



# The customer value of 'magical' transnational products



# “Handbook on the Marketing of Transnational Tourism Themes and Routes”

Commissioned from TEAM Tourism Consulting



“Transnational Tourism Themes and Routes”:  
What do you think of?



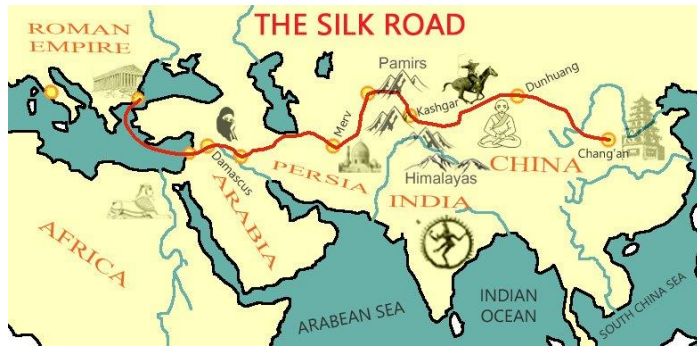
# What is their value?

Uzbekistan survey: For 81%, the concept of Silk Road was factor in their decision to visit.

But what is 'Silk Road' for this 81%?



# The Silk Road (seen through Google Images)



Theme





# Customer value

“Why did you come to Santiago de Compostela .... ?”



or



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# Qhapaq Ñan: the Inca Trail



Thematic grouping	Nature of the aspiration
History	Experiencing and understanding the past, through buildings, artefacts, reconstitutions, or other material or immaterial traces and memories.
Pilgrimage	Experiencing or sharing a sense of spirituality or sublimation through travel.
Roots	Discovering and experiencing the heritage of one's ancestors or one's people.
Landscape	Seeing and communing with remarkable and beautiful sites, including coastal, mountain, rural, and even man-made landscapes.
Natural systems – ecological and geological	Discovering the life and appreciating the natural forces that form exceptional places.
Cultural icons	Visiting sites and monuments, including art galleries and museums that are recognised and admired on an national or international basis.
Urban life	Participating in the life of cities, through strolling, shopping, night-life or other urban activities that capture the essence of the urban setting, including interacting with local people.

Thematic grouping	Nature of the aspiration
Rural life	Participating in the life of rural areas, through activities that capture the essence of the rural setting and interacting with local people.
Maritime life	Participating in activities that provide insight into maritime industries, such as going fishing with a local oyster catcher.
Artistic excellence in visual and performance arts	Appreciating and engaging in activities relating to visual and performance arts in a destination, including related festivals and events.
Traditional crafts	Appreciating and engaging in activities relating to traditional crafts in a destination, including related events
Food and drink	Discovering and learning about or experiencing the food and drink of different regions and countries, in restaurants, farms, plantations, vineyards, breweries, or at markets and local festivals.
Physical challenge	Pursuing physical activities where the setting provides a critical backdrop for the experience, including outdoor adventure sports or endurance, journeys to extreme locations, or long-distance running, hiking, cycling or riding.
Industrial tourism – modern and traditional	Engaging in activities that demonstrate past, present and state-of-the-art work practices in industry, such as factory, mine or power station tours.
Well-being	Travelling to experience a healthy lifestyle and stimulation of well-being through activities such as spa treatments or meditation.

# What is the mechanism of themes (for tourism)?

- Concept
- Promise
- Delivery on the promise

And when the concept is mythical, and the promise is a magical experience ...?

Are these things measurable and plannable?



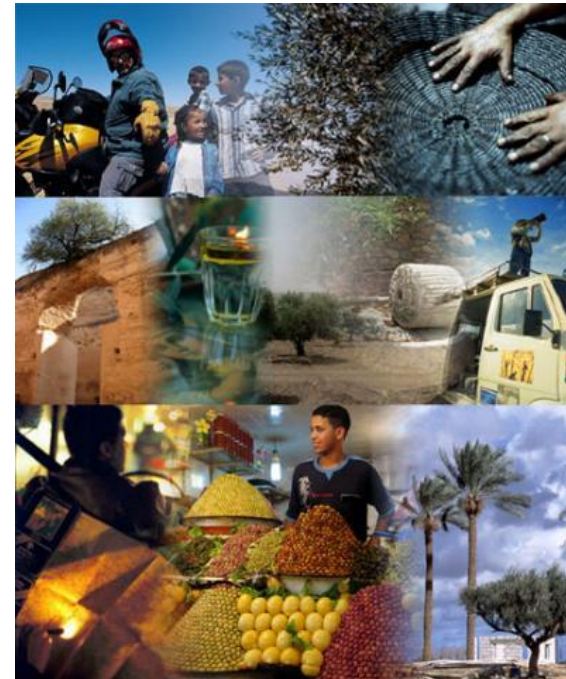
# Database of transnational theme-based tourism

- 129 entries
- 60 that are better developed
- 20 or 25 with a clear tourism development strategy, and significant resources.

