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The Prentice – O’Gorman Destination Appraisal Matrix for Tourism Development and Marketing



The Prentice – O’Gorman Destination Appraisal Matrix for Tourism Development and Marketing

Kevin O’Gorman and Richard Prentice
 Department of Hospitality and Tourism Management
 Strathclyde Business School
 University of Strathclyde

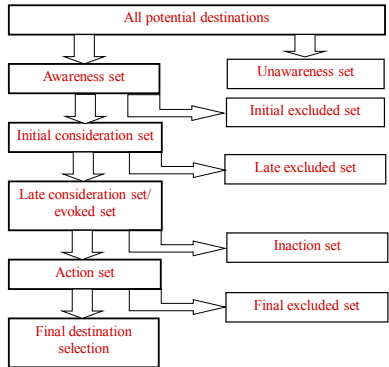


My colleague Dr Richard Prentice

– Enjoying a particularly British form of cultural heritage!



How are tourists thought to make decisions about choosing a destination?



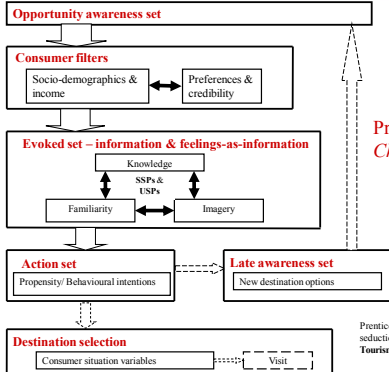
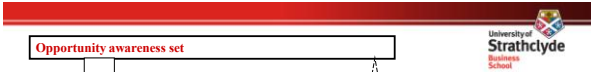
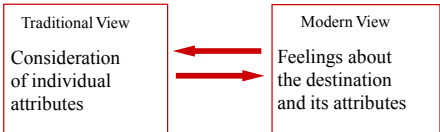
Traditional Choice-Sets Model
 (Model of sequential rejection)

Prentice, R., 2006. Evocation and experiential seduction: updating choice-sets modelling. *Tourism Management*, 27: 1153-1170.

kevin.ogorman@strath.ac.uk richard.prentice@strath.ac.uk



We need a model of ‘Choosing’
How do we think that tourists make decisions?



Prentice's Integrated Choice-Sets Model

Prentice, R., 2006. Evocation and experiential seduction: updating choice-sets modelling. *Tourism Management*, 27: 1153-1170.

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How do we **now** think that tourists make decisions?

New model now includes concepts like:

- Family
- Imagination
- Credibility

Recognises that tourists depend on their feelings as a key source of information

Marketing literature focused on USPs - which were utilities - USPs became SSPs – Everybody was doing it!

USPs more than utility – Symbolic Values



For **tourism** USPs are needed to make destinations attractive to visitors from elsewhere to come and stay

UUSPs – **U**nique **U**tility **S**elling **P**oints

UESPs – **U**nique **E**xperiential **S**elling **P**oints

USSPs – **U**nique **S**ymbolic **S**elling **P**oints

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Symbols and experiences are just as important!



What are your potential tourists looking for?

Ideas from European source markets



Contemporary attractions offer creativity and personal development

kevin.ogorman@strath.ac.uk richard.prentice@strath.ac.uk

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University of Strathclyde Business School

Many types of attractions

Kevin Ogorman: kevin.ogorman@strath.ac.uk
Richard Prentice: richard.prentice@strath.ac.uk

University of Strathclyde Business School

Heritage attractions should reflect the authenticity of a country's past: UK

Kevin Ogorman: kevin.ogorman@strath.ac.uk
Richard Prentice: richard.prentice@strath.ac.uk

University of Strathclyde Business School

Traditional heritage attraction

Core visitor product

<p>artefacts old buildings old processes old equipment old products</p>		<p>conservation, categorisation, display, labelling, information & interpretation</p>
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In the past, commonly based on markets other than tourists – national heritage education & conservation

Kevin Ogorman: kevin.ogorman@strath.ac.uk
Richard Prentice: richard.prentice@strath.ac.uk

University of Strathclyde Business School

The northern Europe, the traditional attraction is now rare...

product development for tourism has occurred over the past twenty five years; inclusion of 'handicraft' products

Two glass works...

Process + ...

