

# To Incorporate the **Concept of Tourist Experience** in the **Tourism Marketing**<sup>1</sup>

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**Abstract** | The tourist experience, together with its implication in tourism marketing, is an interesting matter within the tourism subject, considering the importance of that concept in the strategic orientation of marketing and tourist (consumer) behavior. The experiential information in marketing promotional stimuli (push factors) and tourist attractions (pull factors) are important sources of tourist information in the scope of tourism marketing. Then, the marketing management will be more focused on the experience than in the product or service.

Being the experience capable of being translated into an event subjectively felt, which had not taken place yet, which integrates tangible and intangible aspects, its recognition on the level of tourism marketing leads to this theoretical and empirical research, in the assumption that the tourist has a motive (experience expectation).

The practical contribution of this current research will allow us to find out if the choice of a tourism destination and a tourism business establishment is based on the experiences that the tourists wish to realize and if that establishment invests correctly in marketing.

**Keywords** | Product or Tourist Service, Tourism Destination, Tourist Experience, Tourism Marketing, Marketing Strategy.

**Resumo** | A experiência turística é uma matéria interessante ao nível do turismo e das implicações para o *marketing* turístico, pela importância do conceito na orientação estratégica de *marketing* e no comportamento do turista (consumidor). A informação da experiência turística no estímulo promocional de *marketing* (factores *push*) e as atracções turísticas (factores *pull*) são fontes de informação turística importantes no âmbito do *marketing* turístico. Deste modo, a gestão de *marketing* estará mais centrada na experiência do que no produto ou serviço.

Podendo a experiência traduzir-se num evento subjectivamente sentido, que ainda não teve lugar e que integra aspectos tangíveis e intangíveis, o seu reconhecimento ao nível do *marketing* turístico conduz a esta investigação teórica e empírica, no pressuposto de que o turista tem um motivo (expectativa de experiência).

A contribuição prática desta investigação em curso permitirá afirmar se as escolhas de um destino e de um estabelecimento hoteleiro são baseadas nas experiências que os turistas desejam realizar e se esse estabelecimento investe correctamente em *marketing*, criando valor para os clientes certos na experiência certa.

**Palavras-chave** | Produto ou Serviço Turístico, Destino Turístico, Experiência Turística, *Marketing* Turístico, Estratégia de *Marketing*.

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## 1. Introduction

Being one of the economy sectors with raised expression, either in volume of incomes, or in volume of generated jobs, tourism constitutes an interesting research study area.

The attributes of tourism product, the tourism destination choice and the accommodation selection, specifically as basic elements in the tourist choice process, motivate the interest of this research in the scopes of the tourism and the marketing.

The interest for marketing starts from the wish to research some important aspects for the management of tourism business companies, which are directly related with marketing and that motivate this research, namely:

- If a change of focus exists from the product attributes to one based on the creation of experience, being this last concept incorporated in the tourism marketing;
- If tourism product managers define their marketing in order to provide the type of tourist experience expected by the target market segments, formulating the adequate strategies;
- If tourism business companies invest in marketing with the focus on the right customer for the right experience, elaborating their programs with clear specific purposes, in matter of tourism business expected profitability.

Thus, the linking of this research to the marketing can be justified by the following connections:

- If specific types of experience exist that motivate the customers demand, what we aim to prove is that the marketing strategy should be formulated around the binomial product (creator of the experience) / market (eager customers of that experience);
- Therefore, the marketing strategy, namely, the precise identification of “value creator” factors to the customer, the analysis of the competition

(distinctive abilities) and the establishment positioning should be lined up with the product/target markets (*targeting*);

- These orientations imply an analysis upstream and downstream of marketing-mix: attributes of own product, price, promotion and advertisement and distribution channels (4 P’s), in a way to improve the ratio creation/distribution of value.

This approach will allow budget the marketing programs with better probabilities of return, which means, applying each euro in the programs with high profit rate and eliminating the ones that offer marginal profits. In this sense, knowing the customers’ expectations will be possible to manage the available resources with high probability of customer satisfaction.

## 2. Research purposes

The tourist experience and its recognition within tourism marketing lead to the current research of theoretical and empirical nature, relatively to which it is, established a general and three specific purposes.

General purpose: To investigate the way to incorporate the concept of experience in the tourism marketing.

Specific purposes:

- To validate empirically the types of experience found in the theory about the production process of tourism product;
- To verify if the tourism demand depends on the search of certain tourist experience;
- To verify if adequacy of the marketing strategy does exists, namely the segmentation of the market target of tourism companies business-oriented, to the type of tourist experience pursued by the tourist (customer).

