

UiT

**NORGES
ARKTISKE
UNIVERSITET**

Tourism experiences and co-creation

Giovanna Bertella

Ass. Prof.

School of Business and Economics

UiT The Arctic University of Norway

Tromsø, Norway







UiT The Arctic University of Norway

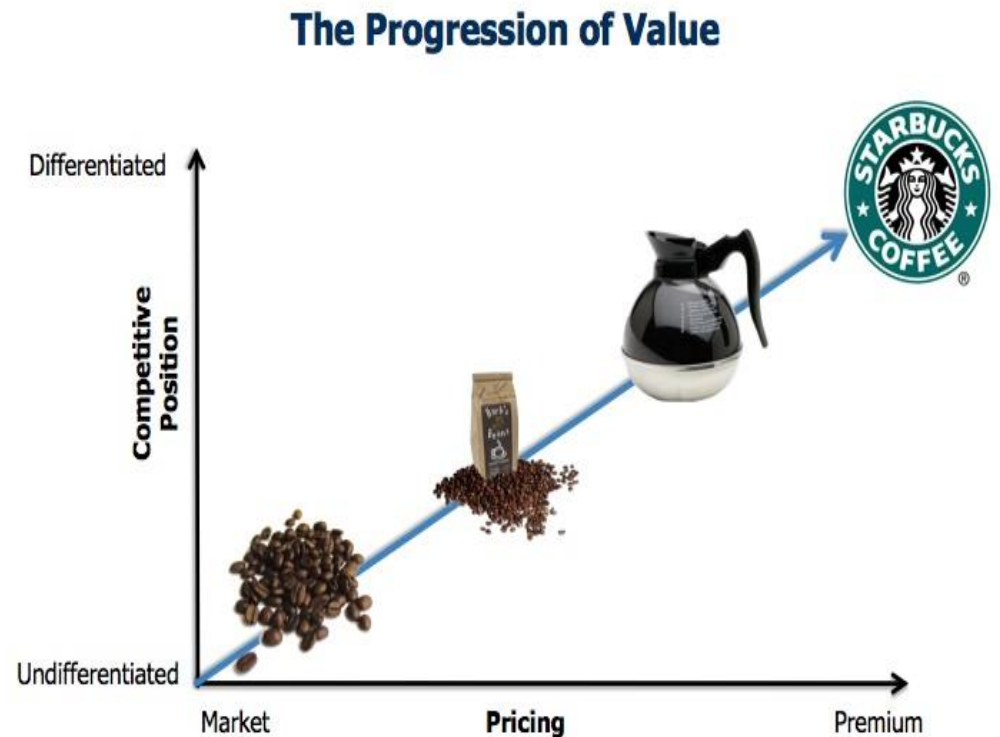
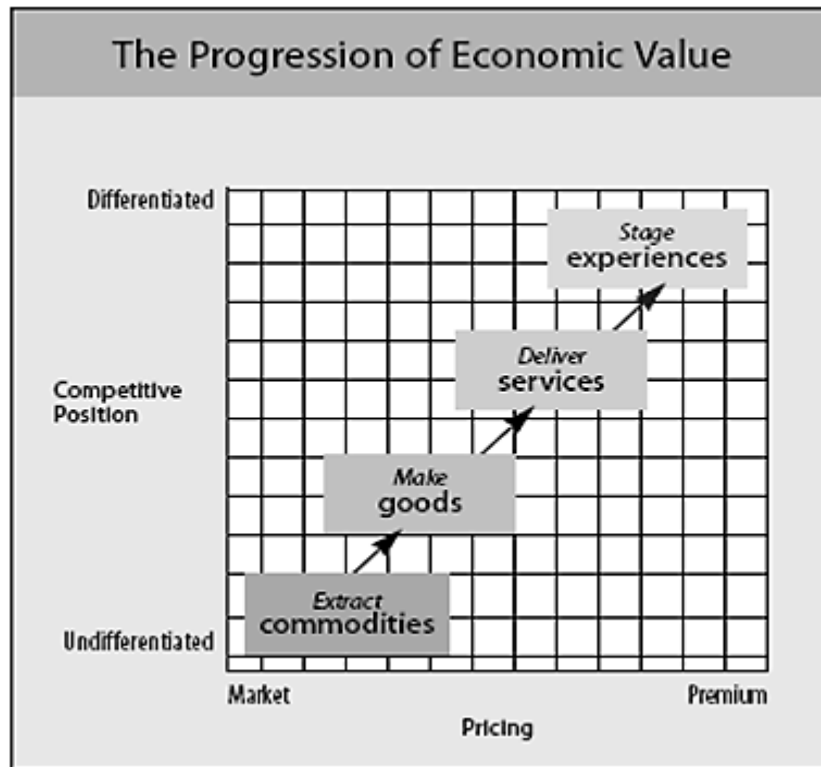