A large proportion called 'Routes'.



# Routes of the Olive Tree

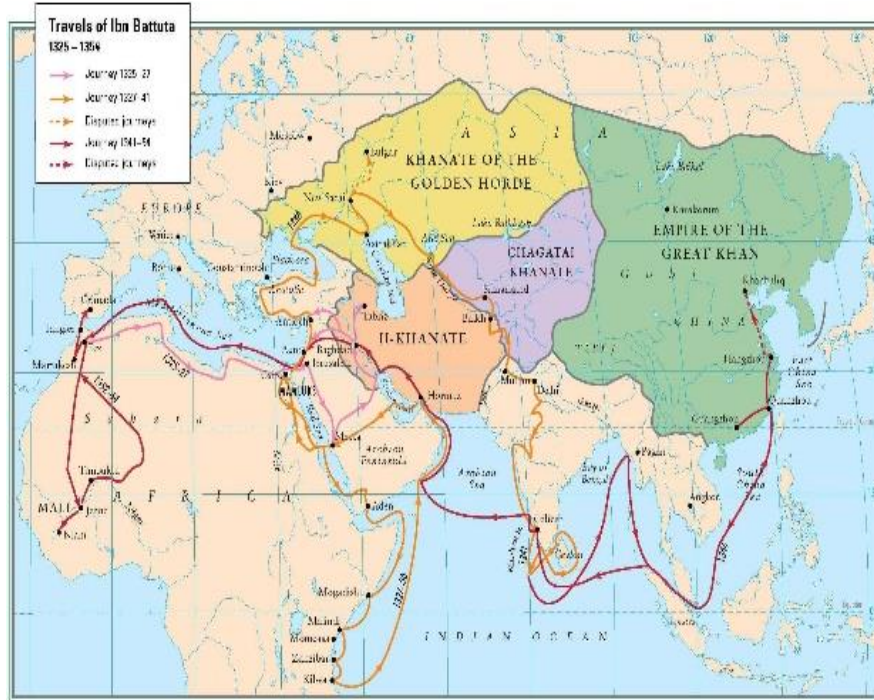


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# The origin and nature of tourism routes



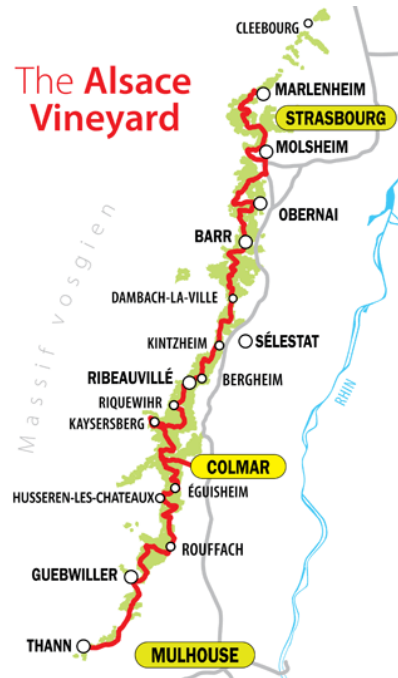
# Ibn Battuta



# The Grand Tour



# The 'route' as a means of structuring tourism



Creating power ...

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# Transnational routes: example of the Chocolate Way



The promise is not the same.

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# What is the source of the magic (the power)?

Answer 1: A universe



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# What is the source of the magic?

## Answer 2: Stories



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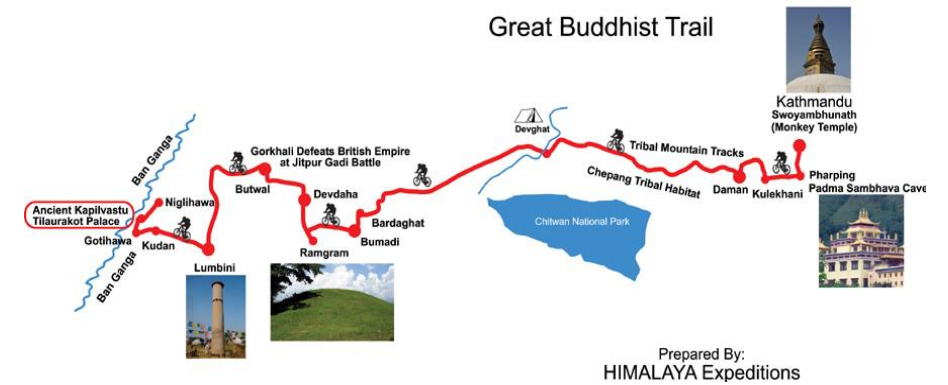
# What is the source of the magic?

