



Tourism Experience

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From
Tourism experience designer/planner/marketer

To
Tourism experience researcher



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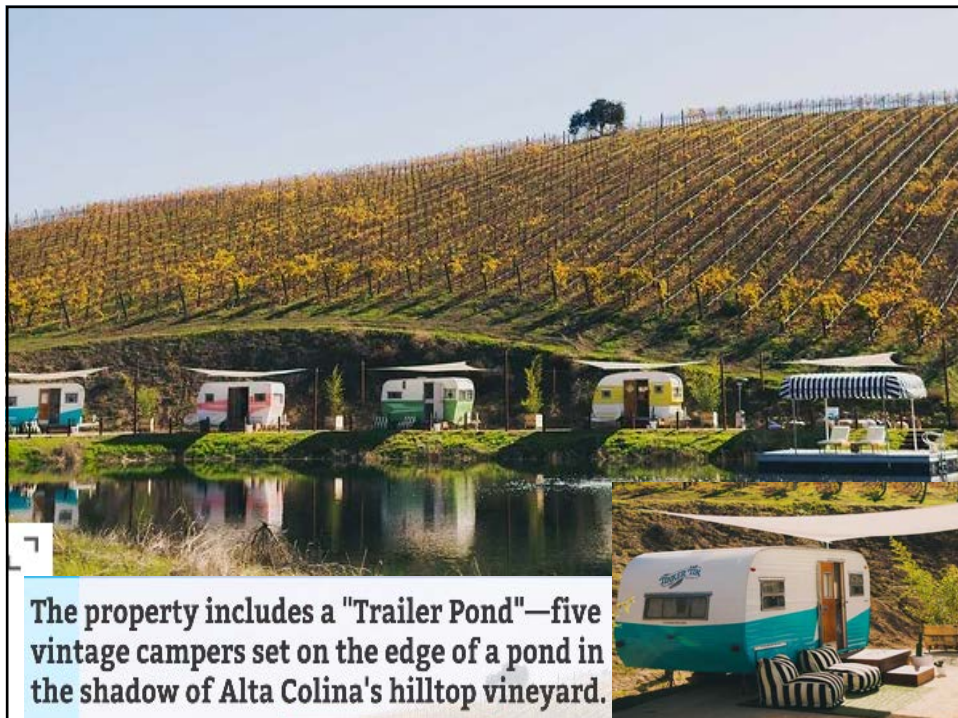
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A focal point

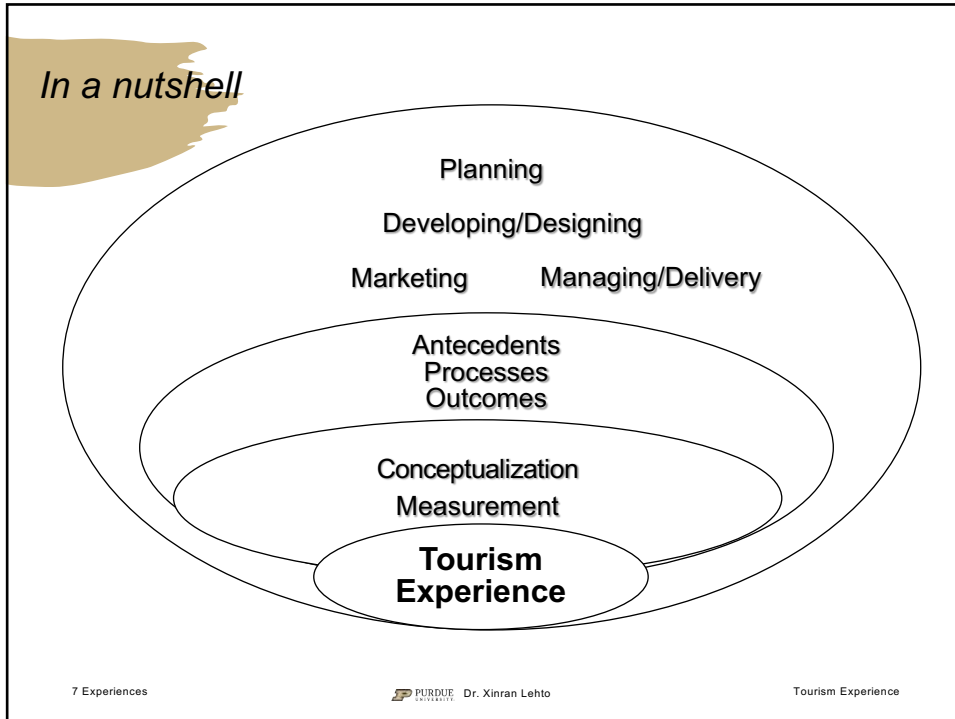
Tourism experience is a focal construct for the field of tourism and hospitality management and studies.

