

What influences tourists' overall holiday experience? Tourism company products versus destination products

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Abstract

There are as yet to our knowledge no systematic investigations comparing the effects of specific tourism company product and total destination product components on tourists' experience. The current study addressed this particular issue, based upon a convenience sample of 867 tourists visiting Northern Norway in the summer of 2011. The study results indicated that the effect of the company product components was indeed much greater than that of the destination product on the tourists' overall holiday experience. Further analysis revealed that three of the product components related to the tourism company (personnel, information, and product variety) and three of those related to the destination (transport to destination, accommodation, and restaurant/dining facilities) had a significant influence on the tourists' overall holiday experience. Theoretical and practical implications of the study are also discussed.

Keywords: tourist company, destination, product, experience, Norway.

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