

► Interpreting Tourists Experiences from First-Person Stories

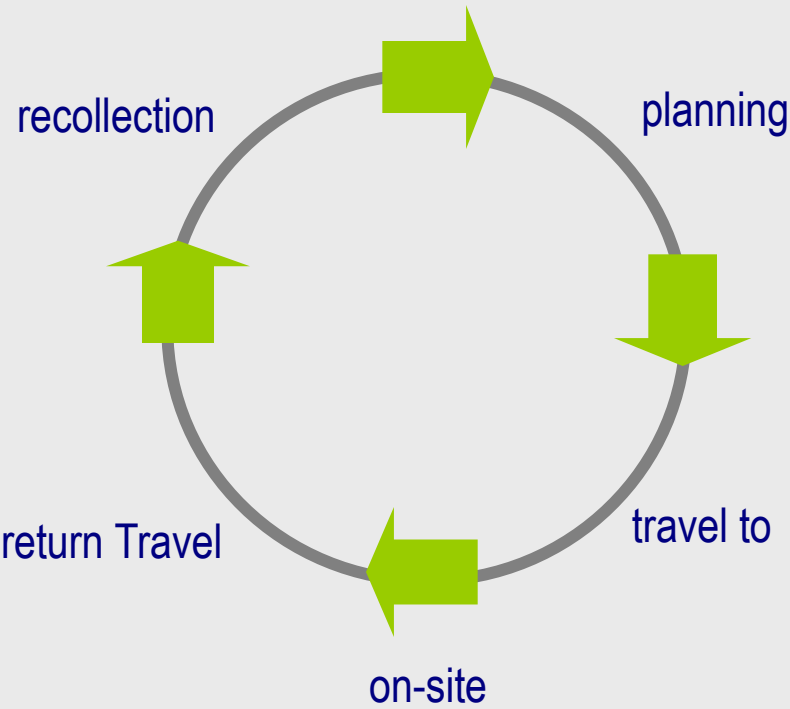


a foundation for mobile guides



- 1 research background
goals
- 2 theoretical foundation
- 3 data collection
analysis procedure
- 4 key research findings
- 5 implications
concluding remarks

