



SELLING MEMORIES: Experience Staging in the Balearic Islands and its Effects on Competitiveness



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“Best things in life aren’t things”

A. Buchwald

“We think too much but *feel* to little”

The Great Dictator

“I've learned that people will forget what you said,
people will forget what you did,
but people will never forget how you made them *feel*”

Maya Angelou

What this dissertation is about?

- This dissertation puts the scope on the analysis of the **sensorial** and **emotional** aspects inherent to consumption in the tourism industry.
- While the analysis of the technical aspects of tourism products is well-documented, research about the impact of human's senses and emotions is still incipient.

“Ever since Plato, emotions have been compared to wild horses which must be tamed by Homo sapiens, the thinking rational man”

Dichter, 1960

- Priority: Appliance of the results extracted. Especially designed to serve as a tool for the private industry. Need for cooperation between destination's stakeholders. **Not to gather dust in a drawer!**

Why we decided to embark ourselves on this crazy journey?

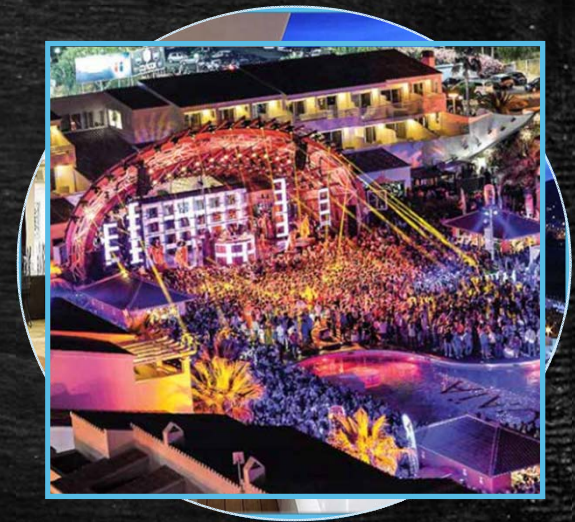
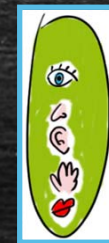
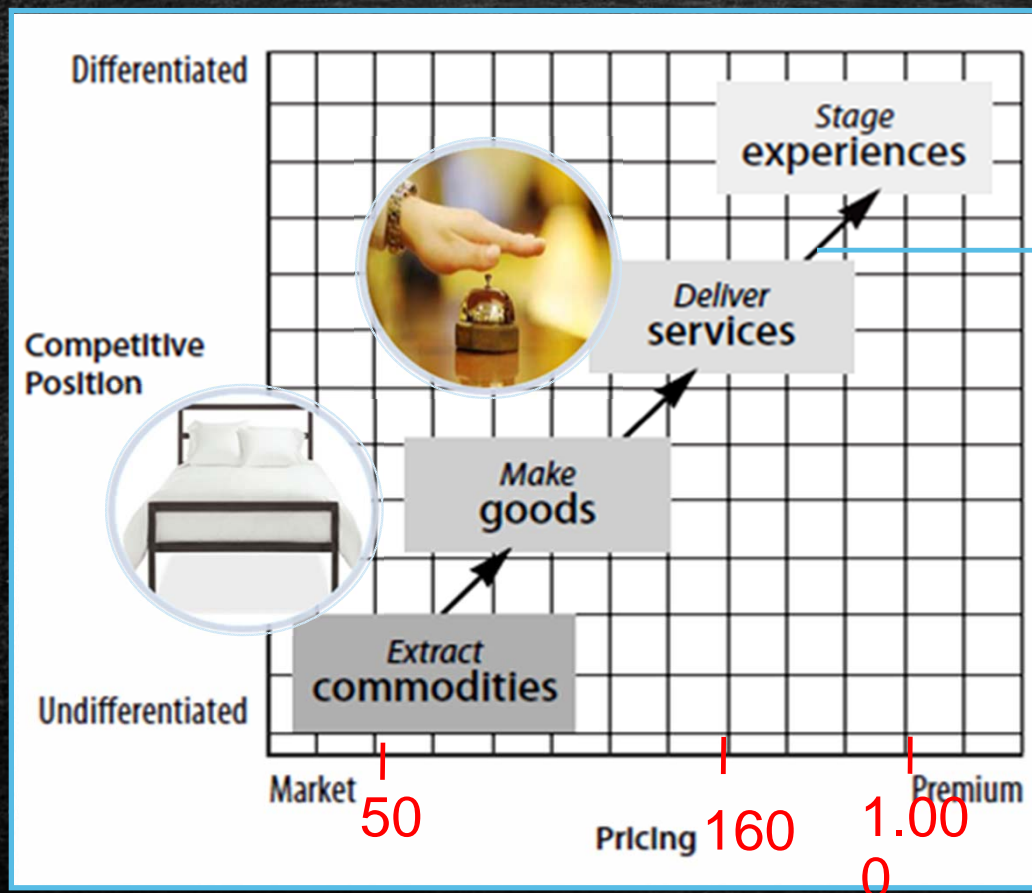
- Something is going on in the Balearic Islands. Despite the Spanish economic recession, new innovative tools seem to be emerging.

