

# Enhancing the Tourism Experience: Theory & Practice

9<sup>Th</sup> UNWTO/PATA Forum on Tourism Trends & Outlook

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# The Evolution of Human Civilization

- Wave 1: Agricultural Age
- Wave 2: Industrial Age
- Wave 3: Information Age

(Alvin Toffler)

- Wave 4:

Orientation to Creativity, Culture, Heritage & the Environment  
(Kotler et al 2010)

# Wave 4 (according to Kotler et al)

Driven by 3 major forces shaping the business landscape:

1. Participation
  - *Technology enabling connectivity & interactivity*
2. Globalization
  - *A paradox that can open up markets but not necessarily the politics – both helps & hurts*
3. The Evolution of the Creative Society
  - *Hubs who connect consumers – driven by technology*

Source: Adrian Currie, Senior VP, Corporate Development: Priceline Group (2015)



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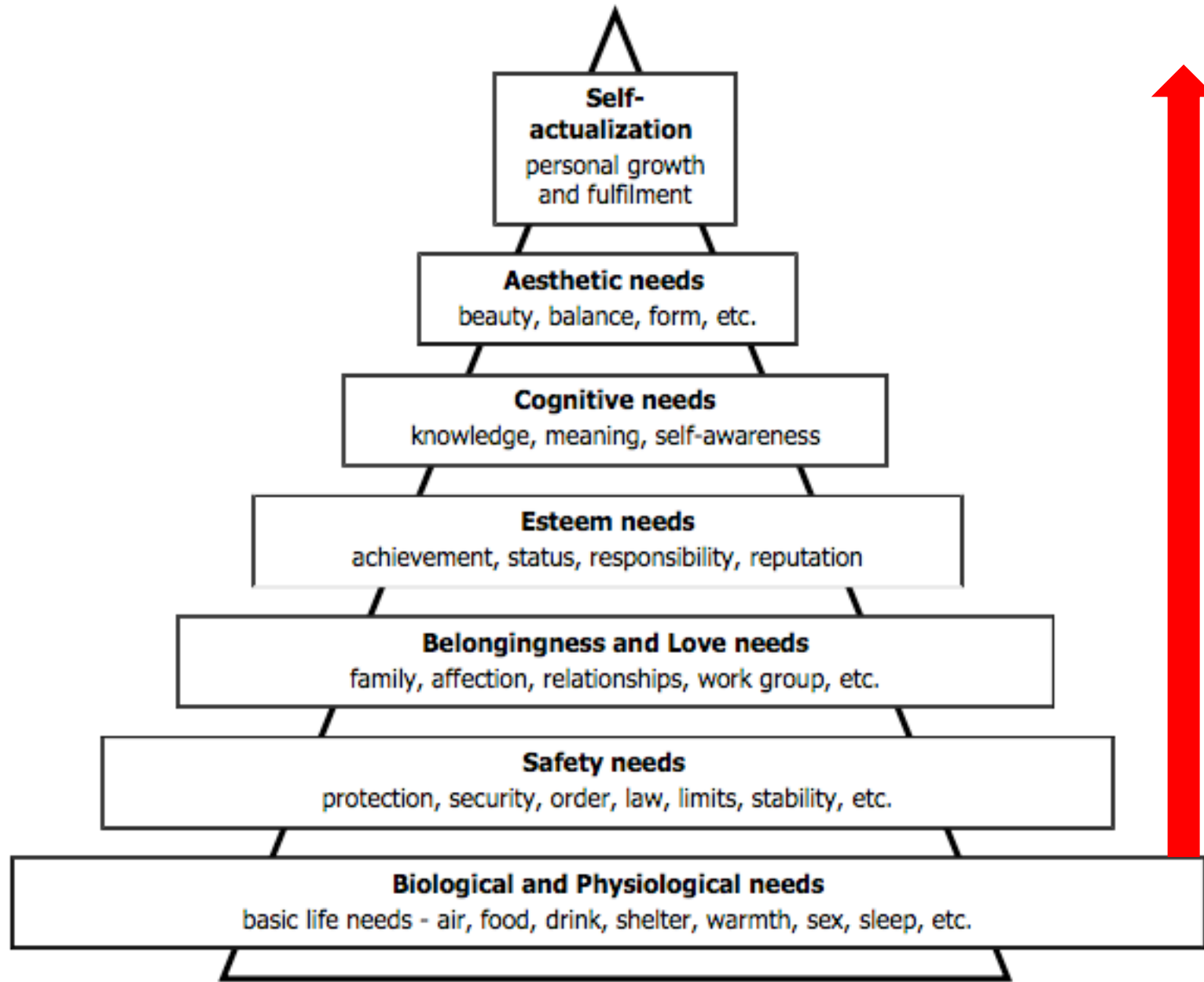
# Marketing Evolution

