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How are tourists thought to make decisions about choosing a destination?

We need a model of ‘Choosing’ How do we think that tourists make decisions?

Traditional View
Consideration of individual attributes

Modern View
Feelings about the destination and its attributes

Opportunity awareness set

Consumer filters

Evoked set – information & feelings-as-information

Opportunity awareness set

Action set

Destination selection

Prentice’s Integrated Choice-Sets Model

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How do we now think that tourists make decisions?

New model now includes concepts like:
- Family
- Imagination
- Credibility

Recognises that tourists depend on their feelings as a key source of information

Marketing literature focused on USPs - which were utilities - USPs became SSPs – Everybody was doing it!

USPs more than utility – Symbolic Values

For tourism USPs are needed to make destinations attractive to visitors from elsewhere to come and stay

UUSPs – Unique Utility Selling Points
UESPs – Unique Experiential Selling Points
USSPs – Unique Symbolic Selling Points

Symbols and experiences are just as important!

What are your potential tourists looking for?

Ideas from European source markets
Many types of attractions

Heritage attractions should reflect the authenticity of a country's past: UK

Traditional heritage attraction

Core visitor product
artefacts old buildings old processes old equipment old products
conservation, categorisation, display, labelling, information & interpretation

In the past, commonly based on markets other than tourists – national heritage education & conservation

The northern Europe, the traditional attraction is now rare...
product development for tourism has occurred over the past twenty five years; inclusion of ‘handicraft’ products

Two glass works...

Process + enhancements
Tourists want to see how things are made before they buy!

The second glass works...

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In Northern Europe attractions are highly commercial

Another world famous British brand…

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… and offer multiple facilities to the tourist

Shopping is central

More Shopping!

Shopping and economic development

Handicrafts can sustain rural economies

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Contemporary British heritage attraction

Core visitor product

Enhanced visitor products
- visitor centre
- museum
- exhibition
- multi-sensual staged experience

Ancillary visitor products
- shopping village
- entertainment
- accommodation

Looking at similar attractions:

Danger Look alikes?

In the attempt to provide enhanced and ancillary products many attractions come to look much the same, and also feel much the same, especially within types.

Unique Selling Points have been replaced by Standardised Selling Points.

This is a process termed banalisation by the French.


USPs or SSPs?

If attractions look alike and feel alike, why should any one of them be visited, other than because they are local, and an easy day out? Such attractions simply redistribute regional leisure spending.

For tourism USPs are needed to make destinations attractive to visitors from elsewhere to come and stay.

UUSPs – Unique Utility Selling Points
UESPs – Unique Experiential Selling Points
USSPs – Unique Symbolic Selling Points


How do we capture the sense of place and culture as USPs?

Symbolic products USSPs
- creativity
- ingenuity
- achievement
- associations
- significance
- sense of place

Core visitor product UESPs
Enhanced visitor products USSPs
Ancillary visitor products USSPs

New model


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## Prentice – O’Gorman Destination Appraisal Matrix

<table>
<thead>
<tr>
<th>Name of Destination Target Market</th>
<th>Strengths</th>
<th>Weakness</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>UUUSP (Utilities)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UUESP (Experiences)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UUUSP (Symbols)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applying these ideas for destinations

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## Prentice – O’Gorman Destination
### Appraisal Matrix

#### Hypothesis City (London?)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range of hotels</td>
<td>Crowded</td>
<td>Central to international air transportation network</td>
<td>Carbon Footprint</td>
</tr>
<tr>
<td>Quality of food in restaurants</td>
<td>Pollution</td>
<td>Competitor to quality enhancement</td>
<td>Competition from rivals</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Noise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Range of attractions etc.</td>
<td>Crime</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ESP (Utilities)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range of hotels</td>
<td></td>
<td>Commitment to quality enhancement</td>
<td>Overdevelopment</td>
</tr>
<tr>
<td>Quality of food in restaurants</td>
<td></td>
<td></td>
<td>destroying unique experiences</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Some experiences are crowded out</td>
<td>Some experiences are crowded out</td>
<td></td>
</tr>
<tr>
<td>Range of attractions etc.</td>
<td>Sustaining</td>
<td>Sustaining</td>
<td></td>
</tr>
<tr>
<td></td>
<td>emotional labour</td>
<td>emotional labour</td>
<td></td>
</tr>
</tbody>
</table>

#### USP (Symbols)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital City!</td>
<td>Some experiences are crowded out</td>
<td>International Sporting events (Olympic Games?)</td>
<td>Reaction against UK as Bush’s lap dog?</td>
</tr>
<tr>
<td>World Heritage sites</td>
<td>Sustaining emotional labour</td>
<td>Sustaining emotional labour</td>
<td></td>
</tr>
<tr>
<td>Iconic Buildings</td>
<td>Emotional labour</td>
<td>Emotional labour</td>
<td></td>
</tr>
<tr>
<td>Centre of Capitalism?</td>
<td>Overdevelopment</td>
<td>Overdevelopment</td>
<td></td>
</tr>
<tr>
<td>Imperialism?</td>
<td>destroying unique experiences</td>
<td>destroying unique experiences</td>
<td></td>
</tr>
</tbody>
</table>

In the workshop we can look at examples of Iranian destinations

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