Answer 3: Imagination, breadth, freedom



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# The Buddhist Circuit(s)



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# Routes and pilgrimage



# The interest of religious tourism



# Pilgrimage: Many universes, many stories



From "The Camel Train" by Emile and Adolphe Rouergue (1855)

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# Corresponding to emerging trends

- Slow tourism: emphasising the steps of the journey, and the enjoyment of taking ones time
- Experiential tourism: transforming the act of walking into a meaningful experience
- Self-improvement and spirituality (yoga retreats, detox, meditation)

# No longer what I see but what I experience



Slow tourism, slow food, community-based tourism, ...

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# Experiential Tourism

*“An experience engages the senses; it is physical, emotional or spiritual (or all three). An experience offers discovery and learning, and creates strong memories.”*

*(Tourism Australia, 2012, Australia’s National Landscape Programme).*



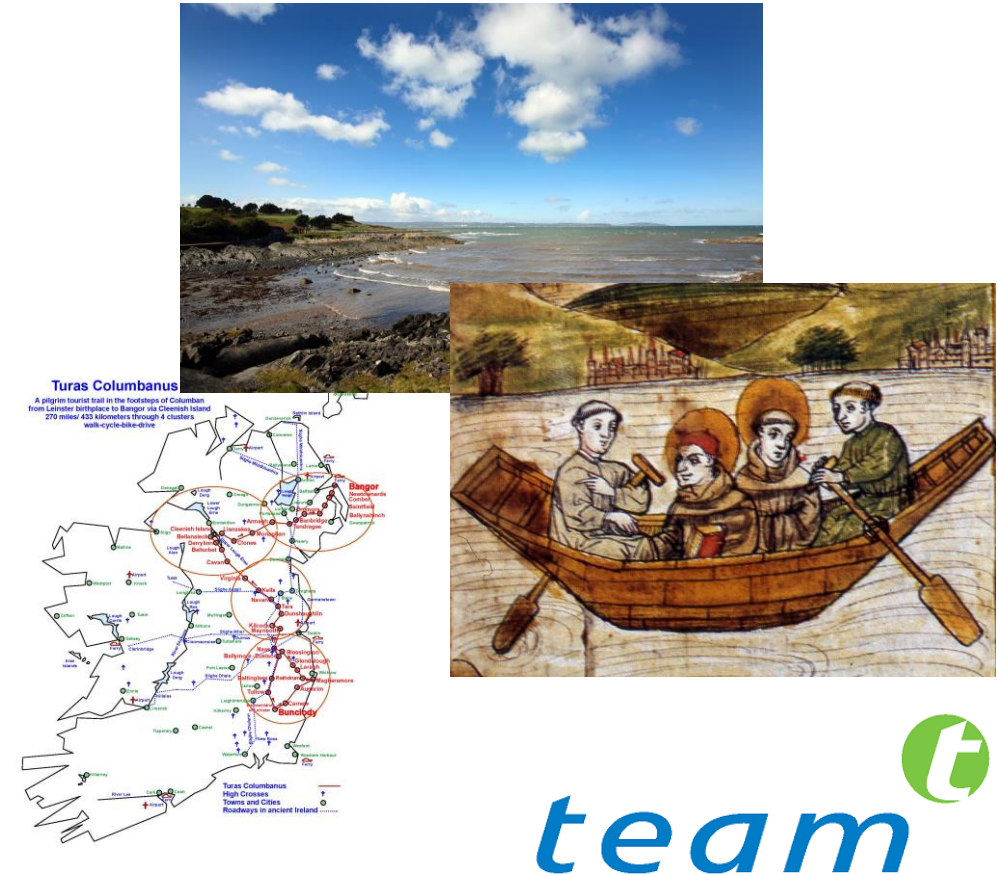
# New paradigms of the pilgrimage experience

St Olav Ways. The conventions of pilgrimage (and adoption by new audiences)



# New directions in pilgrimage

- Cross-over of audiences (St Olav, Via Francigena)
- Reinforcing the theme: the universe and the story (Bangor, Northern Ireland)
- Engagement of a broader audience
- From a single trail to a network, adding circuits and clusters
- Transnationality
- The importance of events



# Conclusions

- The importance of understanding the theme, through the perception of consumers.
- Where does the power (the magic) come from? What are its roots, its branches?
- Is it in a single place? How far does it extend?
- If it extends, how can it be networked, linked?



Thank you!

# The Relation to Pilgrimage?

The 'Fishbone' Model



# New paradigms of the pilgrimage experience

From Via Francigena to Vie Francigene. The networking of the pilgrimage experience



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