### 3. Assumptions and constraints

Assumptions:

- The typical tourist of the Algarve destination (family), the one of the Lisbon destination (business person) and of the Autonomous Region of Madeira destination (senior) has, at least, one motive (expectation of tourist experience) to choose one of these tourist regions and the establishment of tourist service in each region. Probably the existence of types of experience corresponds to their interests and motives. These three tourist destinations are the most chosen in Portugal, considering figures of demand and the meaning of the total and per room profits, according to available data of INE – National Institute of Statistics.
- Each destination has information on the web about its main attributes: Algarve: climate and beach; Lisbon: culture (historical quarters, museums, monuments, parks and belvederes); Autonomous Region of Madeira: Nature (the scenery beauty / landscape).
- The segmentation family is defined by the group of persons, which are related to each other and live in the same household under the authority of one of them (*in Grande Dicionário Enciclopédico*).
- The segmentation business person is defined by those persons who have the business contact as their main motivation to travel and stay in the tourism destination, be either managers or executives.
- The segmentation senior is defined by those persons over 54 (Lanquar, 1993) and that have much time availability to travel (OMT, 2001).
- The tourist experience is the final *output* of the tourism production.
- Tourism companies business-oriented segment their target markets and make the marketing management in function of the type of tourist experience demanded.

Constraints:

In order to have a better control of the research, its scope is limited to an economic group of first plan present in the three destinations, with differentiated offer and with explicit marketing strategies.

### 4. Potential contribution of the research

Researching the way to incorporate the concept of tourist experience within tourism marketing will originate a practical contribution. In this way, if there are specific types of experience that motivate the costumers demand, then it will be proved that the marketing strategy should be formulated around the product (creator of experience) and market (customers eager of that experience). For this reason, the marketing strategy must be lined up with the product/target market (*targeting*). This strategic orientation will imply an analysis of the marketing-mix in order to improve the ratio value creation/distribution. Considering this, the tourism business establishment will invest correctly in the most profitable marketing programs, that is to say, with high probability of customer satisfaction, creating value for the right customers in the right experience.

### 5. Framing of the subject

Riley (2001) refers that the difficulty still exists in affirming what exactly determines the tourism destination choices. To foresee and explain the probable choice of the tourism destination by the tourists, on the basis of a motive (tourist experience expectation), not only constitutes a concern for the researchers, but also for the tourism business establishments, being evident the existence of implications on marketing management.

In the marketing context, the perspective of the consumption and the perspective of the satisfaction

of tourists (consumers) needs or desires can influence the choice process of the tourism destination for the accomplishment of tourist experiences.

That influence becomes evident when related to the form by which the tourists evaluate the tourist experiences they look for and the way the companies of tourist services provide value, which corresponds, at least, to the tourist's expectations. According to Tsai (2005) "Marketers are faced with the challenge of finding ways in which consumer commitment is commensurate with the enhancement of unique and enjoyable experiences."

The tourist experience effects, predominantly of intangible nature, is an interesting subject on the level of tourism and so are its implications for tourism marketing, given the conditions for creating experiences by the tourism supply can be translated into the proportionate value to the tourist (customer) through marketing practices implemented by the tourism business companies. In this sense, it is an important focus for marketing with emphasis on the customer (tourist) experience.

Quoting Kotler *et al.* (2003:5) "Marketing's task is to design a product-service combination that delivering of real value to targeted customers, motivates purchase, and fulfills genuine consumer needs." These authors point out that to know the needs and wishes of the present and potential tourists means to determine the target market segments to serve and to be available for the appropriated products, services and programs, including the creation of tourism destination image in the communication with market.

However, that concern in determining the target market segments does not include the tourist experience, which can be important for marketing in the referred succession product-service, a time that the experience is what has value for the customer (tourist), for being what he seeks when traveling. This fundamental idea has implications in the tourism marketing, due to the specificity of tourist consumption (demand) and to the complex enterprise structure of the tourism industry sectors (supply), as it is cited by Casilles and Gutiérrez (2002).

On the other hand, Rita (1995) states that the dominant concern in the destination consist in offering a service of quality from the point of view of the tourist. This author still understands that the competition between destinations requires a strategy of differentiation of the tourism products and its diverse attractions. In this way, the tourism product differentiation, through the tourist experience allowed to the tourist and looked for by him, will have implications in the marketing, basically on the segmentation level, of the positioning in the segments of the target market before the competition, of the price, of the distribution and of the promotion.

