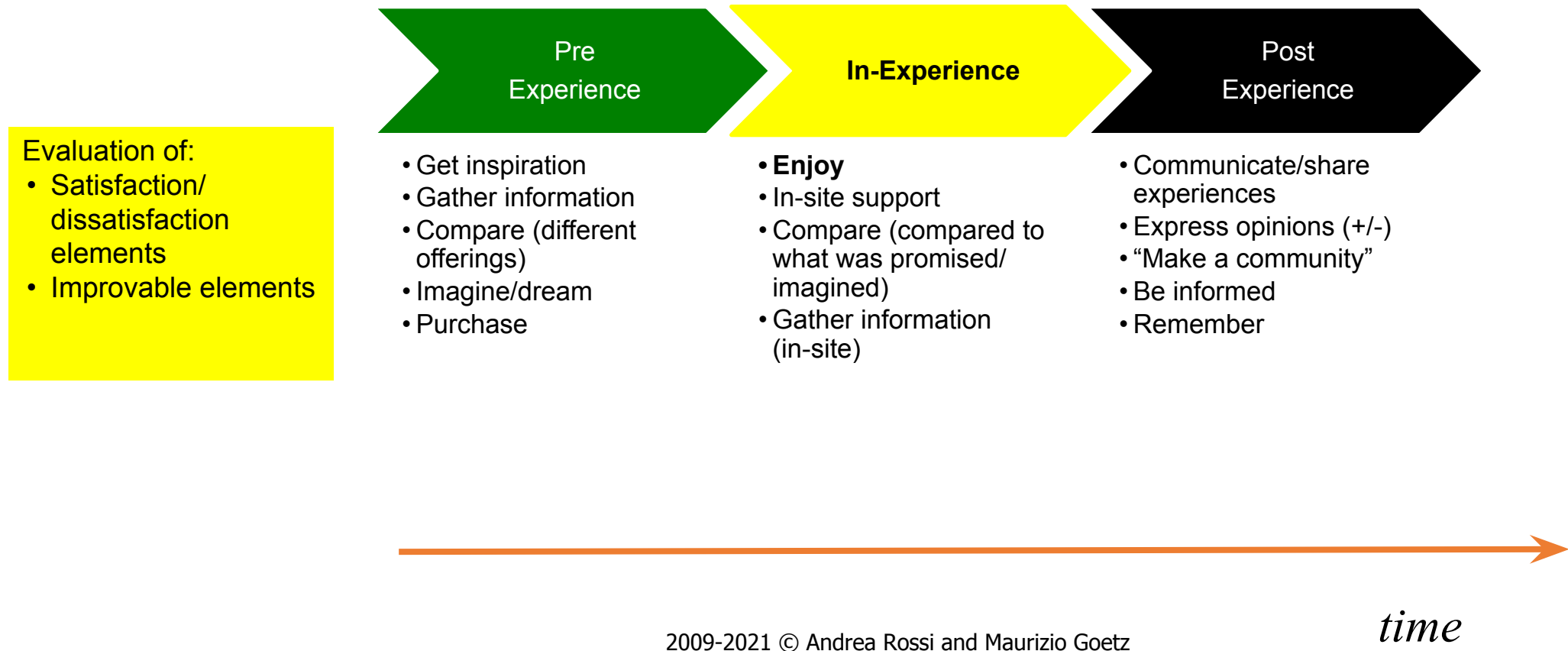
- **Pre-experience**
- **In-Experience**
- **Post-Experience**

4. Definition of Extended Experience Cycle and Experiential Points

It is therefore important to analyze the three stages of the **Extended Experience Cycle**, in order to continuously support a memorable experience for tourists.

The fourth phase of the methodology therefore provides analysis and mapping of the **Extended Experience Cycle**, going in particular to identify the "**experiential points**", i.e. the elements with which the tourist comes in contact with in order to enjoy the experience, both during the travel and on-site, and in the web

