WORKSHOP 1. MANAGING TOURISM IN THE TIME OF NEW CHALLENGES

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Mass tourism

Standard product (package)
Market Mass tourism

- Market Segment 1
- Market Segment 2
- Market Segment 3
- Market Segment 4
- Market Segment 5
- Market Segment 6
- Market Segment X
Multi-dimensional destination tourism management

- Territorial Planning management
- Marketing management
- Governance
- Sensibility to the global economical markets
CREATING VALUE FOR EXPERIENCE TOURISM MANAGEMENT

PUBLIC AGENTS MAINLY

Natural and Cultural Heritage

Tourism Resource

viñedo
So, what is the new trend in destination tourism management?
for the failure of his new play was and tails an experience
Destination Tourism Management based on experience

Tourism experience building process

1. Before the trip
   - MARKET RESEARCH
   - PROMOTION
   - LOCAL VISION

2. During the trip
   - MONITORING & OBSERVATION

3. After the trip
   - MEMBERSHIP
   - BUILDING SELLER FORCE

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1 exemple of israel 1
2 exemple of israel 2
3 exemple of Switzerland 3

Before the trip
MARKET RESEARCH
PROMOTION
LOCAL VISION

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1. Tourism experience built
   - Before the trip
     - MARKET RESEARCH
     - PROMOTION
     - LOCAL VISION
   - During the trip
     - MONITORING & OBSERVATION

Figure 4. Example of WiFi location estimation and comparison to GPS
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After the trip

MEMBERSHIP BUILDING SELLER FORCE

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THE WAY THE TOURISM SECTOR IS CHANGING

FROM DEMAND

FROM THE OFFER

FORCING NEW MODELS OF DESTINATION TOURISM MANAGEMENT

FLEXIBILITY

FOCUSING ON THE EXPERIENCE (CLIENT ORIENTED)

COMPLEX

SUSTAINABLE
1. How can I improve the singularity of my destination?

2. How can I manage different tourism models in the same destination?

3. Which is the weakest issue in the tourism experience building process of my destination? How can I get it stronger?

4. In which new challenges the crisis is forcing me to think in terms of explore new ways of destination tourism management?
MOITO OBRIGADO!
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