



Tourism in a Global Perspective: Issues, Challenges and Opportunities

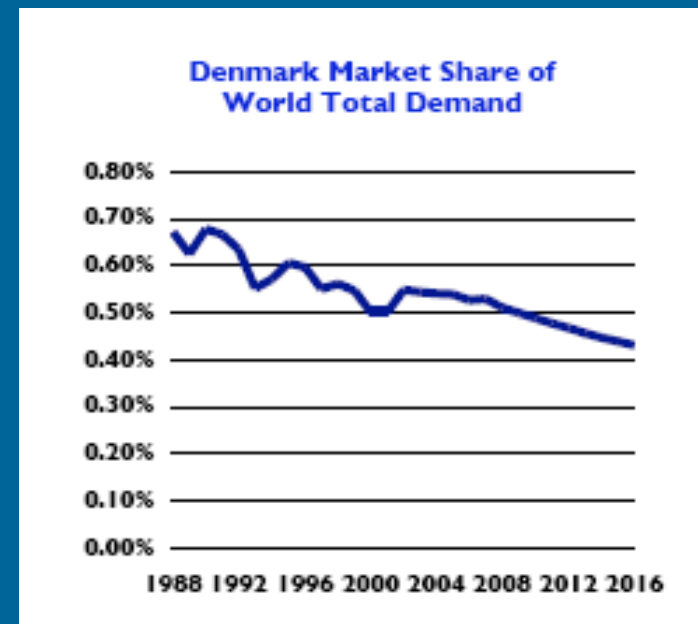
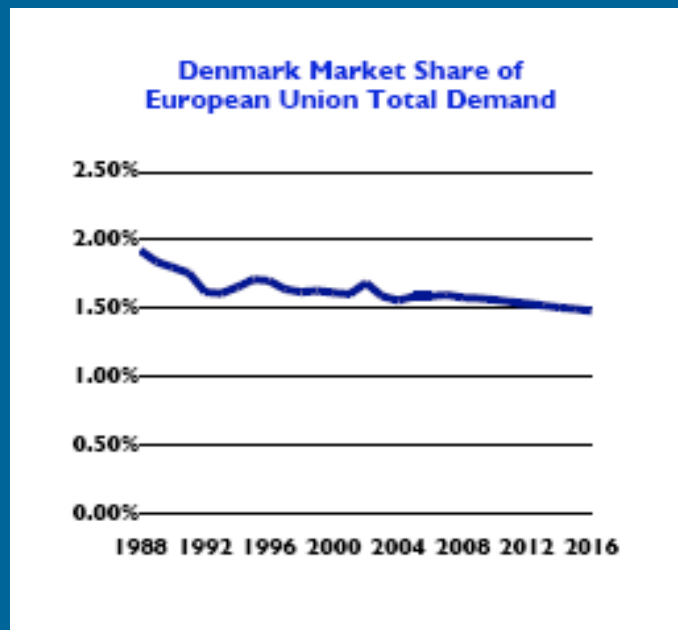
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Agenda



- Importance of mediators
- Branding of destinations
- Experience products
- Better practices

How is Denmark Doing Generally?



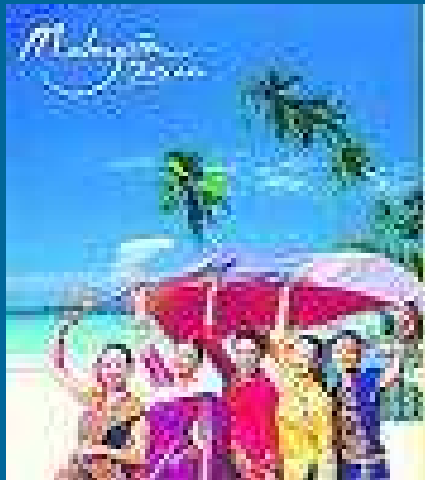
(Total demand include incoming and outgoing tourist expenditures, business travel, government expenditure, capital investment)

New Understanding of Our Customer: The Versatile Tourist



- Tourists want and need help
- Tourists are practical
- Tourists also want to live fantasies
- Mediators are important
 - To choose places to visit
 - To understand and experience the destination
 - To bring stories home
- **Coordination of mediators needed**

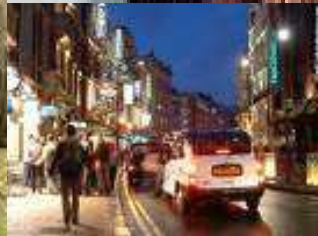
What Makes a Destination Brand Good?