contents



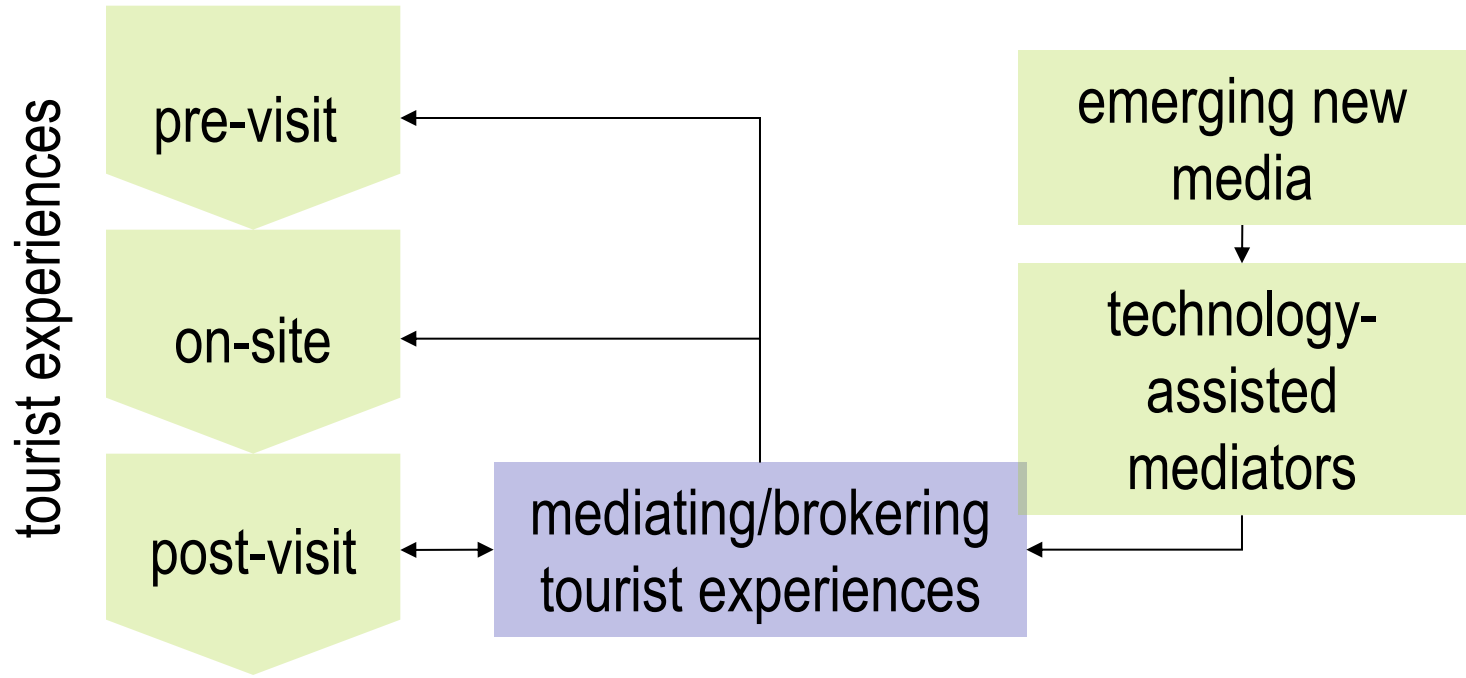
tourists experiences

temporally & chronologically defined:

- anticipatory phase
- experiential phase
- reflective phase

spatiotemporal movements

tourists experiences



experience mediation mechanism

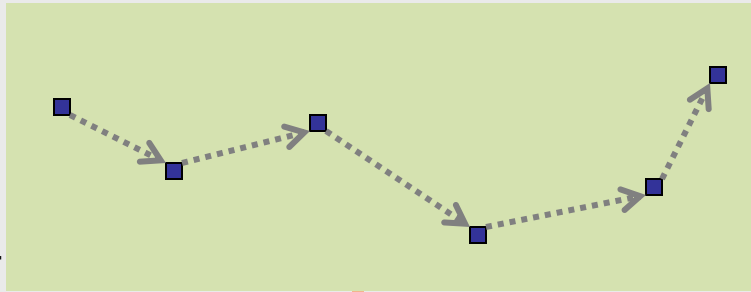
a time point

space

■
(x,y)

a time interval

space



“a process of moving from one destination to another during a certain time interval.”

Xia, Ciesielski, & Arrowsmith, 2005

tourist-activated networks

tourists' spatiotemporal movement



method:

→ **netnography**

“an ethnographic study in cyberspace.”

Kozinets, 2002

→ conducted in blogosphere

finding diverse stories to provide detail & in-depth insights on tourists' experiences

data collection



Web

Philadelphia Travel Blogs

The **Philadelphia** Museum of Art and a Moose from: "Eye of the Tiger" By KiwiAngela. No Information Links: **Philadelphia Travel Blogs** (90) | **Philadelphia ...**

www.travelblog.org/North-America/United-States/Pennsylvania/Philadelphia/ - 36k - [Cached](#) - [Similar pages](#) - [Note this](#)

Days 19 & 20 Philadelphia and Citizens Bank Pall Park

We came into downtown **Philadelphia** around noon and found a place to park that was close to Independence Mall where all the historical sites are located.

www.travelblog.org/North-America/United-States/Pennsylvania/Philadelphia/blog-159069.html - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

Travels of Lizzie Bean

In addition to posts in the Pixelheadonline.com **blog** about the Expo, the restaurants that we ... Labels: **Philadelphia** Hotels, vacation jets airline **travel ...**

lizzies-travels.blogspot.com/ - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)

RealTravel - Philadelphia Travel Blogs | Philadelphia Travel Blog

Plan a trip to **Philadelphia** with insights from RealTravelers like you. Browse top rated **travel blogs** and price compare vacations across multiple sites.

realtravel.com/philadelphia-pennsylvania-travel-blogs-d17998-3.html - 343k - May 23, 2007 - [Cached](#) - [Similar pages](#) - [Note this](#)

Keyword search (Google™)

