

EXPERIENCE ECONOMY, EXPERIENCE INDUSTRY AND EXPERIENCE PASTORAL TOURISM

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Abstract: This paper distinguishes between goods (merchandise or possessions) – whose purchase leaves the customer with a physical object to keep services (intangible, value-added activities that a company provides to its customers) – which leave the customer with something done for him or his possessions or on his behalf; and experiences (events or occurrences which leave an impression on someone – Dash, Dash & Sahoo, 2023) – which leave the customer with the memory of the encounter with the experience provider. The paper analyses the goods – services – experiences sequence in tourism following the pattern of experience economy.

• Introduction

To thrive in a world of economic competition, companies need to provide, besides goods and services, experience. This is experience economy. Pine II & Gilmore (1998, 98) made the necessary economic distinctions between commodities, goods, services, an experience from the perspective of an economic offering (Table 1) and emphasised that "An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event."

Experiences are characterized by:

- Customer participation;
- Connection.

To function, experiences must be deliverable, be new, engage, involve learning, meet a customer's need (i.e., have personal relevance), surprise, and work.

Table 1. Economic distinctions in the progression of economic value

"Economic Offering"	"Commodities Extracted"	"Goods Made"	"Services Delivered"	"Experiences Staged"	"Transformations"
"Economy"	"agrarian"	"industrial"	"service"	"experience"	"transformation"
"Economic Function"	"extract"	"make"	"deliver"	"stage"	"lead"
"Nature of Offering"	"fungible"	"tangible"	"intangible"	"memorable"	"effective"
"Key attribute"	"natural"	"standardised"	"customized"	"personal"	"individual"
"Method of Supply"	"stored in bulk"	"inventoried after production"	"delivered on demand"	"revealed over duration"	"lasting over time"
"Seller"	"trade"	"manufacturer"	"provider"	"stager"	"generator"
"Buyer"	"market"	"user"	"client"	"guest"	"aspiring transformers"
"Factors of Demand"	"characteristics"	"features"	"benefits"	"sensations"	"effects"

• Material and method

The material use in this study consists in articles and books on experience economy, experience industry, and experience tourism. The research methods used are the bibliographic method and the comparative method (are compared the three aspects mentioned above to identify the evolution experience economy to experience tourism).

• Results and discussions

Tourists (particularly cultural tourists) "play a major role in the development of the experience / experiential tourism" ("tourism with a strong appeal to the emotions of visitors" – because they are increasingly experience-hungry consumers. According to Richards (2001), in experience tourism, "passive consumption of cultural services is shifting towards more participatory forms of consumption – doing, interaction, learning." Thus, from a tourism point of view, experience belongs to educational tourism, escape tourism, cultural tourism (for the aesthetic component), and entertainment tourism. In tourism, there are four levels of hierarchic expectations (conditioned by oral information, past experiences, personal needs, and trade information) in terms of leisure activity :

Form of the activity: requirements that apply during a visit to a tourism site: various forms of activities offered at the museum, specific motives which persuade someone to visit the site, and the feeling of satisfaction experienced by participating in this type of activity;

Place where this activity is carried out and visitors' expectations toward the place of the activity itself: the context in which a given activity takes place (environmental, organizational, and social);

Experiences and sensations resulting from the activity and associated with its environs: what the tourist feels when he participates in a certain activity in a certain place (feelings, reactions, sensations, thoughts);

Benefits from that activity: various social or psychological benefits resulting from participating in each activity.

Thus, in experience tourism, tourists anticipate and plan, participate and enact, and tell travel tales. During the experience, they go from activity to benefits (Figure 1).

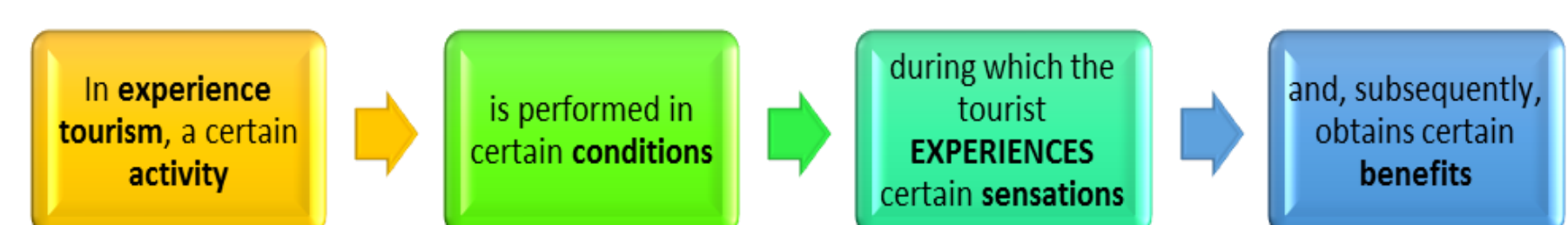


Figure 1. Route map in experience tourism

• Conclusions

The following conclusions can be drawn from the presentation above:

- In both economy and tourism, there is a distinction between goods, services, and experiences;
- Experience is of paramount importance in both economy and tourism;
- Progression of economic value goes beyond experiences, and it consists in commodities, goods, services, experiences, and transformations.