Local Experiences and Social Enterprises

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Visitor always have an experience
(Good | Bad | Indifferent)
“Customer experience is bigger than the customer service and it is the full, end to end experience. It starts when you first hear about Amazon from friends, and ends when you get the package in the mail and open it.”

Jeff Bazos Amazon
think of the memories you want to evoke, then design for those memories
Types of Tourism Experiences

- Festival Tourism
- Space Tourism
  - Agri-Farm Tourism
  - Rural Tourism
- Theme Park Tourism
  - Extreme Tourism
  - Eco-Tourism
- Industrial Tourism
  - Culinary Tourism
  - Wine Tourism
- Seniors Tourism
  - Virtual Tourism
  - Wellness Tourism
- Educational Tourism
  - Metropolitan Tourism
  - Urban Tourism
- Community Tourism
  - Incentive Tourism
  - Convention Tourism
  - Exhibition Tourism
- Meetings Tourism
- Convention Tourism
  - Incentive Tourism
- Shopping Tourism
  - Friends Tourism
- Gap Year Tourism
- Family Tourism
- Garden Tourism
- Entertainment Tourism
- Sport Tourism
  - Cruise Tourism
  - Water Based Tourism
- Pop Tourism
- Pink Tourism
- Religious Tourism
- Gaming Tourism
- Spa Tourism
- Medical Tourism
- Health Tourism
- Nature Tourism
- Wildlife Tourism
emotions
influence what we remember, how we evaluate encounters, & our decisions
Decision making dominated by emotional drivers over rational features and benefits

A recent survey of 800 North American travelers.
Need to Change Mindsets on How to Respond to the “New Visitor”
Guest’s Expectations

- Quiet
- Exclusivity
- Non-institutional character
- Travel without stress
- Opportunity
- Supervised activities for children

Creative and innovative service
Multi-generational personal and family experiences
Integrated experience from gourmet foods to spas
Turning dreams into reality

“Insider” access to local natural, historical and community resources
To luxuriate in culture
To stretch out
Literally lose yourself
The Experience Map Process

Flight to NYC

Who?

Richard is a tall, senior executive travelling as part of work.

Use the Experience Icons:

- How can this be a positive experience?
- Make or break moment - what can we do to make sure consumers come back time and time again?
- Where do we need data to help deliver the experience?
Local Social Enterprise Opportunities

- Restaurants
- Cooking classes
- Home stays
- Tours
- Outfitting
- Slum tours
- Handicrafts
- Farm tours
Developing the Social Enterprise

- Developing a story
- Innovation
- Capacity building
- Embracing the supply chain
THANK YOU

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