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

We need a model of ‘Choosing’

How do we think that tourists make decisions?

Traditional View

- Consideration of individual attributes

Modern View

- Feelings about the destination and its attributes

Prentice’s Integrated Choice-Sets Model

Opportunity awareness set

- Consumer filters
  - Socio-demographics & income
  - Preferences & credibility

Evoked set – information & feelings-as-information

- Familiarity
  - Knowledge
  - Experience

- Attraction
- SSPS & USPs

Action set

- Propensity/Behavioural intentions

Late awareness set

- New destination options

Destination selection

- Consumer situation variables


kevin.ogorman@strath.ac.uk   richard.prentice@strath.ac.uk
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 – Unique Utility Selling Points
UESPs – Unique Experiential Selling Points
USSPs – Unique Symbolic Selling Points

Symbols and experiences are just as important!

What are your potential tourists looking for?

Ideas from European source markets
Many types of attractions

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

Traditional heritage attraction

Core visitor product
- artefacts
- old buildings
- old processes
- old equipment
- old products
- conservation, categorisation, display, labelling, information & interpretation

In the past, commonly based on markets other than tourists – national heritage education & conservation

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 + ...

The second glass works...

Tourists want to see how things are made before they buy!
Another world famous British brand...

In Northern Europe attractions are highly commercial and offer multiple facilities to the tourist.

Shopping is central.

More Shopping!

Shopping and economic development

Handicrafts can sustain rural economies.
Contemporary British heritage attraction

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

How do we capture the sense of place and culture as USPs?
Applying these ideas for destinations

<table>
<thead>
<tr>
<th>Name of Destination</th>
<th>Target Market</th>
<th>Strengths</th>
<th>Weakness</th>
<th>Opportunities</th>
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<tbody>
<tr>
<td>(U)USP (Utilities)</td>
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kevin.ogorman@strath.ac.uk  richard.prentice@strath.ac.uk
The Prentice – O’Gorman Destination Appraisal Matrix for Tourism Development and Marketing

### Imaginary City

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### Capital City!

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### In the workshop we can look at examples of Iranian destinations

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