The origin of the co-creation approach

- The experience economy
 - Pine, J. P. and Gilmore, J. H (1998). Welcome to the Experience Economy, *Harvard Business Review*, July-August, Boston
- The service-centered dominant logic
 - Vargo, S. L. and Lush, R., F. (2004). Evolving to a new dominant logic for marketing, *Journal of Marketing*, 68 (1): 1-17



From commodities to experiences





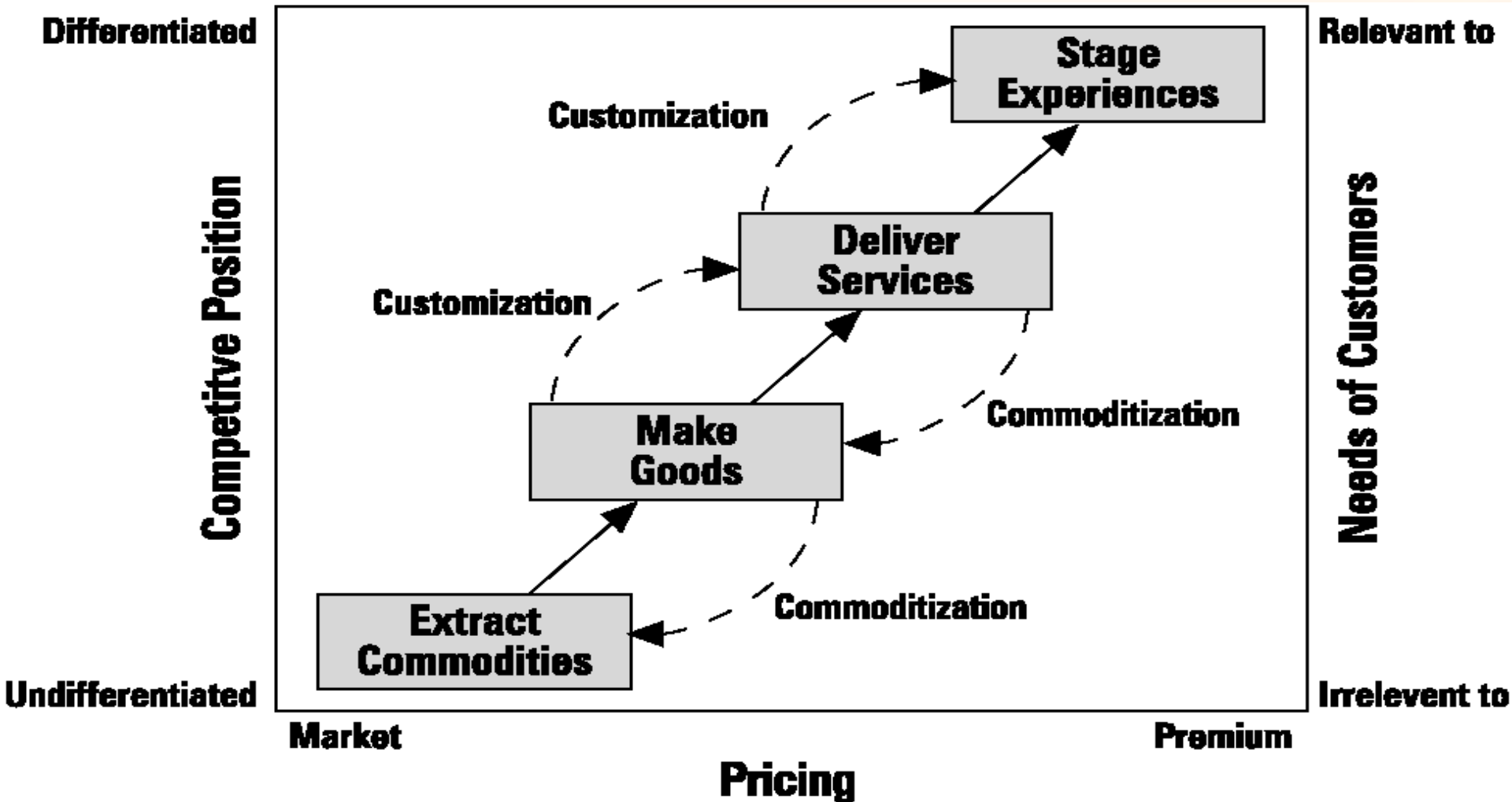
5 Key Principles to Design Memorable Experiences

