

# Discussion

Recall a web site of a tourism destination that you've just visited recently, it can either be a city or a country.

Q. How does the site tangiblize the experiences a visitor to the destination can expect.?

# Discussion

- Create a flow chart of ‘the dimension of brand personality’ of your attraction.
- Think about the distribution channels (e.g., web site, brochures, etc.) of you company/attraction. Explain how your company/attraction use appeal to different segments through the various channels. Give specific examples.

# New Product Development Process



# References

- Marketing for Hospitality and Tourism, 3/e by Kotler, Bowen & Makens
- Consumer Behavior, 8/E by Schiffman & Kanuk
- Consumer Behavior, 6/E by Michael R. Solomon, *Auburn University*
- Consumer Behavior, 6/E by Hawkins, Best, and Coney
- The Development and Management of Visitor Attractions, 2/E by Swarbrooke
- Rachel Chen's teaching, research, and project materials

***Thank you for your attention!***

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