- ✧ Marketing 1.0: Product-centric era
  - *Transaction oriented.*
- ✧ Marketing 2.0: Consumer-centric approach
  - *Relationship oriented.*
- ✧ Marketing 3.0: The Values-driven era
  - *Participation in development of products/services & their communication.*

# Marketing 3.0

- Phillip Kotler
  - Kellogg's School of Marketing
- Hermawan Kartajaya
  - Founder & CEO of MarkPlus Inc.
- Iwan Setiawan
  - Senior Consultant at MarkPlus Inc.







# Food, Culture & Tradition: Tourism





# FOODIES & FOOD TOURISM



DONALD GETZ, RICHARD ROBINSON  
SANJA VUJICIC & TOMMY ANDERSSON



## Publication News

### THE FUTURE OF FOOD TOURISM Foodies, Experiences, Exclusivity, Visions and Political Capital Edited by Ian Yeoman, Una McMahon-Beattie, Kevin Fields, Julia Albrecht and Kevin Meethan

#### Description

This book presents a systematic and pattern-based explanation of food tourism, focusing on how and why change could occur and what the implications could be. In the future will food tourism involve food grown in the laboratory or a more authentic experience? The book explores these and many other futures and scenarios.

#### Contents

Foreword - Erik Wolf: To Boldly Go...

#### Part 1: The Past, Present and Future

1. Ian Yeoman, Una McMahon-Beattie, Kevin Fields, Julia Albrecht and Kevin Meethan: An Introduction to the Future
2. Stephen Boyd: The 'Past' and 'Present' of Food Tourism
3. Ian Yeoman and Una McMahon-Beattie: The Future of Food Tourism: Star Trek Replicator and Exclusivity

#### Part 2: Food Tourism

4. Christine Hansen: The Future Fault Lines of Food
5. Harvey Ells: The Impact of Future Food Supply on Food and Drink Tourism
6. John Mulcahy: Future Consumption: Gastronomy and Public Policy
7. Tobias Danielmeier and Julia Albrecht: Architecture as Driver of Future Winery Experiences
8. Karen Hurley: Envisioning AgriTourism 2115 - Organic Food, Convivial Meals, Hands in the Soil, and No Flying Cars
9. Kevin Meethan: Making the Difference: The Experience Economy and the Future of Regional Food Tourism
10. Kevin Fields: Intellectual Property Rights and Food



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# UNESCO Cities of Gastronomy