According to Kozak (2001), the research in tourism marketing has been limited to the tourist satisfaction and to the relation of it with the future tourist behavior, as well as the repetition of the visit to the tourism destination and recommendation to another tourist.

Ritchie and Crouch (2000) refer that "the fundamental product in tourism is the destination experience." Then, the tourism destination, indicated as a fundamental element of the tourism product by Witt and Moutinho (1994), is a set of existing goods and services in the tourism destination which form the product, as pointed out by Kotler *et al.* (2003).

Without reference to the concept of tourist experience by those authors, Silva (1991), in turn, had used it before when referring that the destination is the most important base of the designed global or composed tourism product, including acquired experiences and services. It means that the experience is associated with the tourism product, which corresponds to the tourism destination.

The concern with the operational of the concept of tourism destination leads Silva *et al.* (2001) to refer the following aspects that contribute to the mentioned concept: composed product; interaction of all offers; defined geographic zone; associated image; destination as entity in a system to manage according to the expectations; quality of products and services offer; tourist satisfaction.

According to Silva *et al.* the tourism destination centers the problem of products and services competitiveness in a scene characterized by the globalization of the offer and by the high degree of requirement and information of the tourists, when these start the choice process in presence of diverse places, regions or countries and, later, the type of lodging, being this one of the main components of the tourist experience in the destination.

Laws (1995), on the other hand, stress the marketing role in the pursuing of the following purposes: to attract visitors; to assure the visitors satisfaction; to influence tourist’s expectations and experiences. To pursuit these purposes, it is necessary to understand the choice process of a tourist (consumer of tourist services) and to control the change of costumers’ expectations, concerning the value of the tourist experience on the level of the service.

Crompton (1992), bearing in mind the described scenes of choice in the literature about the decision process of the consumer and its operational, integrates the tourism destination and decision process conceptualization and adapts it to the context of decision making in tourism. Crompton formulates a structure of choice scenes and suggests the implications in the marketing that emerge from that structure, such as the market segmentation by

the identified standards of choice. Crompton also does not recognize the search for a type of tourist experience as an element of marketing.

In the theoretical contexts of marketing management and consumer behavior, it becomes evident that attracting the tourist to the destination constitutes the main purpose, knowing that the tourist attraction and the tourist experience choice process are not a highlight in the supply perspective.

To carry out this investigation, focusing the way to incorporate the concept of experience into tourism marketing, the necessary research in tourism and in marketing is characterized by theoretical and empirical approaches focused on the tourist product and experience. The main literature approaches of this conceptual framework are pointed out in Table 1.

## 6. The concept of experience and its definition

Being tourist experience as a real event subjectively felt, which means that it generates sensations that only can be measured after being experienced, it is necessary to research the way to incorporate the concept of experience in the tourism marketing.

**Table 1** | Theoretical and empirical approaches about tourism product and tourist experience

Authors	Theoretical approach	Empirical approach	Approach context	Focus
Kylänen and Tarssanen (2005)	Experience		Tourism	Motivation and types of experience.
Chhetri <i>et al.</i> (2004)		Experience	Tourism	The sensation in the tourist experience.
Carù and Cova (2003)	Experience		Marketing	Conceptual nature.
Fairweather and Swaffield (2002)		Experience	Tourism	Nature of tourist experience.
Ryan (2002)	Experience		Tourism	Motives and types of tourist experience.
Voase (2002)	Experience		Tourism	Nature of tourist experience.
Murphy and Smith (2000)		Product	Tourism	Impact in the perception of the tourist.
Wang (1999)	Experience		Tourism	Authenticity of the experience.
Gonçalves (1998)	Product		Tourism	Tourism product components.
Patterson <i>et al.</i> (1998)		Experience	Tourism	Motivation and satisfaction.
Gonçalves and Águas (1997)	Product		Tourism	Product life cycle.
Seaton and Bennett (1996)	Product		Marketing	Conceptual nature.
Botterill and Crompton (1996)	Experience	Experience	Tourism	Nature and types of tourist experience.
Midleton (1994)	Product		Tourism and marketing	Tourism product components.
Smith (1994)	Product and experience		Tourism and marketing	Production process and types of tourist experience.

Source: developed by Nicolau Almeida.

According to Carù and Cova (2003), "The notion of experience entered the field of consumption and marketing with Holbrook and Hirschman's pioneering article of 1982."