We are concerned with understanding, designing, marketing, managing, and profiting from, such experiences.

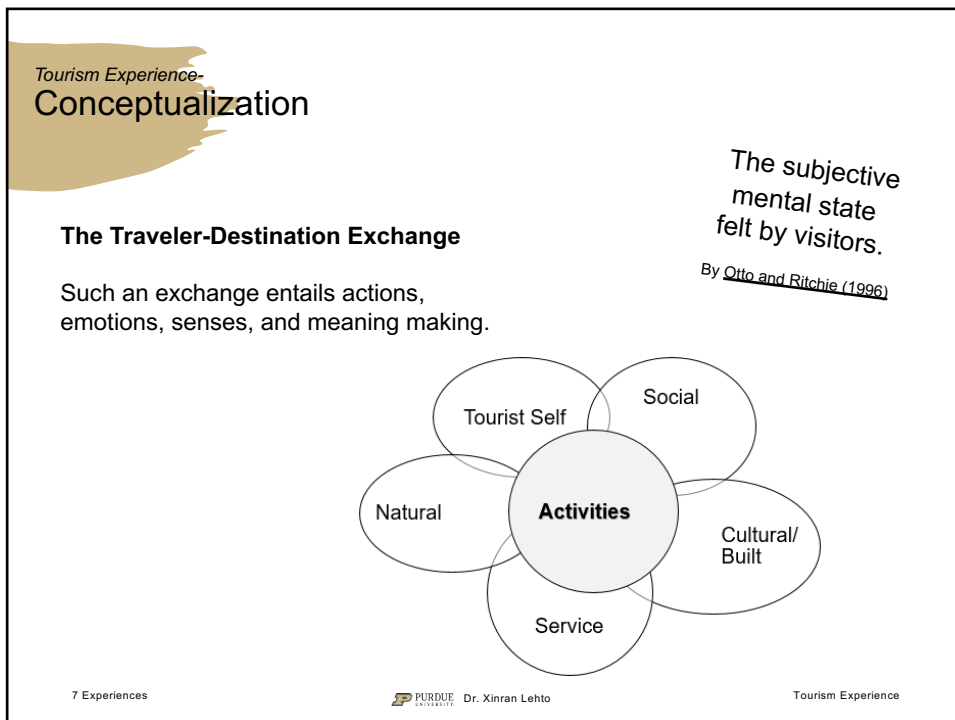
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Tourism Experience-
Activity

Smoked Sauna
Lake-jumping
Outdoor toilets

“*Sisu!* The moment I jumped into the frigid lake naked, I felt completely free. There is nothing I can’t do!”

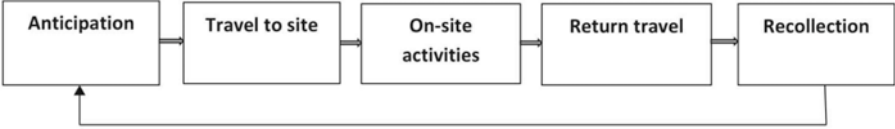


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TOURISM EXPERIENCE –
Conceptualization

