How Does VUM interact with and affect the Hospitality Sector?

Dr. AJ Templeton
Assistant Professor, Hotel, Hospitality & Resort Management
amandatempleton@suu.edu

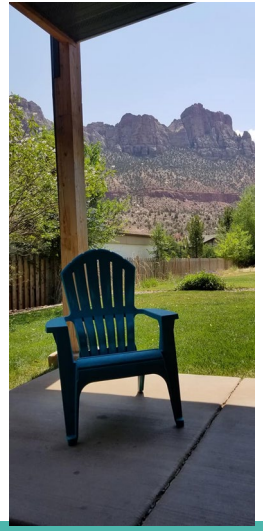
A destination is an amalgam of tourism products, offering an integrated experience to consumers

- Buhalis (2000: 97)

The Visitor Journey

The visitor journey refers to phases of a trip from the moment of orientation, via the fine tuning of the planning process, booking, travel, stay at the destination, return travel and reflection and evaluation of the trip back home.

(Clawson & Knetsch, 1996; Ivanov, Leigh & Webster, 2013; Koskinen, 2018, Packer & Ballantyne, 2016)



The Visitor Experience

Visitor experience includes

- Images of a destination
- Tourist attractions
- Natural environment
- Public
- Special events
- Culture and art
- Infrastructure
- Transportation
- Accommodation
- Information
- Food and beverage
- Pleasant, exciting, refreshing and relaxing experience.

The experience environment is more than a physical stage and it includes both consumers and producers.

The visitor, as a participant is surrounded by a unique experience network of all stakeholders away from home.

During the trip there are a series of touch-points between the visitor and service providers (i.e. moments of truth).

The culmination of these touch points determines the overall visitor experience (i.e. tourism value chain).

(Bayram et al., 2009; Clawson & Knetsch, 1996; Ivanov, Leigh & Webster, 2013; Koskinen, 2018, Packer & Ballantyne, 2016)