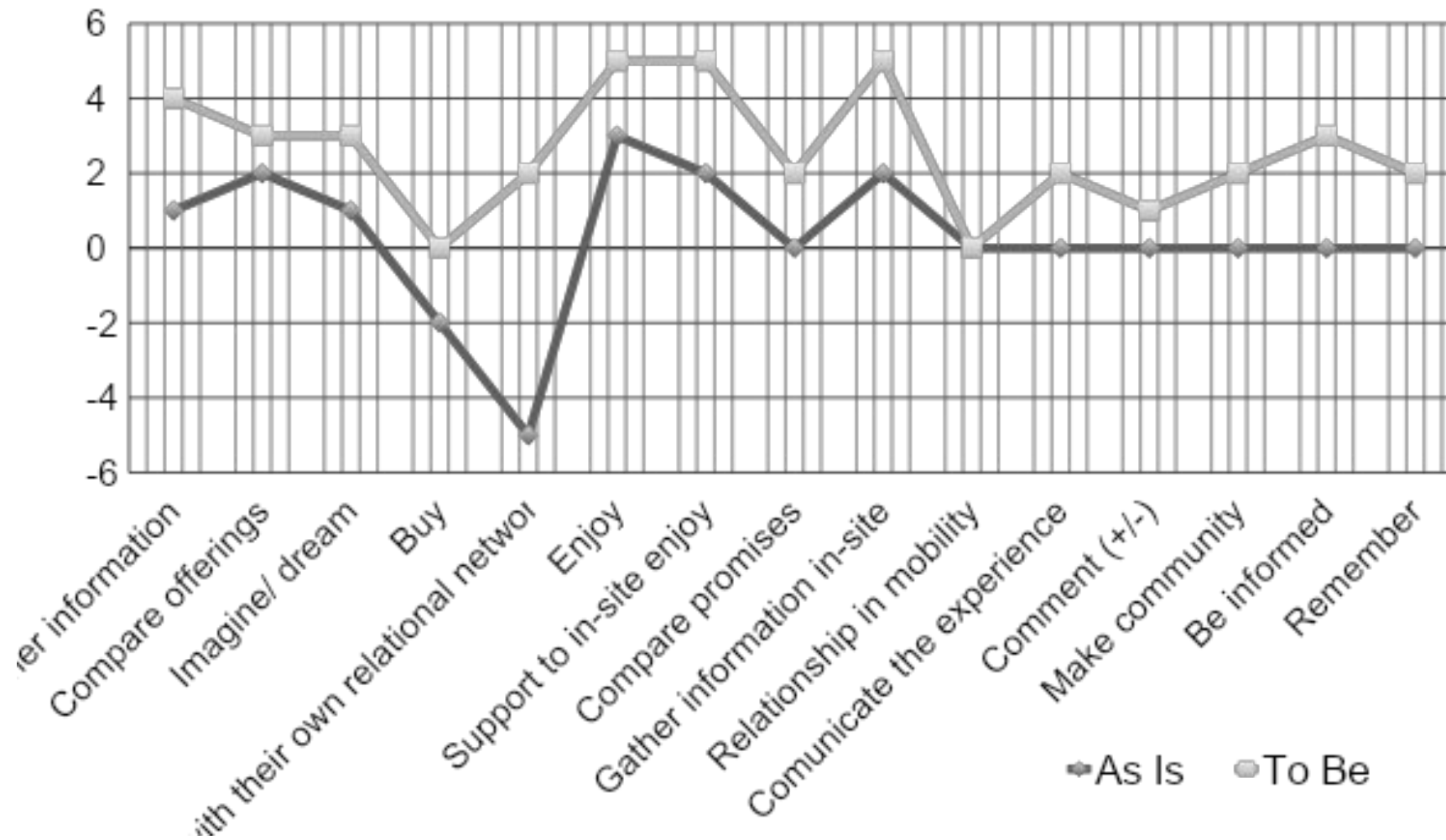
The Extended Experiential Cycle



5. Detailed design of the experiential points

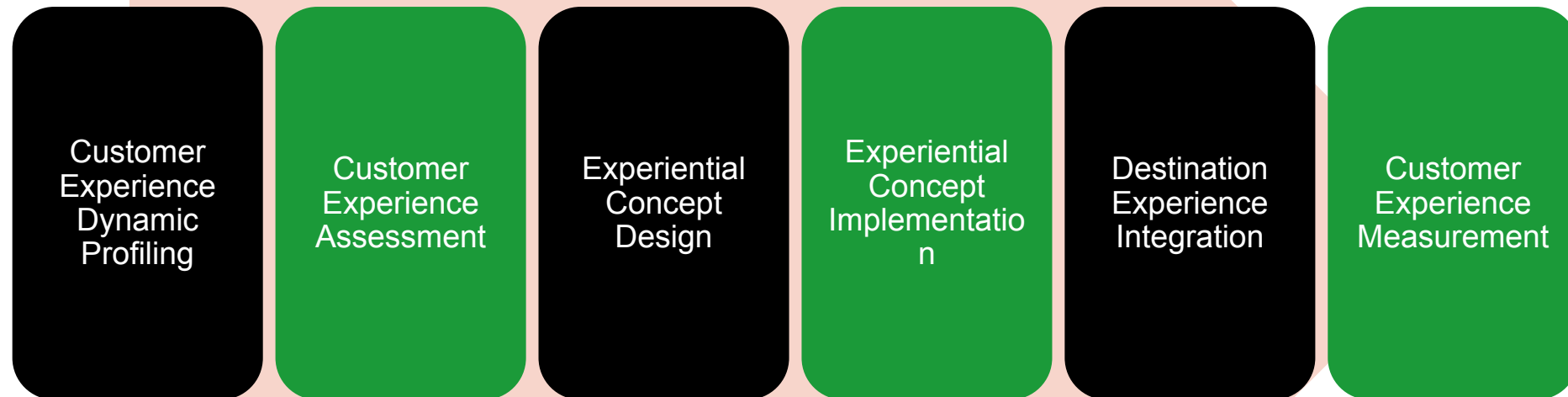
- The last phase of the methodology consists of the detailed design of the "**experiential points**" of the **Extended Experiential Cycle**, for the selected segments, by applying, in detail, the defined strategies, **experiential concepts** and **WOW elements** to every (relevant) "experiential points"

Experiential Points Analysis



Building a Tourist Experience

A Tourist Experience is a process that can be designed around the tourist, in order to create an “Experiential Concept” that is considered relevant and memorable for each tourist segment.



SECTION 3

Open questions
& hints





Exercises

Following, two different exercises to practice and test your learning and understanding about:

- The experiential concept: Exercise 1