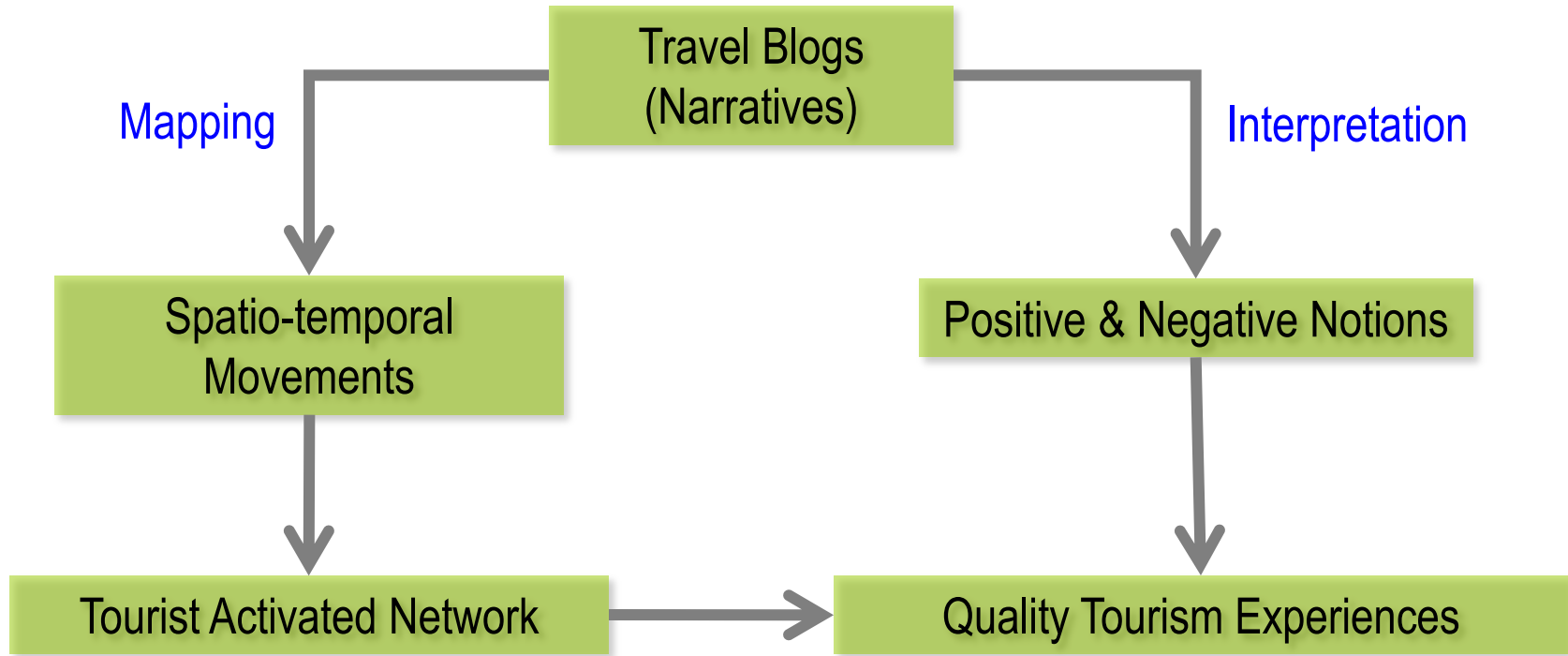
Search results:

Travel blogs, general blogs, blog section on official or independent personal websites

Selection criteria:

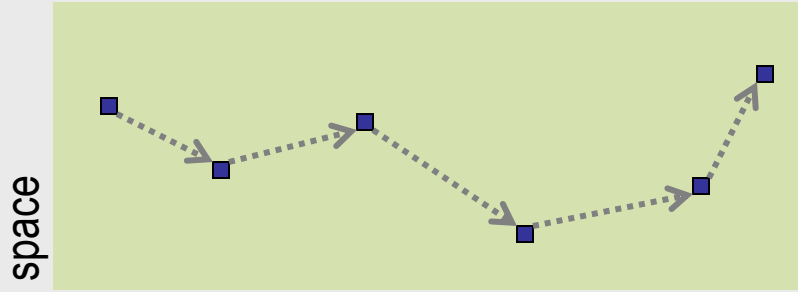
- First-Person
- Explanations on spatiotemporal movement

data collection



analysis procedure

a time interval



temporal sequence

time interval: morning (1),
afternoon (2), evening (3)

→ Extracting exact matching words,
time points, reference to situations.

spatial sequence

districts: A, B, C, D...

→ Extracting exact matching words,
reference to places.

analysis procedure

Philly! (song in IMAX almost as annoying as "Hersey's Chocolate".)



Old meets New

Yes the Philadelphia trip yesterday was a success! I was hyper from a Starbucks Frappuccino and as excited as a small child in a Disney World.

The train trip was grand, I goofed off with Gem, ate candy, read my "Sayings of Muhammad" book noting some of the...interesting things he had to say about hygiene and what.

We hit the Liberty Bell first, and then left our mark on Independence Hall. Then we took a stroll pass the horse carriages to Washington Square. Here we saw the Tomb of the unknown soldier and the eternal flame (which was out). Then onward to the bench where we had "Pigeon Time" with Gem's cam.

Then we were hungry so we walked to the Gallery and ate chicken. Following lunch was a brisk walk to The Franklin Institute! Go there or be square. Here we had some interesting ventures, including spinning around in the lobby, lap dancing up and down Benny Frank's stairs, and staring at the pendulum. Of course we look at all the cool science exhibits, the planetarium, and an IMAX show "Mysteries of Egypt". Now I want to learn about Egypt and buy Egyptian stuffs. I tried in the FI store but to no avail, no one was available to tell me the price of the hot Egyptian earrings in the window. I was sad and didn't want to leave but we did.

And so the rest goes as follows, Suburban Station > Food Court> Train> Gem house > My house > passout.

Overall a GRANDTASTIC day.