Customer journey

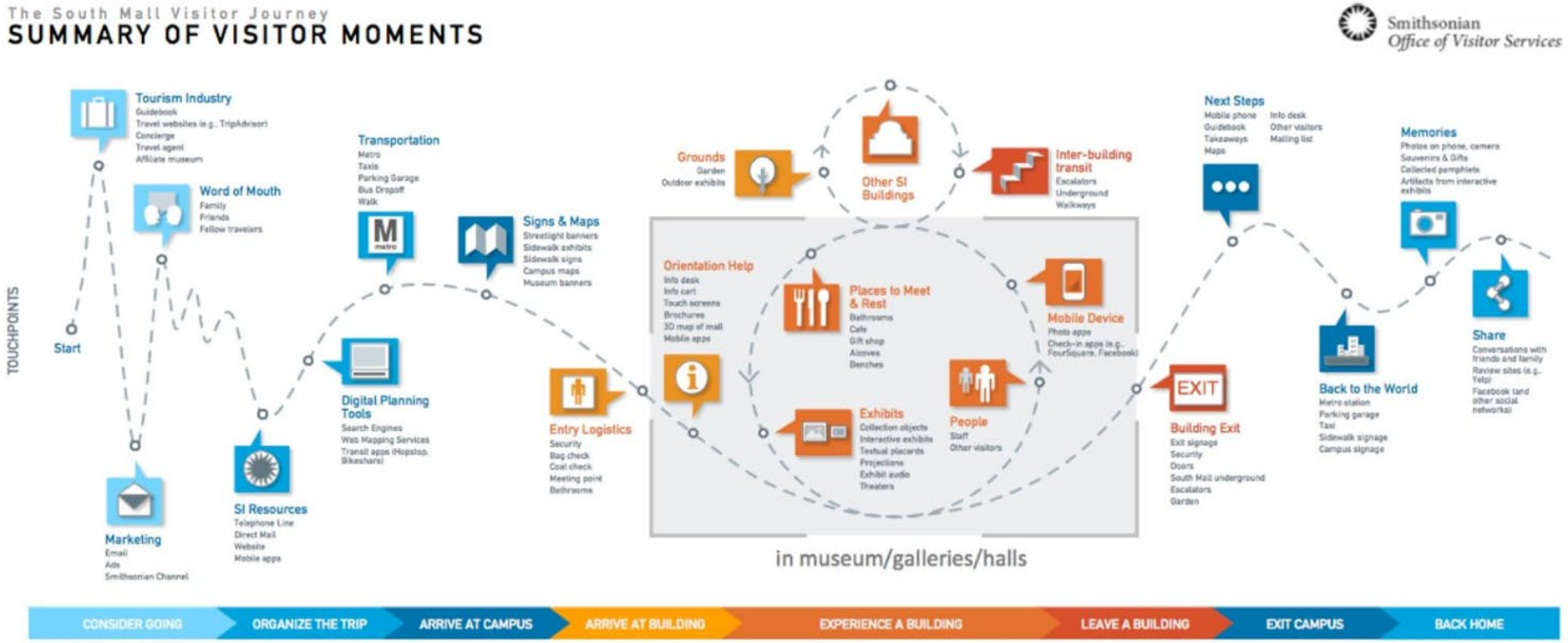
Negative experience / challenge

Positive experience

Importance to Customer

	Awareness	Consideration/ Planning	Experience	Advocacy
THINKING	• "I need a vacation" • "Looks amazing!" • "I did not know this existed" • "What is this?"	• Should I go here or • "Can I afford this?" • "What will I get out of this?" • "Is this popular?" • "Is this right for me?" • "How will this enhance my life?" • "Can I afford this?" • "How will I get there?" • "What I need to bring with me?" • "When is the best time to go?"	• "This is better than I expected" • "This is really amazing" • "What else should I do here?" • "This is not what I expected"	• "Amazing experience" • "Can´t wait to share this experience" • "I will write a review about this" • "I want to tell my friends about this"
DOING	• Display Ads • PR • Influencers • Word of mouth	• Web search • Blogs, • Travel sites, tourism sites etc.	• Take photos, • Engage with the employees	• Social media, • review websites/ratings
OPPORTUNITY	• *Inspire* • *Educate* • *Create dialogue*	• *Resources* • *Storytelling* • *Social proof*	• *Branding* • *Sharing* • *Engagement*	• *Reward* • *sharing* • *Engagement*

Visitor Moments in the Smithsonian



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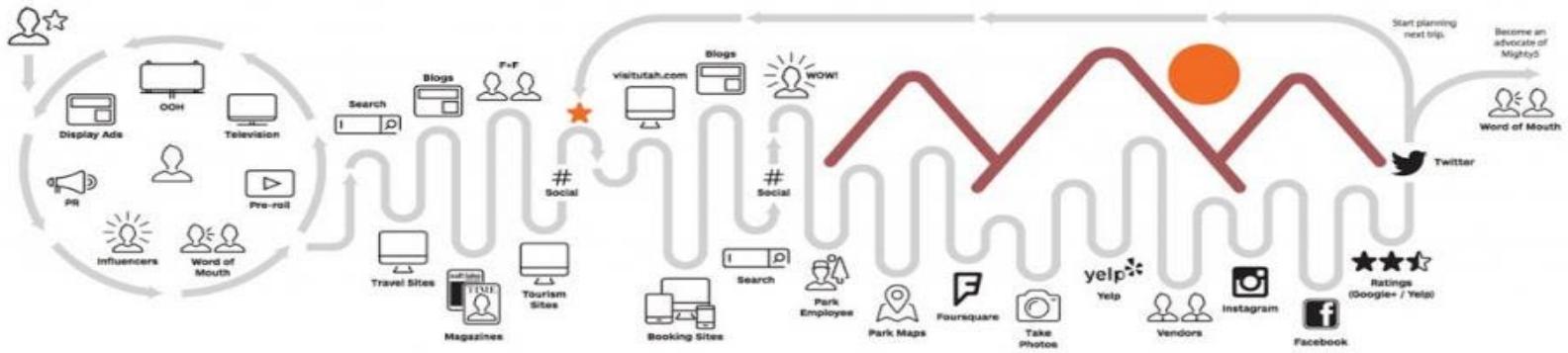
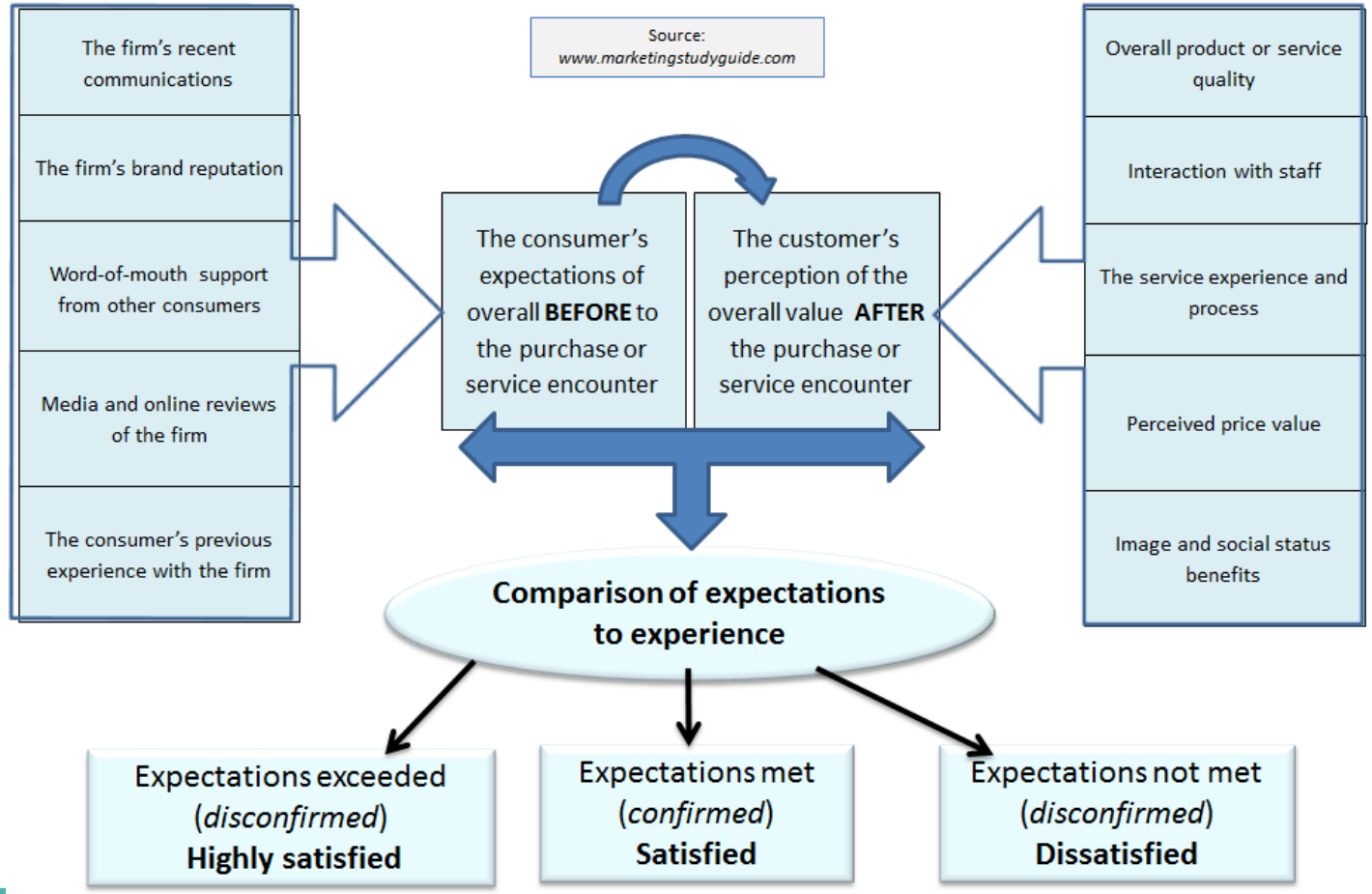
Tourist Journey - A 5 phase approach to visiting Utah