“It is the crisis when the invention and discovery are born.”

A. Einstein

- Experience staging is currently emerging as a useful strategy to improve differentiation of both private firms and tourism destinations. However,
 - ✓ Do we know what an experience is about?
 - ✓ Which are the specific attributes that distinguish unique experiences from traditional goods and services?
 - ✓ And, the most important issue: Can Experience staging be applied to **add value** and, thus, to achieve **upper levels of differentiation**?

The Experience Economy applied to the tourism industry: How new value is currently being created?



! 10.000 €!
 Total Perceived Value
 Functional Value +
FUN Experience

How we measure these complex issues in practice? Beyond the conventional measurement tools



Main expected findings and new knowledge extracted

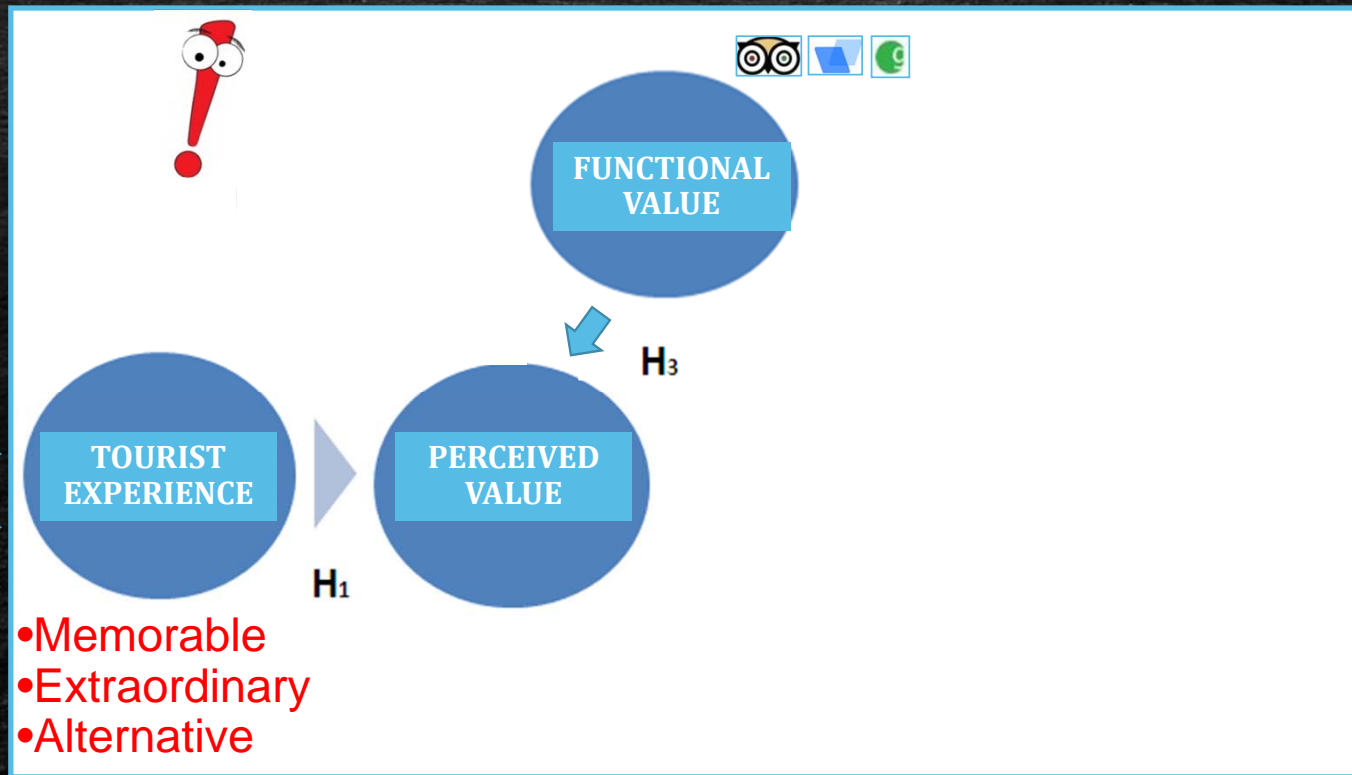
1. New definition for the tourist experience:

'Extraordinary and memorable alternative economic offering which can be partially staged wherever and which is jointly co-created in the sensorial and emotional interaction between the supplier's design and each singular guest'

1. Conceptual framework for the tourist experience
2. Measurement tool for the tourist experience
3. Empirical framework to study the effects of experience staging on competitiveness (upper levels of satisfaction and fut. behavior)
4. To provide guidance, strategies and new measurement tools to tourism firms, especially in mature destinations

Main expected findings and new knowledge extracted

TECHNICAL
ATT.
SENSORIAL AND
EMOTIONAL ATT.



Hypothesis: Experience staging in the tourism industry is able to affect business competitiveness through upper levels of satisfaction and positive

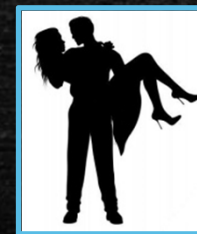
The Experience Project: A Pilot Study

What do we need to test experience staging in practice?

1. A structural model linking the variables (literature review)
2. A tool able to measure the emotional and sensorial aspects of every client inherent to consumption. Survey "MY HOTEL EXPERIENCE"
3. A representative sample for every experience.

Sample Size= 576 Experiences

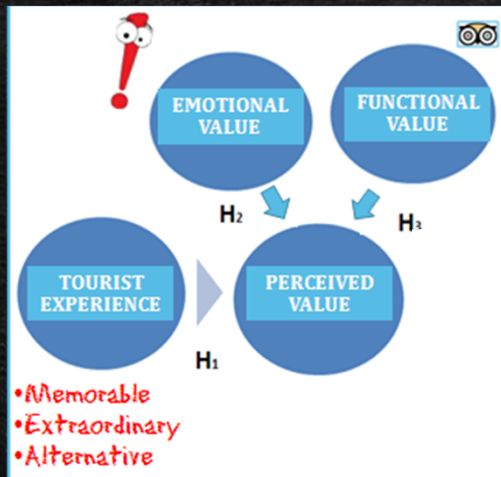
MODEL 1



MODEL 2



The Xperience Project: A Pilot Study



Link	RESORT X	HOTEL Y	HOTEL Z
Exp → V. Percibido	0,87	0,91	0,93
V. Emocional → V. Percibido	0,35	0,65	0,59
V. Funcional → V. Percibido	0,90	0,85	0,85