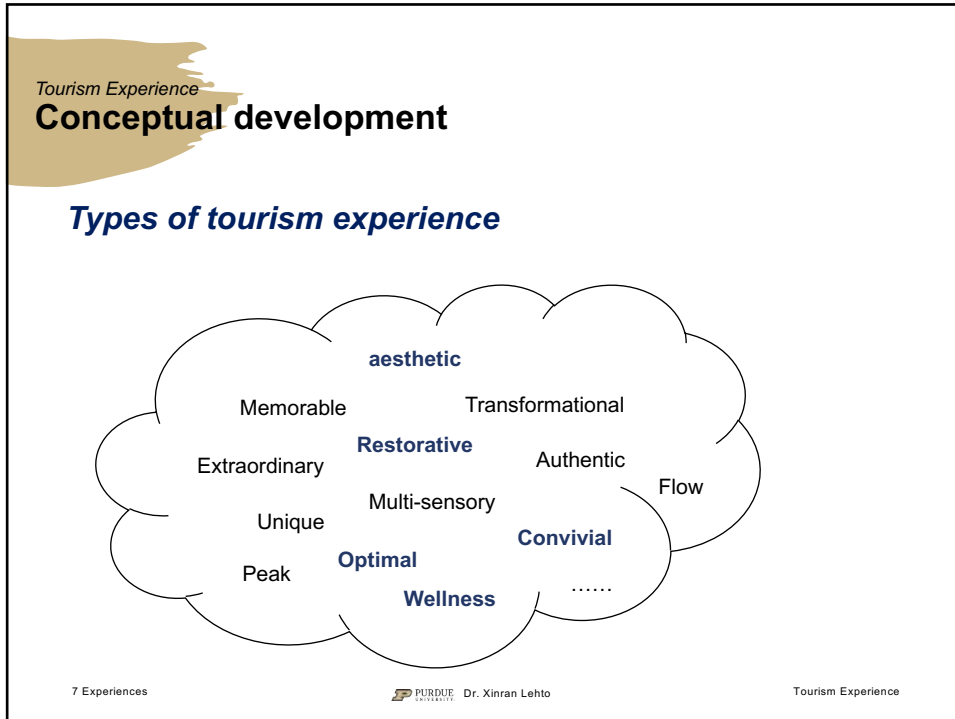
We conceptualize tourism experience as comprised of the entirety of multiple stages of a trip, spanning from pre-trip engagements, onsite engagements, and the trip re-collection.



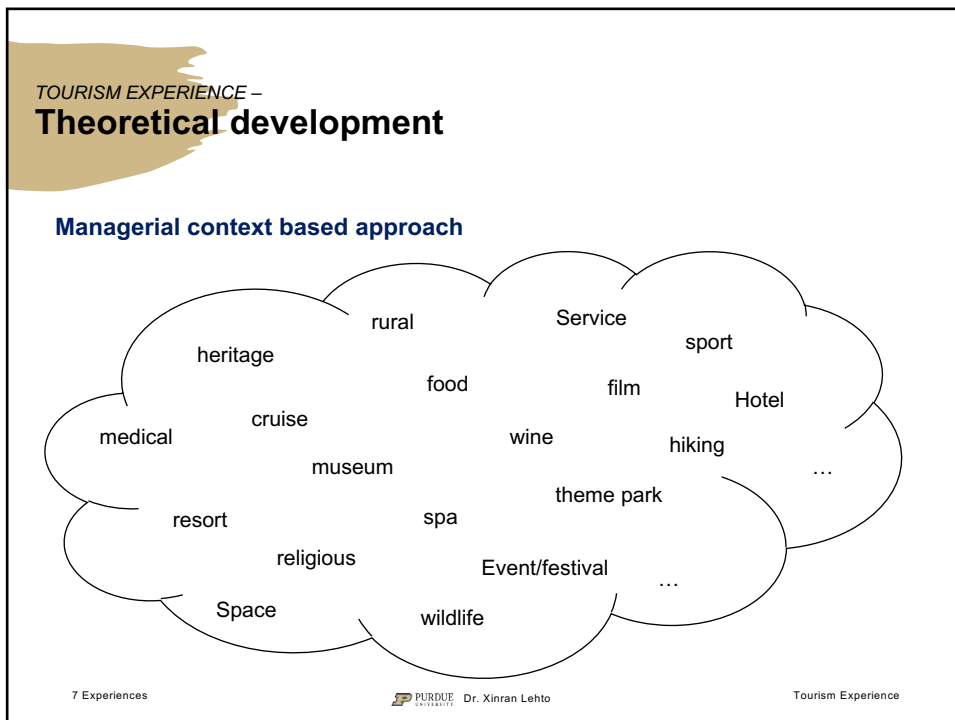
Clawson and Knetsch (1966) - five phases

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TOURISM EXPERIENCE
Methodology

Qualitative + **Quantitative**


Phenomenological
 Ethnographic
 Netnographic
 Autoethnographic

Survey
 Experiment/scenario based

Technology-enabled: e.g. eye-tracking/biometric data, virtual reality/simulation, big data/ surveillance ...

