



Why do we want to know customer satisfaction?

- Old economics considers that the value of a product can be represented simply by its price (Exchange value)
- Is this true?
- Today, people notice the importance of experiential value, due to the commoditization of products
- Experiential value: emotional value, such as satisfaction, which people gain through the use of product
 - Depends on the user and context

Which is the value of travel?

- Sum of what you have paid for hotels, airlines, and so on
- What memorial experience you've got



Value Co-creation

The value of product/service is not wholly made by producer (company), but it is created both by the producer and the consumer



Example of Value Co-creation

- Designed value co-creation
- Unintended value co-creation





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Important Lesson

- Tourist destinations do not have to prepare everything for entertaining tourists
- Rather, what they need is preparing hints and *traps* that stimulate tourists, motivate them to discover its attractiveness, and help them to communicate with other people
- In this sense, too much information that rules the behavior of tourists is not welcome



Tourist Information



First of all, image your target

- Children? Parents? Young couples? Use "Persona"!
- First comer? Repeater?
- What can be the trigger of their conversation



Serve human senses directly





Help tourists discover





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Make traps for stimulating tourists' curiosity



Today's Keywords

- Service engineering
- Behavior logging
- Persona
- Multi-agent simulation
- Satisfaction
- Exchange value & Experiential value
- Value co-creation

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Info about Final Exam

- I have to report the class score to AIMS office until Jan. 20 (tue)
- Thus, after the next lecture(Jan. 13), I will assign a "take-home exam" to you
 - Due: Jan 18 (Sun) 23:59pm
 - Answer whenever you want, but in one hour, without looking any material
 - Send your answer by email
- The last lecture will be Jan. 20
- No exam on Jan. 27