Those authors understand that the concept of experience is still defined only in ideological terms. Regarding this, there is a tendency to consider any experience as extraordinary. Although, Holbrook and Hirschman argue that the important experimental aspects of the consumption must be recognized and that the experimental perspective will be extremely useful to the marketing theory and research.

Murphy *et al.* (2000) focus their attention on what they designed as destination product and understand it as a set of complex elements and experiences, whose perception by the tourist is necessary to understand. For these authors "A destination may be viewed as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited."

That notion of tourism destination, embodying an experience, is in the line of thought of Smith (1994), who enhances the important role of the destination services in the creation of experience and describes the way as various destination inputs can produce an experience (*output*) to the tourists. Then, the marketing management will be more focused on the experience than in the product or service.

In the service experience approach, Johns (1999) points out that customers have different visions about the service suppliers, depending on the services nature. About this Chade and Mattsson (1996) refer that the customer evaluates the totality of found services and not only the interaction with the supplier service.

In the process of tourism production perspective, Smith (1994) separates the concepts of service and experience, considering that the given service is an intermediate product and that the experience is the final product.

In his model, Smith recognizes that the role of human experience, having this the positive and negative sides such as many human activities (Ryan,

2002) in tourism product, indicates the elements (natural resources and infrastructures; services; hospitality; freedom of choice; tourist involvement) which can be applied to a tourist experience, though with a high degree of intangibility. The concept of intangibility, previously defined, is used by the marketing of services since the 60's (Baker, 2000).

It is still necessary to explain the nature of an event (experience) subjectively felt, which had not taken place yet and which integrates tangible and intangible aspects. That signifies, to assume that the tourist has a motive (experience expectation) when choosing a tourism destination to travel and stay in. In this sense, Kylänen and Tarssanen (2005) refer that an experience is preceded by a tourist interest, or better, by a motive for that choice. According to Goossens (2000), "Consumer researchers argue that the destination "experiential" aspects of consumption, like consumer fantasies, feelings and fun, play an important role in consumer choice behavior." Also McCole (2004) refers that "we should be striving for customer emotional attachment, and perhaps even include the word value in the definitions."

As Goossens (2000) refers, during the choice process of many tourist services, an important part of this process involves assessing how it feels (the sensation surrounding the anticipated leisure experience, for example), and from a hedonic and motivational point of view, the use of experiential information in marketing promotional stimuli, both like feelings of pleasure, excitement, relaxation (push factors), and tourist attraction (pull factors) are important sources of tourist information, in the scope of tourism marketing.

Tourism, as a human activity, is fundamentally an experience according to the theoretical approach developed by Smith, in which the tourist exerts the right of consumption associated to the freedom of choice in his own consumption activities. According to Silva *et al.* (2005) "The diagnosis of the sustainability of the resources is a starting point to design new products and improve the older ones.

It diagnoses the satisfaction level with supplied experience (...) that it's intended to be renewed and authentic."

Regarding the necessity of using a clear definition of experience, Carù and Cova (2003) contributed with the indication of various definitions of experience, to a better understanding of the concept:

- For science, in generic terms, an experience is similar to an experimentation based on facts and objective data, which can be generalized;
- For philosophy, an experience results from a personal proof of knowledge, in a common sense, that, generally turns into an individual experience of some thing or into an experience accumulation;
- For sociology and psychology, an experience is a cognitive and subjective experience, which permits an individual development;
- For anthropology and ethnography, an experience is a way from which the individual lives his own culture or how events are received by the conscience to the level of the perception;
- For management sciences, an experience is an interaction event between the need or desire of the consumer and the consumption, necessarily dependent on the products and services purchased in the market or in another kind of acquisition, for example, through family, friends or through the personal and professional position. That event can be associated to a subjective experience or emotion as a consequence of the product or service consumption.

## 7. Types of tourist experience

In Tourism, the tourist is an integrating part of the service production process. The experience is carried through, or better, produced at the moment of consumption of, for example, a hotel service, a

transport service, a museum visit service, a parking park access service, among others.

Under the perspective of the product and production process, Smith (1994) presents, theoretically, different types of tourist experience: recreation, social contacts, and education, relaxation, memories and business contacts.

On the other hand, Fairweather and Swaffield (2002) suggest that for marketing purposes, (using as an example, the photographs of places of natural landscape in New Zealand) different visitors look for different types of experiences.