Kevin Ogorman: kevin.ogorman@strath.ac.uk
Richard Prentice: richard.prentice@strath.ac.uk

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Process + enhancements

Tourists want to see how things are made before they buy!

GIFT AND FACTORY SHOP

- Great choice of Selkirk Glass limited and Liddesdale Edition Paperweights handcrafted in our skilled centres.
- Wide selection of Selkirk Glass Engineering and Household Supplies.
- Extensive selection of Caithness Glass Paperweights and Antiques.
- Special range of cut and contemporary Selkirk Crystal Glasses and Tableware.
- Well stocked gift centre including Cards, Notes, Home Accessories, Tablets, Photo Frames, Tea Sets, Evening Gowns and much more.
- UK & Overseas Shipping Service, Gift Wrap Service, Van Return Scheme.
- Personal Engineering Service available from our Resident Engineer.
- Discount prices on all items.

RESTAURANT AND COFFEE SHOP

- Relax in our Award Winning, 100 seat Restaurant and Coffee Shop.
- From dishes can make table. Choose from a selection of daily home-baked, hot dishes, soups and much more.
- Great morning coffee, light lunches and afternoon tea.
- Relax in the quiet and comfortable surroundings overlooking the glasshouse.
- An outdoor Seated Patio Area is also available.

Kevin Ogorman: kevin.ogorman@strath.ac.uk
Richard Prentice: richard.prentice@strath.ac.uk

University of Strathclyde Business School

The second glass works...

Caithness Glass Factory & Visitor Centre, Perth

The Caithness Glass Visitor Centre, Perth is located at the heart of Perthshire, the gateway to the Highlands. Only half an hour from Perth, Stirling and Dundee, and one hour from Edinburgh and Glasgow.

Perthshire is a beautiful landscape and part of Scotland and there is much for all to see and do. Visitors from all over the world to see our renowned paperweights being created. In only half an hour you can see the finished work of our glassmakers.

A warm welcome awaits

- Spacious general level viewing gallery within the glasshouse for a clear view of the glassmakers. Also the upper level viewing gallery offering a bird's eye view of the glasshouse at work.

A fascinating experience

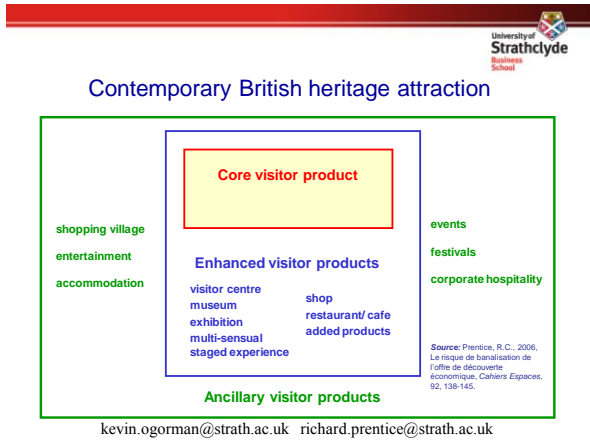
- Scenic Tourist Bus 4 x 4 Visitor Attraction
- Watch and marvel at the skills of our glassmakers, having made glass in beautiful paperweights.
- Exhibition on Caithness Glass & Glassmaking.
- Audio Visual Presentation with the continuous showing of our video 'Handcrafted in Scotland'
- Guest Information and Press to 'Feel' Things on Fire and On Wheel in One Place. Facilities for media based Information Office.
- Ample FREE coach and car parking on site close to the Visitor Centre entrance.
- Children's indoor and outdoor play areas.
- Guest Information and Press to 'Feel' Things on Fire and On Wheel in One Place. Facilities for media based Information Office.

Caithness Glass

DISCOVER THE ART OF THE GLASSMAKER AT THE CAITHNESS GLASS PERTH VISITOR CENTRE

- Stated as the world's finest Caithness Glass being handcrafted
- Well stocked Factory Shop
- Enjoy a snack or meal in our restaurant
- Free Car and Coach parking
- www.caithnessglass.co.uk

Kevin Ogorman: kevin.ogorman@strath.ac.uk
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Danger Look alikes?

