Destination Marketing
Experience Tourism

Professor KIM, Chulwon
金哲源教授
慶熙大學校
Presenter

EDUCATION

Ph.D. in Recreation, Parks, and Tourism, Texas A&M University, USA
MBA in International Business, George Washington University, USA
MA in International Economics, Yonsei University, Korea
BA in German Literature, SungkyunKwan University, Korea

PROFESSIONAL EXPERIENCE

• Professor, College of Hotel and Tourism Management, Kyung Hee University, Seoul
• Chief Editor, UNWTO (United Nations World Tourism Organization) Asia Pacific Newsletter
• Dean, College of Hotel and Tourism Management/ Graduate School of Tourism, Kyung Hee University (former)
• Project Leader, Group for fostering the MICE (Meeting, Incentive Travel, Convention & Exhibition) Creative Talent in BK (Brain Korea)+21
• Advisory Committee, 2014 ITU
• Chairman, Korea Convention Society (former)
• Board Member, Korea Creative Contents Agency
• Board Member, Seoul Tourism Marketing Co.
• Consultant, OECD Tourism Committee (for Korean Government)
• Committee Member, International Convention Promotion, the Ministry of Culture, Sports, and Tourism
• Advisory Member for G20 Summit (former)
• Chief editor, International Journal of Tourism Science, TOSOK

Professor Kim has involved in MICE (Meeting, Incentive Travel, Convention & Exhibition), cultural tourism, SIT, tourism development, leisure, competitiveness and international tourism policy. He wrote more than 200 articles and books. He presented more than 150 times at both domestic and global conferences or forums since 2002.
1. Experience Economy
   • what is experience economy
   • why experience marketing

2. Experience Tourism
   • what is experience tourism
   • why experience tourism

3. Experience Destinations
   • creative destinations
   • destinations competitiveness
   • cases

4. Marketing and Strategy for Destinations
1. Experience Economy

What is experience economy

Adding new economic value

Primary Product (export)

Product (manufacture)

Service (provision)

Experience (onstage)

Alternative

Low

high

Consumer’s needs

Low

high

Price

low price

price

high price
1. Experience Economy

What is experience economy

The Progression of Economic Value

Commodities → Goods → Service → Experience

Extract → Make → Deliver → Stage

Customization → Customization
1. Experience Economy

What is experience economy

Experience in itself

Disney Land, California

Experience to promote a good or service

Heineken Factory, Amsterdam

Gruyere, Switzerland

Personal : no two persons perceive an experience in the same way
Memorable : experiences create memorable events
1. Experience Economy

Why should business use experience marketing

Customers are willing to pay a premium to exchange for getting the experience a product offering

To position a company in competitive industries

To improve customer satisfaction with “extra surprise”
1. Experience Economy

Why should business use experience marketing

Something..
- memorable
- emotional
- different from others

and,
- anything unique
Experience Tourism
2. Experience Tourism

How can tourism offer experiences

- Commodity
  - I am glad to travel

- Feature
  - What I can see

- Service
  - I am the first to go there (self express)

- Experience
  - Self-image Congruity
2. Experience Tourism

How can tourism offer experiences
2. Experience Tourism

How can tourism offer experiences

Transaction

Sales

More or less same

What we have?

Value

Creating

Value Creation

How we attract?
Experience Destinations
3. Experience Destinations

Destination Competitiveness

Domestic Competitiveness

- Look & Feel
- Experience
- Short Stay
- Domicilate

International Competitiveness

- Look & Feel
- Experience
- Short Stay
- WOM Re-visit
Filming Locations of Drama My Love from the Star

Korean drama My Love from the Star first premiered on December 18, 2013, and tells the story of an alien who landed on Earth some 400 years ago during the Joseon Dynasty and falls in love with a top star actress in the modern era. In this sweet and animated fantasy romance, extraterrestrial Do Min-jun finds himself falling in love with top star Cheon Song-yi, and saving her when she finds herself in perilous situations multiple times. The drama ended with lots of buzz about top stars Kim Soo-hyun and Jun Ji-hyun. Read on to learn more about the drama’s filming locations, which have drawn a lot of recent attention among the show’s fans.
Jjimjil-bang, or Korean spa, has already become well-known among foreign travelers for relaxing after an intense day of sightseeing. Initially built to offer bathing experience in various types of hot pools, quarters of heating rooms all operated in different temperatures are also available to suit different guests' preferences. Koreans have long believed that perspiring in these hot rooms has some medicinal effect in loosening tensions and stress of one's mind and body.
The sound of temple bells resonates through the mountains, rendering peace in the hearts of temple visitors. A temple stay provides sanctuary from the city life, as well as time and space for meditation and healing. Read on to learn more about this popular traditional culture experience program.
3. Experience Destination

