Enhancing the tourism experience - theory & practice
Presentation outline

– Autobiographical narrative
– The experience economy
– The tourism experience – past & present
– Examples of design experience
– Bridging theory & practice
Autobiographical narrative

– Life narrative
– Travel narrative
– Treasured memories
The experience economy

- Service economy → experience economy
- Consumption economy
- The “Starbucks effect”
The tourism experience – past & present
Destinations everywhere are promoting experience

• Source: the Guardian 2013
Industry visionaries started early
Quotations

– Memorable experiences as the essence of hospitality (Pizam 2010).
– High-quality, memorable experiences as the essence of tourism (Ritchie, Tung & Ritchie 2011)
– Tourists are seeking authentic experiences (McCannell 1973)
Evolution of tourism experience research

1. Sowing the Seeds of "the Experience"
   Csikszentmihalyi (1975)

2. A Phenomenology of Tourism Experience
   Cohen (1979)

3. Nurturing the Experience Seeds:
   The Quality Service Transaction
   SERVQUAL
   Berry (1981)

4. Breaking the Dam Concept
   Concept of Product
   Concept of Experience
   Holbrook and Hirschman (1982)

5. Branding, Marketing & Managing the Delivery of "The Experience"
   O'Sullivan and Spangler (1998)
   Pine and Gilmore (1999)
   Schmitt (1999)
   Ford and Heaton (2000)
   Marconi (2005)
   IACVB (2005)
   Denove and Power (2006)

6. The MEMORABLE Experience

7. The EXTRAORDINARY Experience

8. Understanding and Providing a
   QUALITY
   EXPERIENCE
   Jennings and Nickerson (2006)

9. Conceptual Framework of the Tourism Experience
   Oh, Fiore and Jeong (2004)

    Otto and Ritchie (1996)

11. Researching and Managing a Satisfactory Experience
    Ryan (1995)
Tourism experience research (ctd)

• More “typologies” than concepts
  • Backpacker
  • Ecotourism
  • Farm tourism
  • Adventure travel
  • Cultural tourism

• Passive to co-creation
Co-creating the destination experience

Managing memories

– Long term memory (acquisition, retention & retrieval) facilitates memorable experiences

– Practitioners should not only help tourists to recollect or ‘retrieve’ their memories, but engage during the acquisition & retention stages

   – Source: Tung & Ritchie (2012)
Transformative tourism experiences (TTEs)

- Transformation or "meaning-making" occurs AFTER travel
- "Triggering" episodes at/towards the end of the trip.

Source: Kirillova, K (2015)
Embodiment – acknowledging the sensory

– Bodily experiences \(\rightarrow\) knowledge of places & environments

– Sounds, smells, tastes & touch as well as the visual \(\rightarrow\) sensescapes

– Designing for flow - constant flows of conscious thoughts & feelings
Examples of experiential tourism in action
Example 1 – experiential tourism in Thailand
Creative Tourism Experience in Thailand

Make your vacation a life-enriching experience.

There is a part of you that you have yet to discover

Most of the time, you travel to discover new places. What if you could discover another side of you during your journey? Through creative tourism experiences, visitors to Thailand can expect life-enriching lessons that reveal undiscovered parts of themselves. From craft-making to Thai boxing, agriculture, like rice farming, to traditional massage and preparing our renowned cuisine, local experts are eager to share their knowledge. Learning opportunities in Thailand abound, in a wide range of school settings, be that a kitchen, boxing ring or mat on a floor.

Learning opportunities with experienced instructors abound, in a wide range of school settings, be that a kitchen, boxing ring or mat on a floor.

Thai cuisine is world renowned. Thai massage is appreciated around the globe, and Thailand’s national sport, Muay Thai, leaves spectators in awe and practitioners more confident. All are available for study, and you can increase your immersion in Thailand through a homestay that lets you gain a new appreciation for Thai culture.
Thai cooking is within the grasp of anyone with chefs welcoming visitors into their kitchens to learn the secrets that make Thai cuisine so delicious.

As you well know, it tops the list of the world’s favorite foods, and visitors can learn how to prepare an array of dishes and take this skill home.

There are courses for all tastes, from one-day classes to weeklong courses. Most have only a handful of students, and with each receiving personal instruction from the chefs, you’ll appreciate you’re new and practical skills as well your family and friends.
Thailand (ctd)

RICE FARMING

Thailand feeds the world as the top rice exporting country, and you can learn what it takes to harvest the crop as well as gain a deep appreciation for tilling the soil and caring for the land that sustains us.

As the country’s staple food, rice is at the heart of Thai culture. Farmers have passed on their rice growing skills for generations, since they first began planting rice more than 5,500 years ago. Thai life revolves around the rice seasons. Planting in May through July when the rains start signaling the end of the dry season, the rice is ready for harvest in October or November.

The Land of Smiles offers numerous places to learn about rice farming and even work with farmers. Such a learning experience can bring knowledge along with fun when you are on holiday in Thailand.
Story

» THAI MASSAGE

Thai massage is another valued skill family and friends will appreciate. Learn about energy meridians and techniques to open up sen lines, the invisible energy channels that flow through the body. Studying Thai massage is a holistic journey that undoubtedly leads to greater wellness and longevity. After receiving a Thai massage, people have increased energy as well as decreased stress and muscle tension. And the person giving the massage also gains from the experience, including the pride that can only be felt by a healer. Those feelings of compassion and giving kindness are invaluable.
Example 2 - Voluntourism

THE VOLUNTOURISM EXPERIENCE LIFE CYCLE

- Future Participation Phase
- Trip Determination Phase
- Trip Selection Phase
- Post-Trip Phase
- Trip Participation Phase
- Pre-Departure Phase

Photo Courtesy of La Confluencia
Example 3 - food tourism

- 1st generation - “by producers for consumers”
- 2nd generation – co-creation & the “rise of the foodie”
- 3rd generation “gastronomic experiences” & “foodscapes”

- Source: Richards (2015)
Food tourism education as experience

“IT HAS GIVEN ME A GREATER APPRECIATION OF FOOD SUSTAINABILITY, EVENT AND DESTINATION MARKETING, MANAGEMENT PRINCIPLES, FOOD WRITING AND RESTAURANT REVIEWING”

ANGELA DICKER
CURRENT STUDENT
LE CORDON BLEU MASTER OF GASTRONOMIC TOURISM
Example 4 – Heritage Tours in Macau

Take Selfies to Win Prizes (1).mp4
China experience hardware
Experience hardware
Experience hardware (ctd)
Experience hardware (ctd)
Experience hardware (ctd)
Future directions

– Practitioners & scholars
– China & the West
– Cross-disciplinary insights
– The experimental method
– SoLoMo