- The more the memorable, extraordinary and alternative the product becomes for the couples, the more the perceived value and, thus...
- Greater satisfaction: ▲ 1 point = ▲ 0,88 satisfaction
 - The more positive their future behavior: ▲ 1 point = ▲ 0,82 future behavior

THIS RESULTS CORROBORATE OUR INITIAL HYPOTHESIS: THE CO-CREATION OF UNIQUE COUPLE EXPERIENCES AFFECTS FIRM'S COMPETITIVENESS

WHICH "MOMENTS" DETERMINE THE EMOTIONAL VALUE DERIVED BY COUPLES?



EMOTIONAL VALUE	RESORT X	HOTEL Y	HOTEL Z
Love	0,75	0,65	0,71
Funny and joy	0,64	0,81	0,71
Surprise	0,68	0,81	0,67
Beauty scenery	0,59	0,71	0,60
Friendship	0,78	0,82	0,71
Relax	0,64	0,86	0,60
Friendly staff	0,52	0,73	0,52
Sophistication	0,71	0,88	0,64

HOTEL Y: upper levels of satisfaction, because they supply the **relax experience** that their guests are asking for.

RESORT X: lower levels of satisfaction, because the resort provides a family experience. Couples account for 47 %. To not provide them a differentiated experience diminishes the global satisfaction levels.

HOTEL Z: The greatest potential to create a couple experience.