- The experiential points: Exercise 2

You can print out the following slides and practice by yourself or with your team.

Exercise 1: the experiential concept

Understand the different motivations of different cycling tourist sub-segments by observing the pictures and describe in one short paragraph the experiential concept for each sub-segment.



Exercise 1 – Subsegment 1

Experiential Concept



Exercise 1 – Subsegment 2

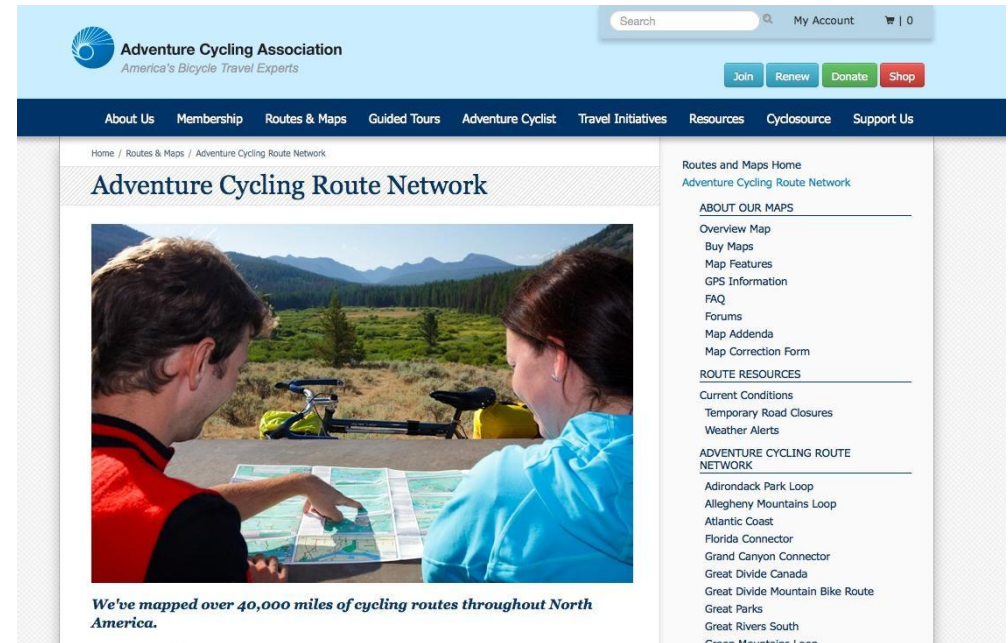
Experiential Concept





Exercise 1 – Subsegment 3

Experiential Concept



Exercise 1 – Subsegment 4

Experiential Concept



Exercise 1 – Subsegment 4

Experiential Concept



Exercise 2: definition of WOW elements

Observe the different pictures and describe the different WOW elements related to every specific meal experience (location, people, service, occasion)

What could make this meal experience memorable?