With the concern about experience value, Kylänen and Tarssanen (2005) highlight the dimensions of entertainment, education, aesthetics and escapist experiences, when they refer that tourist experience is preceded by the interest of tourist, and they mean that is preceded by a motive. This belongs to an empirical approach in the sequence of motivation.

Ryan (2002) also establishes a relation between motive and tourist experience, presenting a theoretical approach in the sequence of motivation. This author indicates the following types of experience: adventure, leisure, relaxation, social contact.

Botterill and Crompton (1996) enhance the culture, the leisure and the adventure with a theoretical and empirical approach in sequence of the tourist experience nature.

In Table 2, a summary is presented of the types of tourist experience indicated in the literature under the above mentioned different approaches.

For empirical validation purposes, the types of tourist experience considered are presented in Table 2, starting from Smith (1994) and excluding the ones that are repeated by different authors:

*Recreation:* amusement, pastime.

*Social contact:* action of contact with relatives, friends, acquainted and work partners.

*Education:* acquisition of knowledge for the development of psychic, intellectual and moral faculties.

*Relaxation:* the recovery of energies.

**Table 2** | Types of tourist experience

Smith (1994)	Botterill and Crompton (1996)	Ryan (2002)	Kylänen and Tarssanen (2005)
Recreation Social contacts Education Relaxation Memories Business contacts	Culture Leisure Adventure	Adventure Leisure Relaxation Social contacts	Entertainment Education Memories

Source: developed by Nicolau Almeida.

*Memory:* the picking of images to keep and to remember.

*Business contact:* the main reason of managers and executives for the trip and stay at the tourism destination.

*Culture:* acquisition of knowledge and intellectual development.

*Leisure:* relaxation, rest in the available time.

*Adventure:* surprising event.

**8. The tourist experience and its implications in marketing**

For a clear focus of the tourist experience context, it is important first of all to approach the tourism product concept, its components and the tourism production process points of view.

The service-experience chain, centered on the consumer (tourist) needs or expectations, satisfaction, can include the service experience of airport transport, situated in the place of residence, to the tourism destination, the airport taxi service from the arrival place at destination to the hotel, the lodging hotel service, the thematic park visit service, the restaurant service, the museum visit service, a tourist guide service, among other services.

Those services and the companies that render them in the tourism industry all integrate the tourist experience (Jafari, 1983), whose expectation constitutes a tourist motive (Kylänen and Tarssanen, 2005; Ryan, 2002; Patterson *et al.*, 1998) for

the choice of that experience to achieve in the tourism destination. Through the tourist services consumption, the tourist compares the achieved experience with his expectation, once this was formed with the intention and decision choice of the referred experience. In this sense, the concern of the companies, that render tourist services, is centered on the contribution for a good experience, creating value to the tourist. This focus on the experience, starting from the view of the tourism destination as a composite tourism product, is important for the tourism marketing.

The destination choice has been a central issue in the tourism management literature (Papatheodorou, 2002). Kozak and Rimmington (1998) indicate the destination choice, the destination image and the tourist satisfaction as subjects sufficiently investigated in tourism.

Among the diverse theoretical and empirical approaches which characterized the research in the tourism area, approaching some fields as the vacancy destination, the tourism product positioning, the destination marketing and tourism product, we can highlight that just a few focus the tourist experience with marketing purposes.

Under the tourist system perspective and concerning the offer side of components (attractions, transports, services and information-promotion), Silva (1997) enhances the attraction, under a resources development perspective, as qualities of a place valued by a visitor in terms of his satisfaction. This evaluation is related with the type of experience looked for by the tourist.

Based on past research, Lew (1987) stresses the connection between the tourist experience and tourism place attraction concepts. However, this connection doesn't allow us to verify if the tourism places demand is in function of a certain type of looked for experience.

Goeldner *et al.* (2000) refer that the destination attractions are the main motives for the tourists to travel, constituting the most important component of the tourist system, without any relation to the tourist attractions of the destination region, with the type of experience intended by the tourist in these regions.

The need of doing research under the supply perspective, about what defines a tourism product and in what extent a tourist experience determines its value and influences the tourism destination choice process is evident when reported by Silva (1998), when he refers that "it has been very difficult to research the conceptual and methodological aspects related to the tourism supply."<sup>2</sup> These concerns suggest the theoretical and empirical analysis of the tourist experience and of its implications in marketing, bearing in mind that, for Silva (1991), "the tourist offer incorporates all the types of elements being able to lead the consumers to visit a certain place."<sup>3</sup> It means that it is necessary to create and provide true experiences in the destination place, which must become an object of choice.