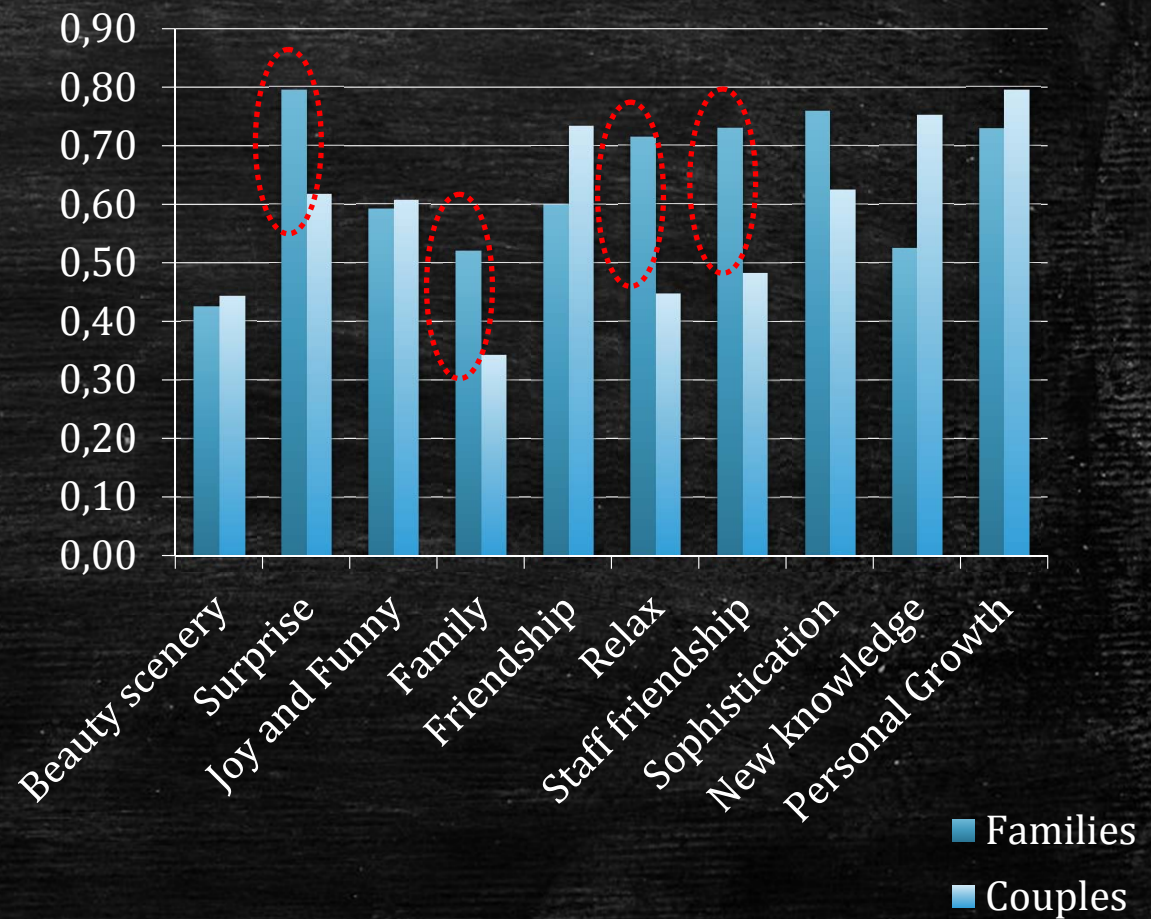
The Experience Project: A Pilot Study



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In the pilot study, guests traveling with their family perceive higher levels of emotional value (0,71) than guest's traveling with their partner (0,35).
Why?

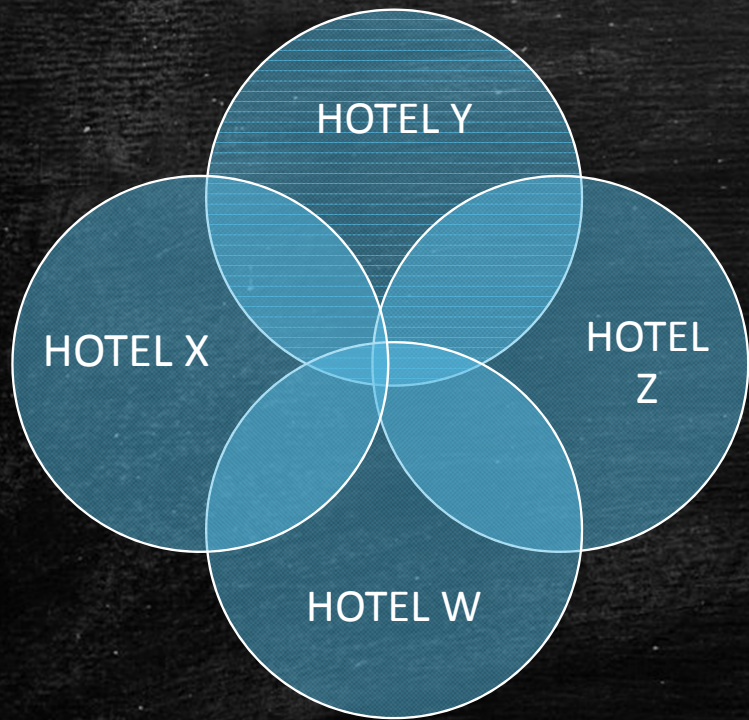
Family, surprise, relax, staff friendship moments



