

Statia Elliot Research Profile Video

Descriptive Transcript

Summary

Statia Elliot discusses her research outside of Macdonald Stewart Hall at the University of Guelph. The video starts with a title slide featuring the College of Business and Economics logo, the title of the video series "Research with Impact" and information about Statia Elliot, Research Fellow in Market Dynamics, School of Hospitality, Food and Tourism Management.

Transcript

I'm Statia Elliot and I'm the Director of the School of Hospitality, Food and Tourism Management, and I'm also a Research Fellow at the College of Business and Economics. My research focuses on the product side of tourism which for almost every tourism experience comes down to place geographic place or destination and specifically tourism destination image because it's the image of place that influences travelers to select a destination or not. We can actually look at geographic places as brands Guelph is a brand, Toronto is a brand and consumers or potential travelers will actually assess in very similar ways. They'll look at the dimensions of a geographic place in terms of cognitive elements, effective elements much like they would a brand and if they have positive associations with a place, a place brand if you will they're more likely to travel to that place. Canada does really well on the effective measures of image we're friendly, we're nice but not so well on the product side and that's where we need to improve. Anybody who is interested in attracting visitors to their business or their location, I would hope would benefit from my research. It's giving them information about what dimensions of a brand are influencers for tourists so they can strengthen their brands and what dimensions of brands are weaker and really should have less emphasis in their campaigns. In the end I hope my research builds Canada's tourism industry that we see more people coming, staying longer, spending more and that there's a benefit to the suppliers of tourism product and a benefit to the visitors who come and experience something really great.