1. Theme the experience. Use a concise and compelling theme, that drives all design elements so customers know what to expect and can organize the impression more easily.
2. Harmonize impressions with positive cues. Impressions are the “takeaways” of an experience. To create the desired impressions, companies must introduce cues that affirm the nature of the experience to the customer. Each cue must support the theme, and none should be inconsistent with it.
3. Eliminate negative cues. Experience stagers must eliminate anything that diminishes, contradicts or distracts from the theme.

5 Key Principles to Design Memorable Experiences

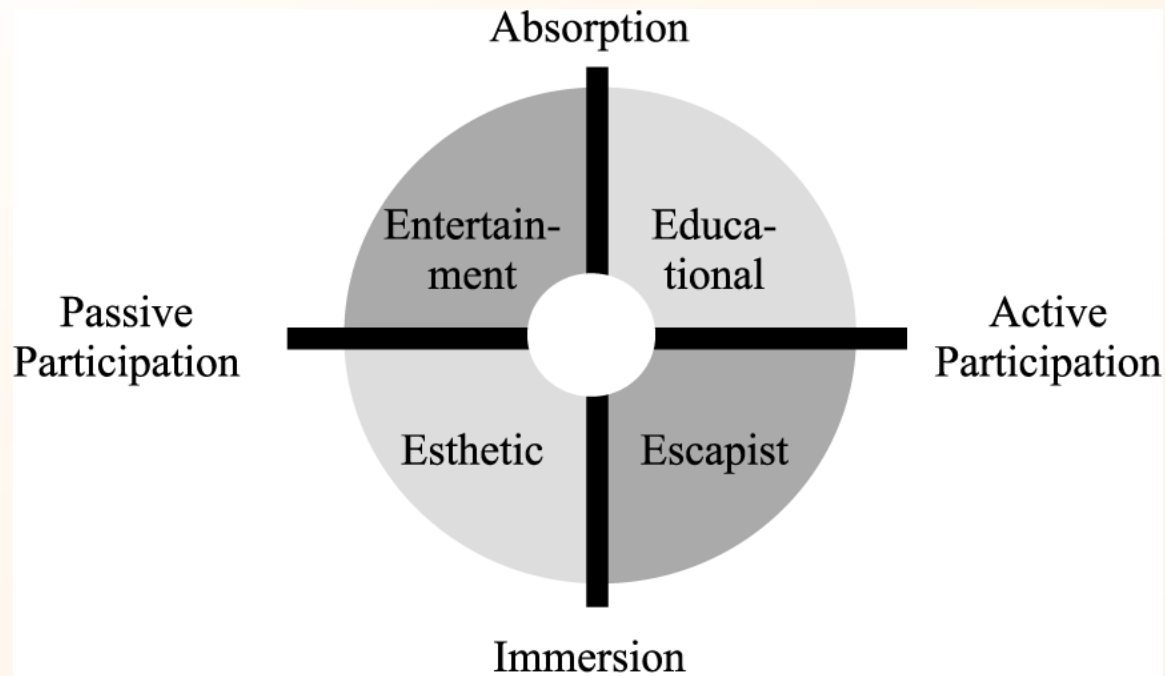
4. Mix in memorabilia. Complement your offer with goods that the consumer can use to remember the experience, consumer's will even be willing to spend more on it! (e.g. Tshirt of Rolling Stones concert)
5. Engage all five senses. The more senses an experience engages, the more effective and memorable it can be.