	AWARENESS Utah is a potential travel destination	CONSIDERATION Evaluating Utah vs. other destinations	PLANNING Travel, lodging, to-dos and to-don'ts	EXPERIENCE Journey to and park(s) experience	ADVOCACY Sharing experiences and feedback
THINKING	I don't know this existed What is the Mighty 5 Looks amazing I need a vacation	Should I go here or there Can I afford this What will I get out of it How will this enhance my life What's it like there Is this right me/us Is it popular	Can I afford this How will I get there What will I do there What do people think What do I need to bring When is the best time	This is amazing Better than I imagined What else should I do here FOMO Changing plans/recalibrating What's around here	Amazing experience Share advice/help others Can't wait to come back Longing Rate and review Internalized narrative
DOING					
OPPORTUNITY	Educate Inspire Create Dialogue	Resources Storytelling Social proof	Resources Content Reassurance	Branding Sharing In-park engagement	Reward sharing Aggregate UGC



Source: https://www.cbi.eu/market-information/tourism/trends
Adaptation from Peters, 2015

Expectancy Disconfirmation Theory of Service



(Oliver, 1997)

Where does the Hospitality Sector fit?

Trip Planning & Visitor Experience
Dispersal
Economic Opportunity
Mobility

To succeed collaboration must occur and the mindset of competition must be minimized

Engage the industry. Make them part of the planning process.

- Trainings
- Real-time Updates
- Meaningful Partnerships

Customer facing positions have the ear of the public and are valuable resources to reaching key goals that benefit all.

Trip Planning & Visitor Experience

https://www.conservationfund.org/projects/zion-regional-recreation-management-plan

Where to look for inspiration and ideas

Challenge is to merge a non-purpose built attraction to function as a mainstream, purpose built attraction

Like it or not public lands are in the tourism business.

Opportunities for Knowledge Creation/Idea Generation

Rural/Nature-based tourism

Volunteer tourism

Museums, art galleries, and castles

Have learned from more commercial attractions and have adapted that to a sensitive environment

Note: Overmanagement is NOT the answer. Leave room for flexibility and a bit of spontaneity.

More Information

Photo: Google Images

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