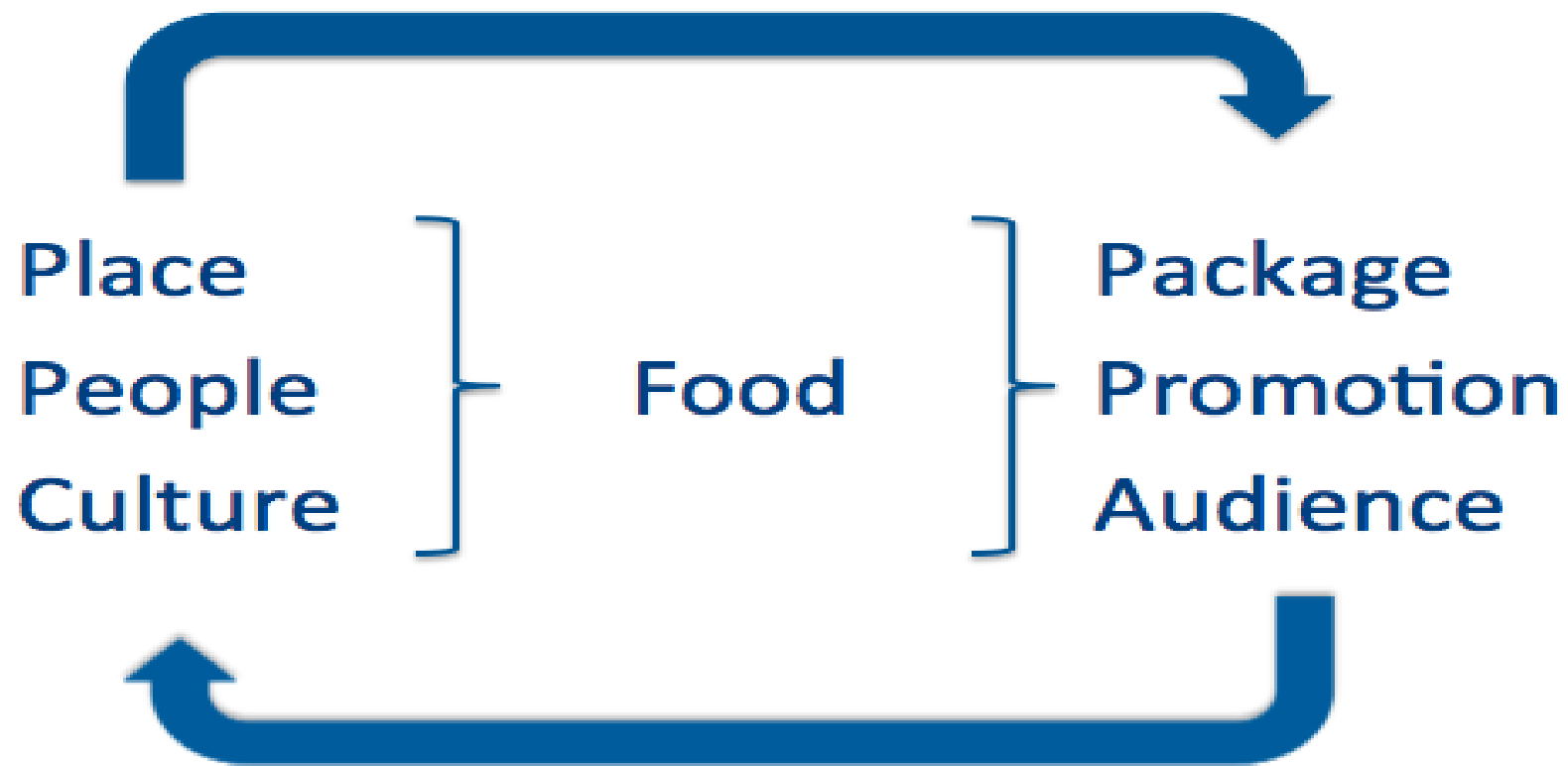


# Current Linear Approach

Location ==> Food ==> Marketplace ==> Locals/Visitors



# Think: Behind & Beyond



# Dispersion

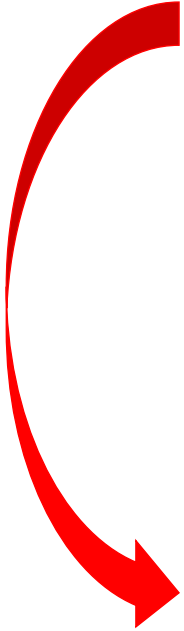
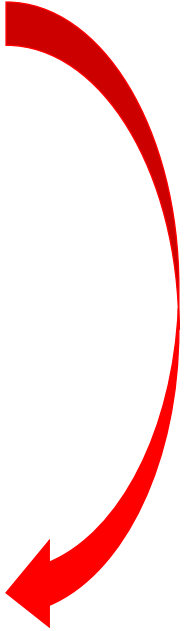


# The Many Dimensions of Food







- 
- 
- What is it?
  - Where did it come from?
  - How is it made?
  - How/why is it used?
  - How has it shaped the local culture?



Ontario Culinary Tourism Alliance + Skift Present:

# The Rise of Food Tourism

special  
report

Driven by today's intense social media activity around unique food experiences, destinations are developing local food-themed travel products and promotions to evolve their brand story.

Skift Team + The Ontario Culinary Tourism Alliance



[www.skift.com](http://www.skift.com)



<https://ontarioculinary.com/>

If you have any questions about the report,  
please contact [trends@skift.com](mailto:trends@skift.com).



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# Food, Folk & Fables



# Local legends used to 'sensualize/mystify' food?



# Even More Dimensions of Food

- Growing interest in what we eat to fuel our bodies
- Our relationship with food
  - Is it local?
  - Is it seasonal (fresh)
  - Is it organic?
  - Who produced it?
  - Is that production fair, humane?
- Allows for tight regional differentiation





A highly visual subject with deep stimulatory linkages with the Amygdala region (amongst others) of the brain.

(Images, Smells, ==> Nostalgia, Warmth, Comfort)





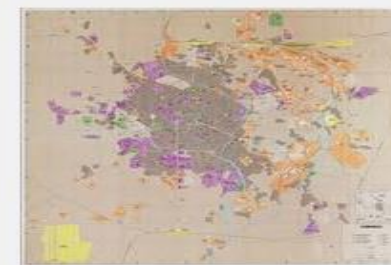




















# Welcome to the World of Neuromarketing (Neural marketing)!

# Tiger Airways

(Photo courtesy Sim, Kok Chwee)



# Tiger Airways

(Photo courtesy Sim, Kok Chwee)



*Thank You*  
谢谢