http://www.ted.com/talks/joseph_pine_on_what_consumers_want.html

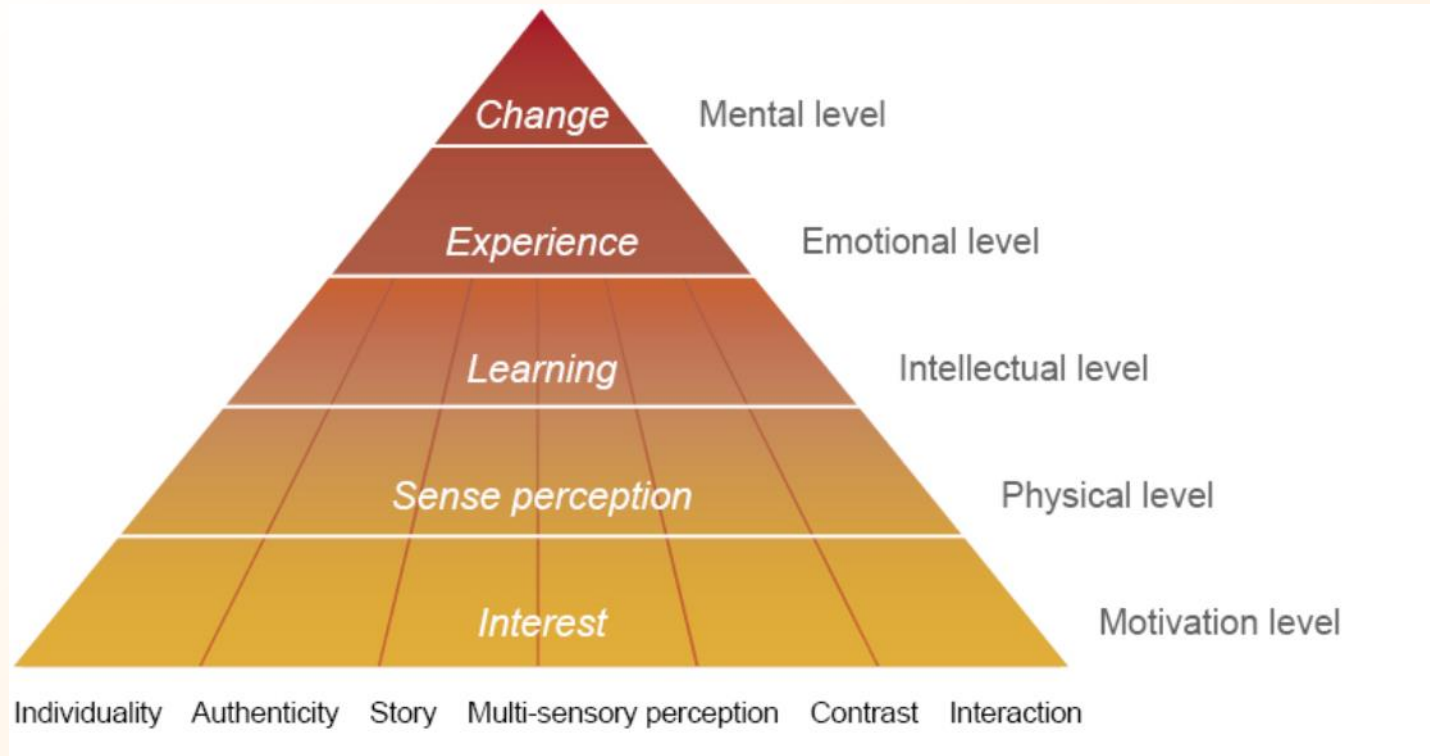
The four realms of experiences



Source: Pine and Gilmore (1999, p. 30)



The Tourism Experience Pyramid by Tarssanen & Kylanen (2006)



The service-centered dominant logic (the S-D logic)

- Traditional goods-centered dominant logic

Companies produce value using resources to produce goods and services, promote them to customers and distribute them.

«The customer is a recipient of goods. Marketers do things to customers; they segment them, and promote to them.»

The customer is a **coproducer**.

Marketing is a process of doing things in **interaction** with the customer.

