

The Chinese University of Hong Kong
Department of Geography and Resource Management
and
Master of Social Science in Sustainable Tourism Programme

jointly organize a seminar
by

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University of Lincoln, U.K



Designing the tourist experience: A marketing perspective

Abstract:

This seminar will critically review key concepts, themes and contemporary debates around the tourist experience by using a marketing perspective. Specifically, the aim of this communication is to present and discuss a framework for designing responsible tourist experiences through the theoretical lens of experiential and sensory marketing with links to environmental psychology. To this end, a section will depict particular external factors to the individuals that have been suggested as key to shaping compelling and responsible tourist experiences, regardless of their type, namely: sensory stimuli (physical and virtual), social elements, products, and themes. Practical case examples (destinations, firms, and attractions) will be offered to illustrate the referred marketing approaches to the different elements composing the tourist experience and its respective outcomes. This analysis considers the multi-phasic nature of the tourist experience, as well as the contribution of these contemporary marketing approaches to the creation of innovative offerings and communication strategies addressed to segments of visitors fitting sustainable tourism goals set by destinations and companies.

About the speaker:

Dora Agapito is a Senior Lecturer in Tourism and Event Management at the Department of Marketing and Tourism, Lincoln International Business School, University of Lincoln, United Kingdom. She has previously served as an Invited Assistance Professor at the University of Algarve, Portugal, where she received her PhD degree in Tourism. She is also a member of the Editorial Board of the international journal Destination Marketing & Management and a member of the professional body Travel and Tourism Research Association (TTRA). Agapito is an active consultant and academic conference speaker as well as a prolific writer. Her research interests and publications cover the areas of tourist experience, destination marketing management, consumer psychology, sensory experience, and rural tourism.

Date: 29 Apr 2019 (Mon)

Time: 4:30-6:00pm

Venue: CKB 221

Language: English

All are welcome!

For any inquires, please contact Prof. Johnson Chan at 3943 6233 or ccs_johnson@cuhk.edu.hk.