- It asserts the uniqueness of the place
- It emotionally communicates a place's identity
- It packages the place into an attractive product
- It is a set of gaze lenses for tourists, and a story that galvanises locals

A Good Brand is Also a Vision

- A supermarket of attractions
 - landmarks, events, scenery... awesome tangible icons
 - advertising, movies, endorsements, branded events
- Engineer support: locals and foreigners
 - Authenticity and other sources of information
 - Realising the brand real



Purposeful and Coordinated Branding

Awareness

Exploring possibilities

Making decisions

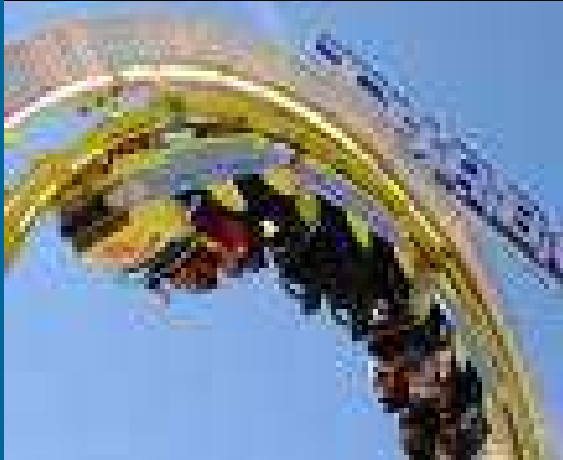
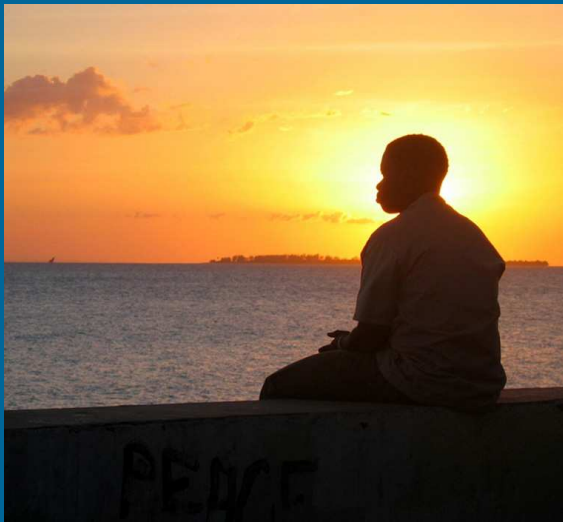
The branded experience

- General branding through icons for global audiences
- Specific branding for targeted audiences – selected media, mediators, storying activities
- Specific branding for tourists already in the destination – storying activities and sights

New Opportunities for Destination Branding

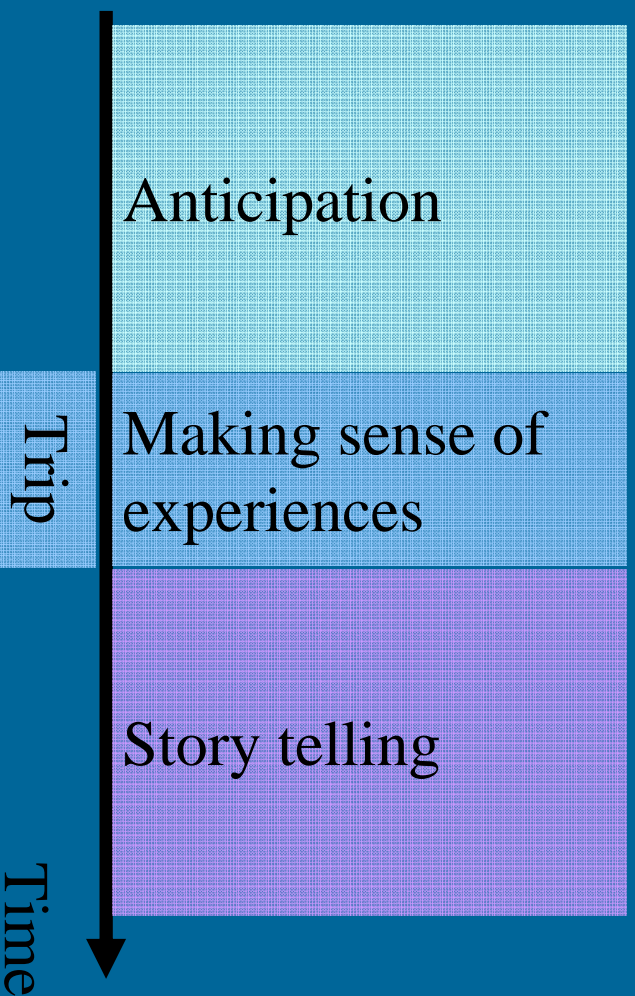
- Good reasons to visit: MICE, work, education, health
- Branded events: IOC, IMF, World Bank, FIFA, MTV Europe Music Awards
- Regional headquarters of targeted industries, particularly media companies: jobs, image and business travel
- Riding on other brands
- Sustained programmes: Professional bidders that approach local companies and industry groups

Can We Produce Branded Experiences?



- Experiences across time
- Experiences at different levels: immediate highs to sense of place
- Co-production of experiences
- **ACTIVE** mediation over time and place, thoughts and actions
 - Use brand stories as gaze lenses
 - Direct attention (need good guides, good props)
 - Reduce distractions (weather, bad services, etc)

The Emergent Branded Experience



The Challenges and Opportunities

- Tourism and tourists' time
- Importance of tourism mediators
- The mediation of tourism experiences
- The poetics and politics of destination branding

Hard Work and More Resources Needed But Also...

- *Strong* leadership and *active* coordination
- *Forceful* coordination and establishing symbiotic relationships amongst stakeholders; not just cooperation
- *Specifically planned* experience products
- *Targeted* initiatives
- A cut from the taxes collected through the tourism industry?

Thank you!



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