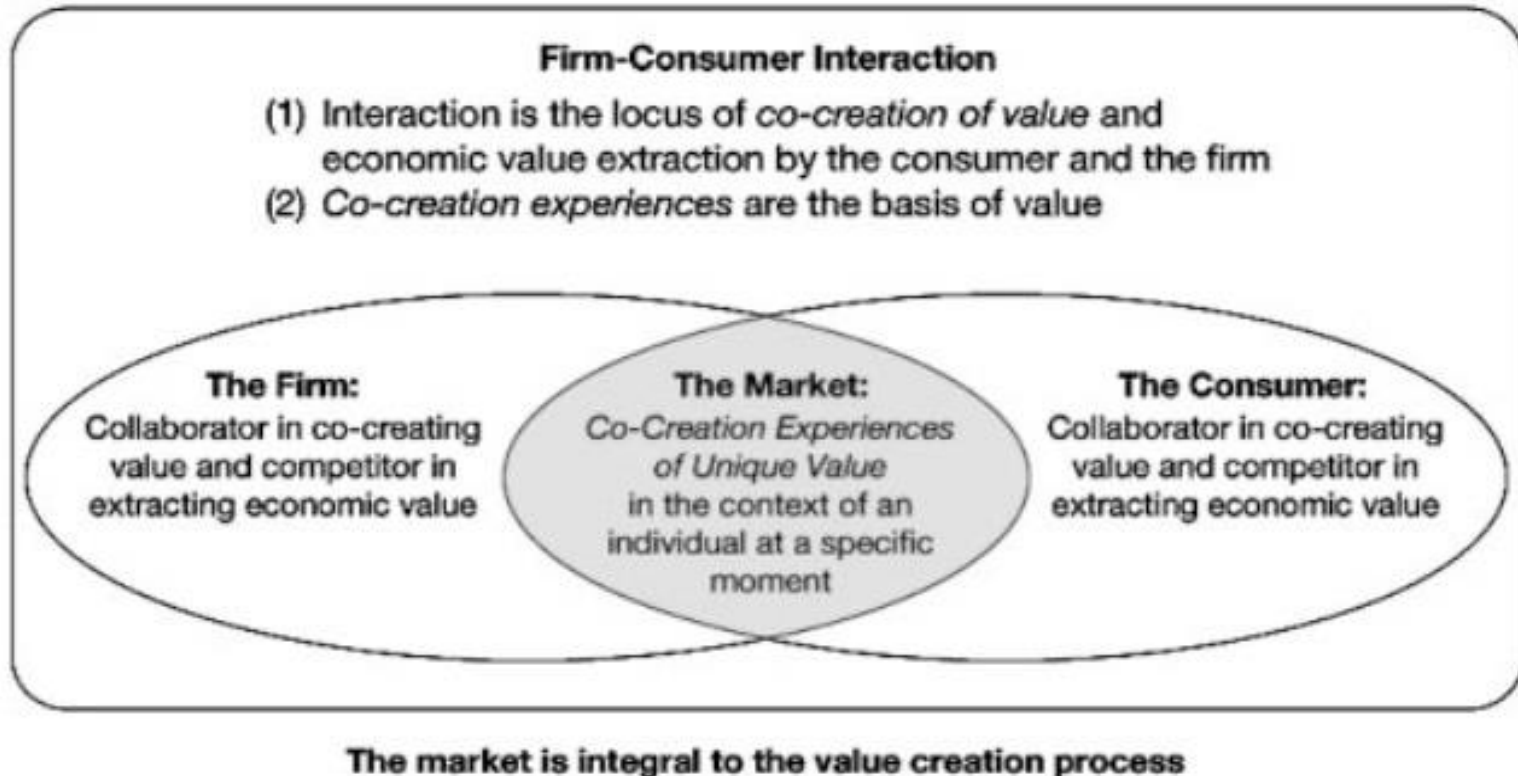
The «new» consumer

- Connected
- Informed
- Empowered
- Active

Hotel: innovation

→ the consumer is the one who creates the value

The concept of co-creation



Prahalad, C. K & Ramaswamy, V. (2004). Co-creation experiences: the next practice in value creation. *Journal of Interactive Marketing*, 18 (3): 5-14.

What co-creation is NOT	What co-creation is
Consumer focus. The consumer is the «king» and the firm tries to please him.	The company tries to engage the consumer. The company and the consumer jointly create value.
Meticulous market research.	Experiencing the business as consumers do. Continuous dialogue.
Staging experiences	Co-constructing personalized experiences.

Co-creation in tourism and the «second generation experiences»

- Tourism system is NOT an assembly line
- The network approach to tourism experiences (Binkhorst and Dekker 2009)
 - The central role of the tourist, and the relative interactions (people and things that are part of the experience environment)..
 - The central role of the human need for self-development
- First generations experiences are staged, while second generations experiences are developed together with tourists

The main ideas of the co-creation approach in tourism

- The tourist: Active (provide input to service provider before, during, and after the service). Information provider. Value creator.
- Repeated interactions across multiple channels.
- Focus: Engaging the tourists.
- Innovation: Co-innovate with the tourists.
- Communication and information: Learning from the tourists (opinion leaders and trendsetters) and the process. On-going dialogue, open and transparent communication.

Agriturismo- and rorbu-experience



-
- Reflect on the tourist experience relative to a *agriturismo/rorbue* as an experience that engages the tourists in a personal and deep way. How do you think such an experience could be particularly meaningful for you/your friends/your family? Try to explain it using Pine and Gilmore's theoretical framework about experiences.
 - Explain how you, as the manager of the *agriturismo/rorbue*, would shape the tourist experience as a “second generation experience”.