



Govern
de les Illes Balears

2007-2013 Illes Balears
una manera de hacer europa

INVERTIM EN EL TEU FUTUR



Unión Europea
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INTO 2014 - Social Media & Tourism Industry
Ms. Natalia Tur
“The Ushuaïa case and the experiential tourism”

Nowadays, many tourism businesses in mature destinations are facing several competitiveness problems. Seeking for new strategies to improve competitiveness becomes essential if they do not want to fall into decline. In this context, Experiential Design performs as an interesting innovative tool to be investigated. However, and despite the growing interest, there is no evidence about any complete framework linking experience staging with tourism competitiveness. Keeping these limitations in mind, the Palladium Hotel Group and the University of the Balearic Islands combine their efforts to create a new framework to understand how experiential design behaves in practice. Main findings suggest that, when both human's rational assessments, sensorial and emotional response are recognized by the supplier and integrated in the production process, upper levels of perceived value can be achieved, both in emotional and functional terms. These upper perceived values affect guest's final satisfaction with the product and, in turn, his future behavioral intentions, in terms of loyalty, positive word to mouth or complaint behavior. This new framework pretends to serve as a tool not only for academics but also for private tourism businesses willing to improve their competitiveness through Experiential Design.