In the attempt to provide enhanced and ancillary products many attractions come to **look much the same**, and also **feel much the same**, especially within types

Unique Selling Points have been replaced by **Standardised Selling Points**

This is a process termed *banalisation* by the French

kevin.ogorman@strath.ac.uk richard.prentice@strath.ac.uk

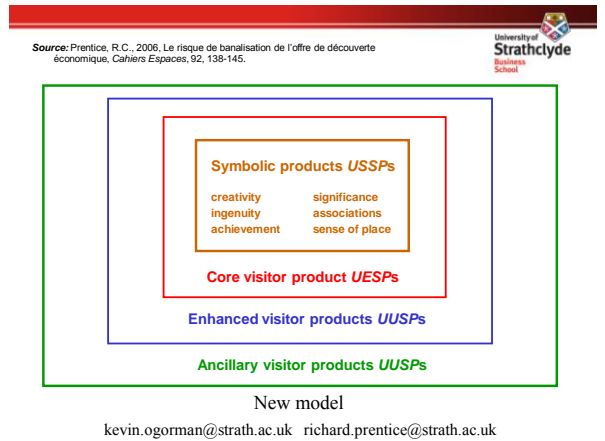
USPs or SSPs?

If attractions look alike and feel alike, why should any one of them be visited, other than because they are local, and an easy day out? Such attractions simply redistribute regional leisure spending

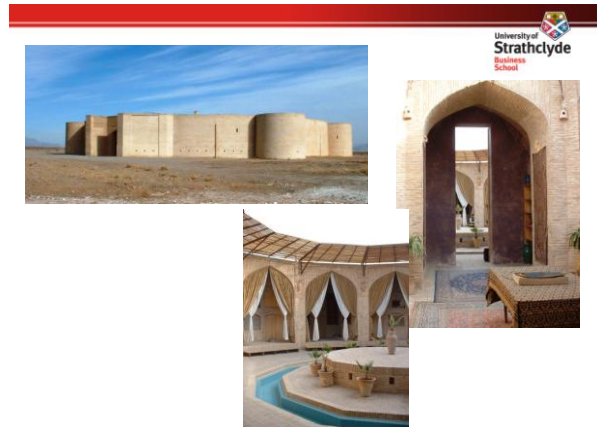
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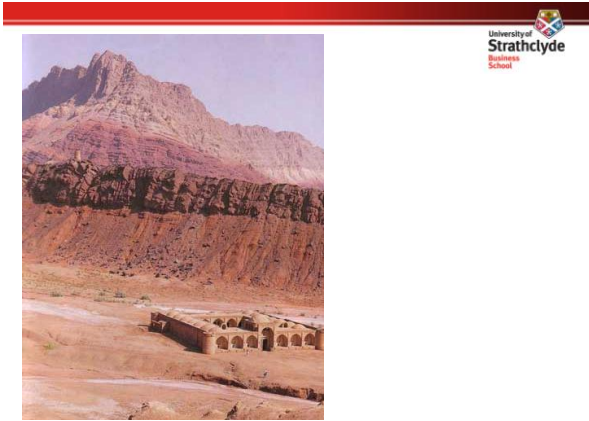
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How do we capture the sense of place and culture as USPs?



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Applying these ideas for destinations

Prentice – O’Gorman Destination Appraisal Matrix

Name of Destination Target Market	Strengths	Weakness	Opportunities	Threats
(U)JUSP (Utilities)				
(U)ESP (Experiences)				
(U)JUSP (Symbols)				

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Prentice – O’Gorman Destination Appraisal Matrix

Imaginary City (London?) Europeans Visitors	Strengths	Weaknesses	Opportunities	Threats
(U)USP (Utilities)	Range of hotels Quality of food in restaurants Accessibility Range of attractions etc.	Crowded Pollution Noise Crime	Central to international air transportation network Commitment to quality enhancement	Carbon Footprint Competition from rivals for development resources Terrorism
(U)ESP (Experiences)	Varied Quality Meet needs of diverse market segments Authentic etc	Some experiences are crowded out Sustaining emotional labour Disappointment	Commitment to develop experiential offer Tourist empathy with destination Satisfied customers	Overdevelopment destroying unique experiences Standardised experiences are substituted
(U)USP (Symbols)	Capital City! World Heritage sites Iconic Buildings	Centre of Capitalism? Imperialism ?	International Sporting events (Olympic Games?)	Reaction against UK as Bush’s lap dog?

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In the workshop we can look at examples of Iranian destinations