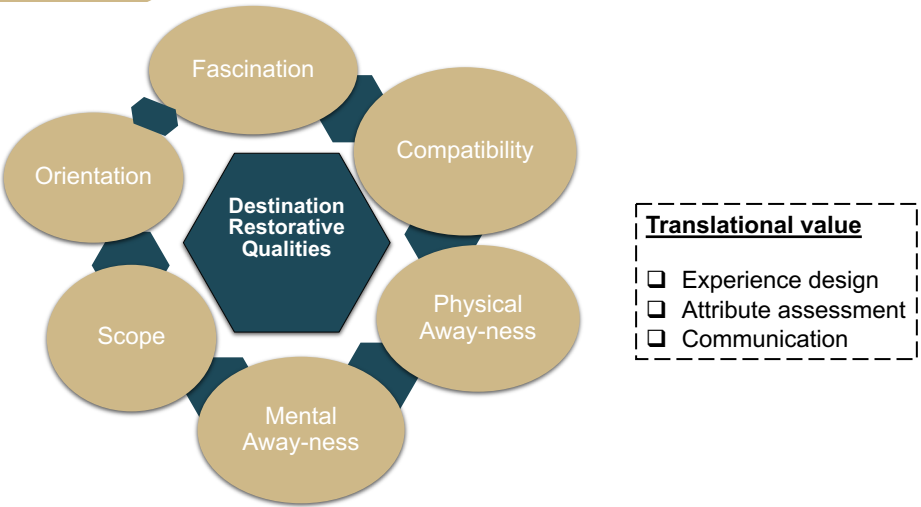
Data analysis

Content Analysis (theme identification), Factor Analysis, Correspondence Analysis, Cluster analysis, MDS, Structural Equation modeling (SEM), Social Network Analysis, Multiple Regression, Mediation Analysis, Big data analytics

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Restorative experience
 (Lehto, 2013)




Destination Restorative Qualities

- Fascination
- Compatibility
- Physical Away-ness
- Mental Away-ness
- Scope
- Orientation

Translational value

- Experience design
- Attribute assessment
- Communication

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Destination aesthetic judgement

What makes a destination beautiful? Dimensions of tourist aesthetic judgment
(Kirinova, Fu, Lehto, & Cai, 2014)

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Experiencescape

(Mody, Suess, & Lehto, 2017)

Expand the Pine and Gilmore's model

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Design wellness experience

(Lehto & Lehto, 2019)

Drawing from environmental psychology, industrial engineering and ergonomic perspectives, we address how best to leverage design factors to deliver, communicate, and sustain health and wellness benefits of tourism.

Turning maintenance time into productive time via design

- ❑ Overreliance on digitalization and automation
- ❑ Over-standardization

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Traveler-facing technology and tourism experience

(Anaya & Lehto, 2020)

Connectedness vs. tech mediated isolation?
Spontaneity vs pseudo-spontaneity?

The diagram illustrates the flow from TFT (Traveler-facing Technology) to Tourism Experience. It shows TFT influencing Place, which leads to Tourism Experience. Another path shows TFT influencing Self and Others, which leads to Tourism Experience. A third path shows TFT influencing Impairment, Travel Capability, and Enhancement, which leads to Tourism Experience. There are also feedback loops from Tourism Experience back to TFT.

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Convivial tourism
(Lehto, Davori, & Park, 2020)

Tourism design

Traveler wellness **Community wellness**

Co-live
Co-create


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What's to come: Tourism experience research in context

- 5G, Alexia, Robots, and Internet of Things
- Virtual and augmented realities
- Privacy, convenience, and efficiency?
- Humans on Mars & orbital vacations
- Environmental stress
- Pandemic outbreak

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**Thank you
and
Boiler Up!!**



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