Kotler *et al.* (2003) understand that the term product is not limited to the physical aspects; this includes other dimensions like experiences, persons, places, organizations, information and ideas. The consumers (tourists) task is the decision making about the events to be experimented, the tourism destinations to visit, the transports to use in long distance, the hotels to occupy and the restaurants to frequent. To Kotler *et al.* all of the before mentioned

factors constitute the product under the consumer point of view, simultaneously it is a base for a choice based on expectations of value. In this way, the differentiation of a destination, compared to another can be made through the type of experience looked for and afforded.

For example, if a tourism business company has segmented the market, identifying the consumers (tourists) by a certain type of tourist experience, and if the demand falls into another type different from that one, it can signify the need for an adjustment of the marketing strategy.

## 9. Research questions

According to the previous point, underlining the concern about the tourist experience concept and with its implications in marketing, the following question is raised:

How can we incorporate the concept of experience in the tourism marketing?

In this specific research and supporting this main question, other ones arise as follows:

- What are the types of experience looked for by the tourists (customers) in the establishments located in the tourism destinations of Algarve, Lisbon and Autonomous Region of Madeira?
- Is the choice of the tourism business establishments based on the experiences that the tourists (customers) pursue?
- Is there a marketing strategy adequacy, including the target market segmentation, to the type of tourist experience looked for by the tourist (customer)?

<sup>2</sup> Translated from original in Portuguese by Nicolau Almeida.

<sup>3</sup> Translated from original in Portuguese by Nicolau Almeida.

## 10. Hypotheses formulation

Table 3 | Research purposes and hypotheses

Purposes	Hypotheses
General: To research the way to incorporate the concept of experience in the tourism marketing.	The process of tourist choice starts from a motive (experience expectation) and reaches the phase with sufficient meaning at the moment of the destination choice for the experience realization. Thus, the tourist that chooses the tourism destination of Algarve, Lisbon or of Autonomous Region of Madeira looks, at least, for a type of experience.
Specifics: 1. Validate empirically the types of experience found in the theory about the production process of tourism product.  2. Verify if the tourism demand depends on the search for determined tourist experience.  3. Verify if exists a marketing strategy adequacy, namely of target market segmentation of the tourism business companies, to type of experience looked for by the tourist.	H <sub>0</sub> : There is no difference between the types of tourist experience looked for by the tourists that choose the Algarve, Lisbon or the Autonomous Region of Madeira. H <sub>3</sub> : The types of tourist experience are different between the tourist that chooses the Algarve, Lisbon or the Autonomous Region of Madeira.  H <sub>0</sub> : The hotel establishment choice located in the Algarve, Lisbon or Autonomous Region of Madeira depends on the type of tourist experience looked for. H <sub>3</sub> : There is no dependence between the hotel establishment choice located in the Algarve, Lisbon or of the Autonomous Region of Madeira and type of tourist experience looked for.  H <sub>0</sub> : The marketing strategy, namely the target market segmentation, is adjusted to the type of tourist experience looked for. H <sub>3</sub> : The marketing strategy, namely the target market segmentation, is not adjusted to the type of tourist experience looked for.

## 11. Methodology

The methodology of this research involves fundamentally four phases: literature revision, hypotheses formulation, questionnaire for the tourists that look for one of the types of tourist experience and hypotheses test.

The target population of this research is constituted by tourists (customers) randomly chosen and with reservation to spend the night in the establishment of the largest Portuguese economic hotel group located in the tourism destination of Algarve (family segment), of Lisbon (business person segment) and of the Autonomous Region of Madeira (senior segment). Two groups will be constituted, one of test and another of control for the cross-section study.

## 12. Expected conclusions

It is expected that the answers to the research questions will allow us:

- To confirm the tourist experience typology;
- To affirm that the hotel establishment choice in the tourism destination of Algarve, by the family segment, is positively related to the type of tourist experience looked for;
- To affirm that the hotel establishment choice in the tourism destination of Lisbon, by the business person segment, is positively related to the type of tourist experience looked for;
- To affirm that the hotel establishment choice in the tourism destination of Autonomous Region of Madeira, by the senior segment, is positively related to the type of tourist experience looked for;
- To affirm that the hotel establishments located in one of the three destinations (Algarve, Lisbon and Autonomous Region of Madeira) allow, at least, one of the types of tourist experience looked for by the tourists.

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