Make your own Korean Kimchi!
3. Experience Destination

Experience Korean Autumn Leaves
4. Destination Marketing & Strategy

Valuable experiences beyond tourism

Experience

Brand

Product

Feature

values
needs

low sensitivity, repeat purchase

high sensitivity, transactional purchase

superficial  deep

values
needs

superficial  deep
## 4. Destination Marketing & Strategy

**KTO Marketing Strategy: I.F.O.S (i.e., Promoting Chinese Market)**

### Brand (I; Imagine Your Korea)

#### Image toward Korean Tourism

<table>
<thead>
<tr>
<th>Functional Image</th>
<th>Emotional Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama Location or popular talent / K-pop star</td>
<td>Romantic</td>
</tr>
<tr>
<td>Fashion/Medical culture</td>
<td>Warm/kind</td>
</tr>
</tbody>
</table>

#### Promotional Media using by KTO

<table>
<thead>
<tr>
<th>TV Channel</th>
<th>Radio</th>
<th>Internet</th>
<th>Printing Media</th>
<th>Event/Expo</th>
</tr>
</thead>
<tbody>
<tr>
<td>上海电视台, 凤凰卫视, 北京电视台 BTV</td>
<td>中央人民广播电台中国之声 FM106.1</td>
<td>优酷 <a href="http://www.youku.com">www.youku.com</a>, 携程 <a href="http://www.ctrip.com">www.ctrip.com</a></td>
<td>北京晚报, 京华时报</td>
<td>地铁, 公交, 机场, LED Ad.</td>
</tr>
</tbody>
</table>

### Contents & Marketing Activities (FIT & SIT)

#### 7P

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
<th>Process</th>
<th>People</th>
<th>Physical Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring flowers, Medicine, wedding, golf, cruise – high value added pilot products</td>
<td>Cross-selling, Coupons</td>
<td>Expansion of travel agencies</td>
<td>On/off line promotion (Integrated Marketing Communication)</td>
<td>Experiential process</td>
<td>Cultural contents guide, interpreter, enhancing sense of kindness and fairness</td>
<td>Expansion of tangible domains</td>
</tr>
<tr>
<td>Southern part Islands experience besides Seoul, Pusan, and Jeju</td>
<td></td>
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<td></td>
<td>Service standardization</td>
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<td>Provision of experiential tourism activities</td>
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<tr>
<td>Local festival experience</td>
<td></td>
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<td>Welcoming atmosphere</td>
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<td>Diversification of experiential tourism products</td>
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</tbody>
</table>

### Smart Tourism (O; Online)

#### 4C

<table>
<thead>
<tr>
<th>Contents</th>
<th>Communica-tion</th>
<th>Community</th>
<th>Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasis of cultural contents</td>
<td>Using Chinese social media (SNS)</td>
<td>Talk Concert for FIT</td>
<td>Giving on-line coupons to enhance desire of visitation to Korea</td>
</tr>
<tr>
<td>Experiential contents</td>
<td></td>
<td>Operational Excellence of Tourism Community</td>
<td>Wiki Korea Voucher, discount coupons, Redemption program, etc</td>
</tr>
<tr>
<td>Self-congruity</td>
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</tr>
</tbody>
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4. NEW PARADIGM

What is next step after the experience economy?

Adding new economic value

Product (manufacture)

Service (provision)

Experience (onstage)

Creativity (convergence)

Price

Differentiation

Consumer's needs

Low

High

Pine & Gilmore, The Experience Economy
Lesson for Guilin Tourism

9th UNWTO/PATA FORUM

We are here!

10th Anniversary

We will be different!

We must be creative!
谢谢您

Professor Chulwon Kim, Ph.D.
College of Hotel and Tourism Management
Kyung Hee University, Seoul, Korea
+821032698316
kimcw@khu.ac.kr