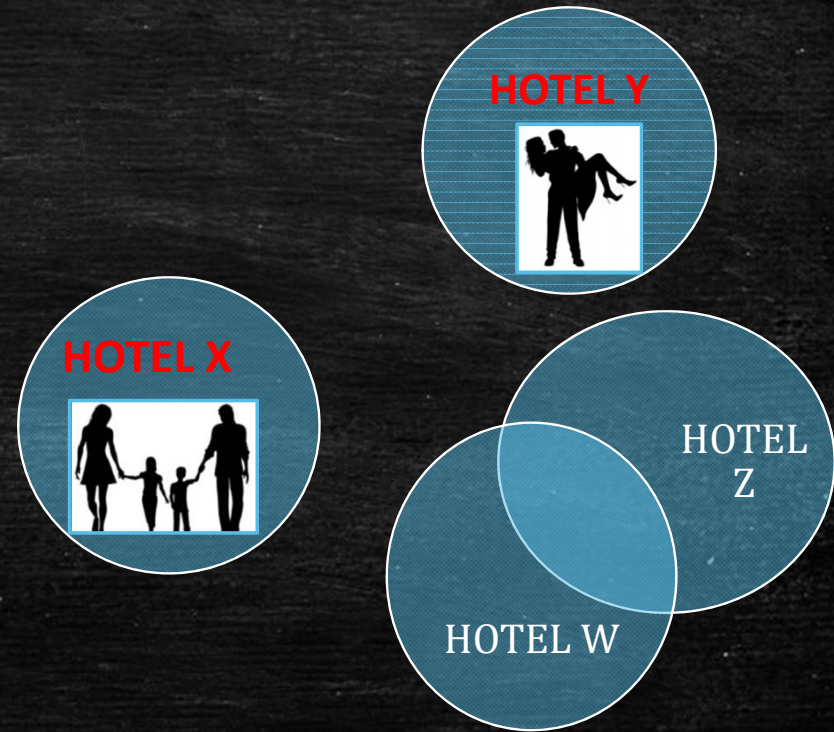


FURTHER RESEARCH AND FUTURE GUIDELINES

The results of the project are particularly useful for big resorts, where many different experiences coexist.



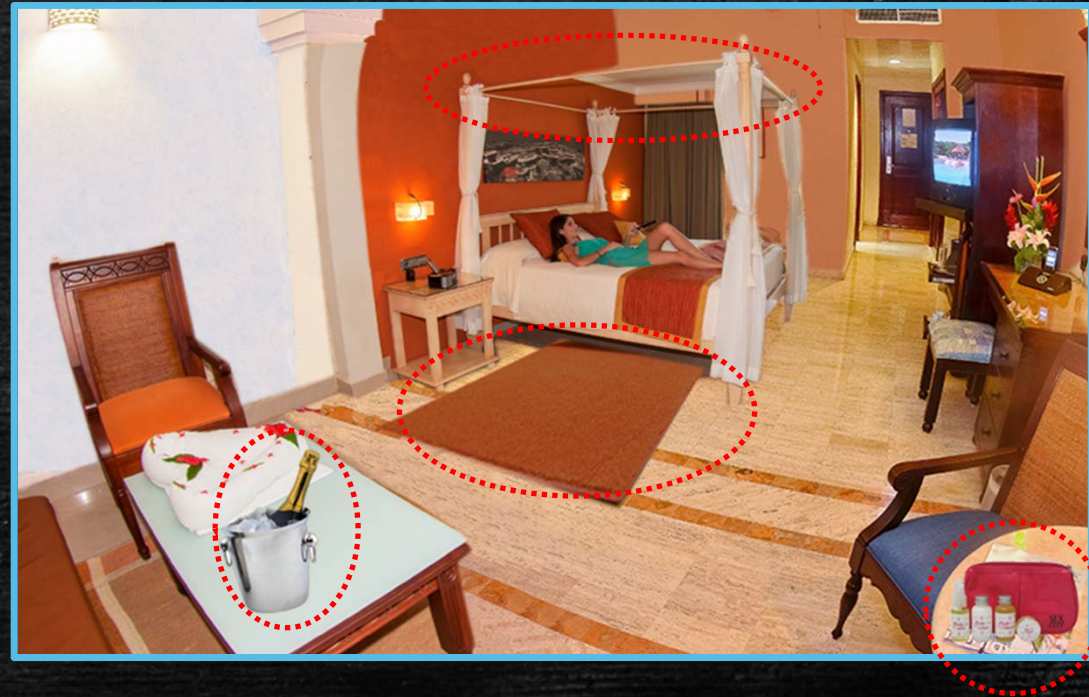
HOMOGENEOUS RESORT



DIFFERENTIATED RESORT



SELLING MEMORIES: Couple Xperience





THANK YOU SO MUCH AND ENJOY
YOUR EXPERIENCE!

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