Exercise 2 – Experience A

Wow elements



Exercise 2 – Experience B

Wow elements



Exercise 2 – Experience C

Wow elements





Exercise 2 – Experience D

Wow elements

MENU & NUTRITION

Print Menu

From Breakfast Scramblers and our signature Grilled Panini to hand-tossed salads and pastas, we're bringing you fresh ingredients every day in ways you can't resist.

Print Nutrition Information

BROWSE BY:

100 COMBOS UNDER 600 CALORIES ▾

FILTERS (0 selected) ▾

100 COMBOS UNDER 600 CALORIES

With more than 100 delicious Corner Combos under 600 calories, eating healthy just got a lot easier ... and more flavorful. Explore all the tasty possibilities.



SO MANY CHOICES, SO FEW CALORIES!
Uptown Turkey Sandwich & Roasted Tomato Basil Soup



Exercise 2 – Experience E

Wow elements





Exercise 2 – Experience F

Wow elements





Exercise 2 – Experience G

Wow elements





Exercise 2 – Experience H

Wow elements



Exercise 2 – Experience I

Wow elements



Open questions & reflections

What is a tourist experience?

What is an experiential concept?

How can you design different wow elements in a tourist experience?





Key takeaways

This presentation was about designing a tourist experience

Now that you finished watching it, you should be able to:

- Subsegment the market
- Define an experiential Concept
- Define the wow elements of a tourist experience
- Design a memorable Tourist Experience



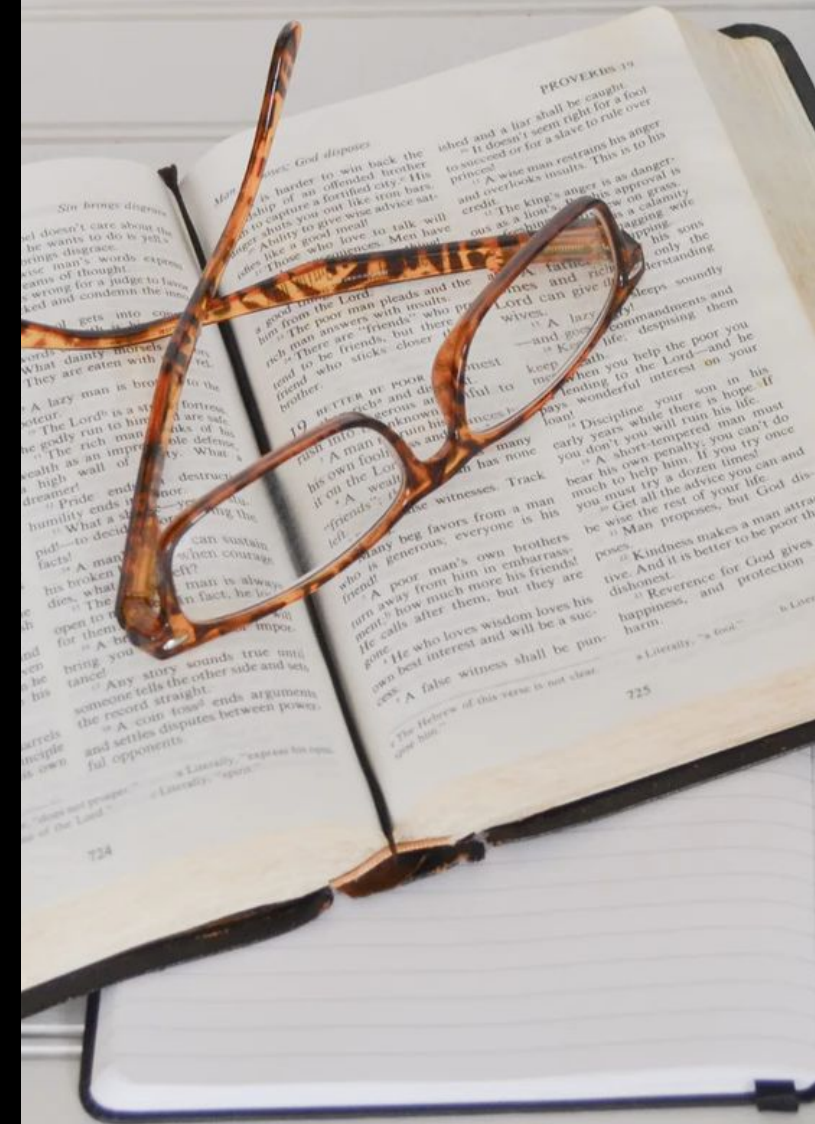
Closing section

List of references

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<https://www.tandfonline.com/doi/abs/10.1080/13032917.2019.1668727>



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