Published per Ora Rajwa to 1603



Ora's Temporal Sequences: 1122

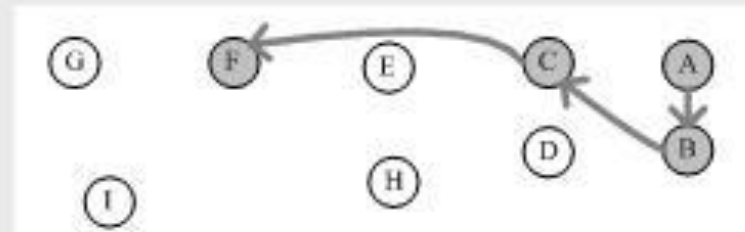
Morning (1)

The Liberty Bell
Independence Hall
Washington Square

Afternoon (2)

The Gallery (Lunch)
The Franklin Institute

Spatial Sequences: ABCF



analysis procedure



Tourist-Activated Networks in Philadelphia

- 7 Patterns (half-day and one-day tours)
- Number of nodes: 2-4
- Most visited district: Historic/Old City
- Moving around in a district for an entire time interval

Movement Categories:

- Concentric or unrestricted destination-wide movements

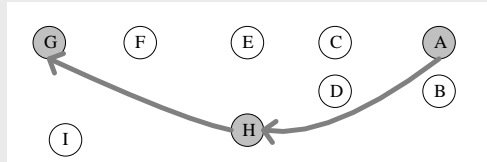
research findings

Robert's

Temporal Sequences: 122

Morning (1)	Afternoon (2)
National Constitution Center Christ Church Cemetery Betsy Ross House	City Tavern (Lunch) Whalebone Alley Mummer Museum Eastern State Penitentiary

Spatial Sequences: AHG

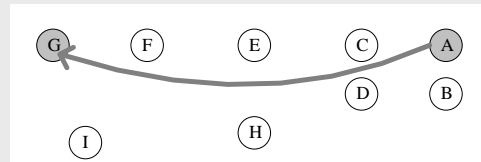


Novel's

Temporal Sequences: 12

Morning (1)	Afternoon (2)
National Constitution Center Museum of the American Philosophical Societies Independence Hall	Art Museum

Spatial Sequences: AG

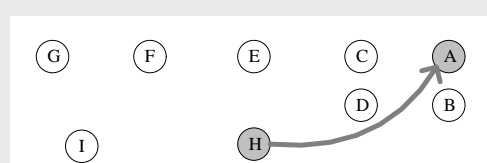


Christie's

Temporal Sequences: 22

Morning (1)	Afternoon (2)
	Pat's (Lunch) Independence Hall Franklin Court The US Mint

Spatial Sequences: HA

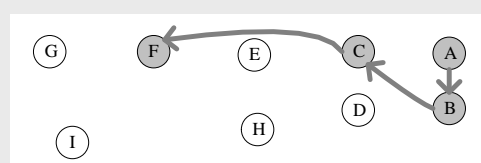


Ora's

Temporal Sequences: 1122

Morning (1)	Afternoon (2)
The Liberty Bell Independence Hall Washington Square	The Gallery (Lunch) The Franklin Institute

Spatial Sequences: ABCF

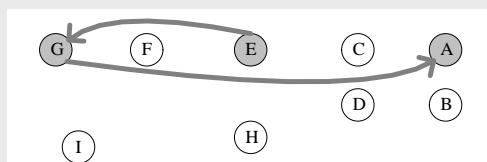


Jennifer's

Temporal Sequences: 112

Morning (1)	Afternoon (2)
City Hall Love Park Art Museum	Independence Hall

Spatial Sequences: EGA

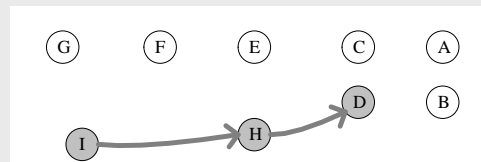


Frank's

Temporal Sequences: 122

Morning (1)	Afternoon (2)
City Hall Love Park Art Museum	Independence Hall

Spatial Sequences: IHD



Districts:

A: Historic Area/Old City B: Washington Square C: Convention Center D: South Street E: City Hall
F: Logan Square G: Art Museum H: South Philadelphia I: Other Greater Philadelphia Area



Critical moments:

- Upon arrival: finding location
- Spontaneous trip: finding activities

“When I got into the city and I surfaced from the train, I was a bit uneasy. I had asked questions on how to get to the hotel. You know “left, left then straight, two blocks” I never get these right.” – Meadow

tourists' problems



On-site information needs:

- No sources, Insufficient information
- Way of delivery

“We had to practically beg them to explain anything to us at the Franklin sites” – Christie

tourists' problems



more findings

Activity level:

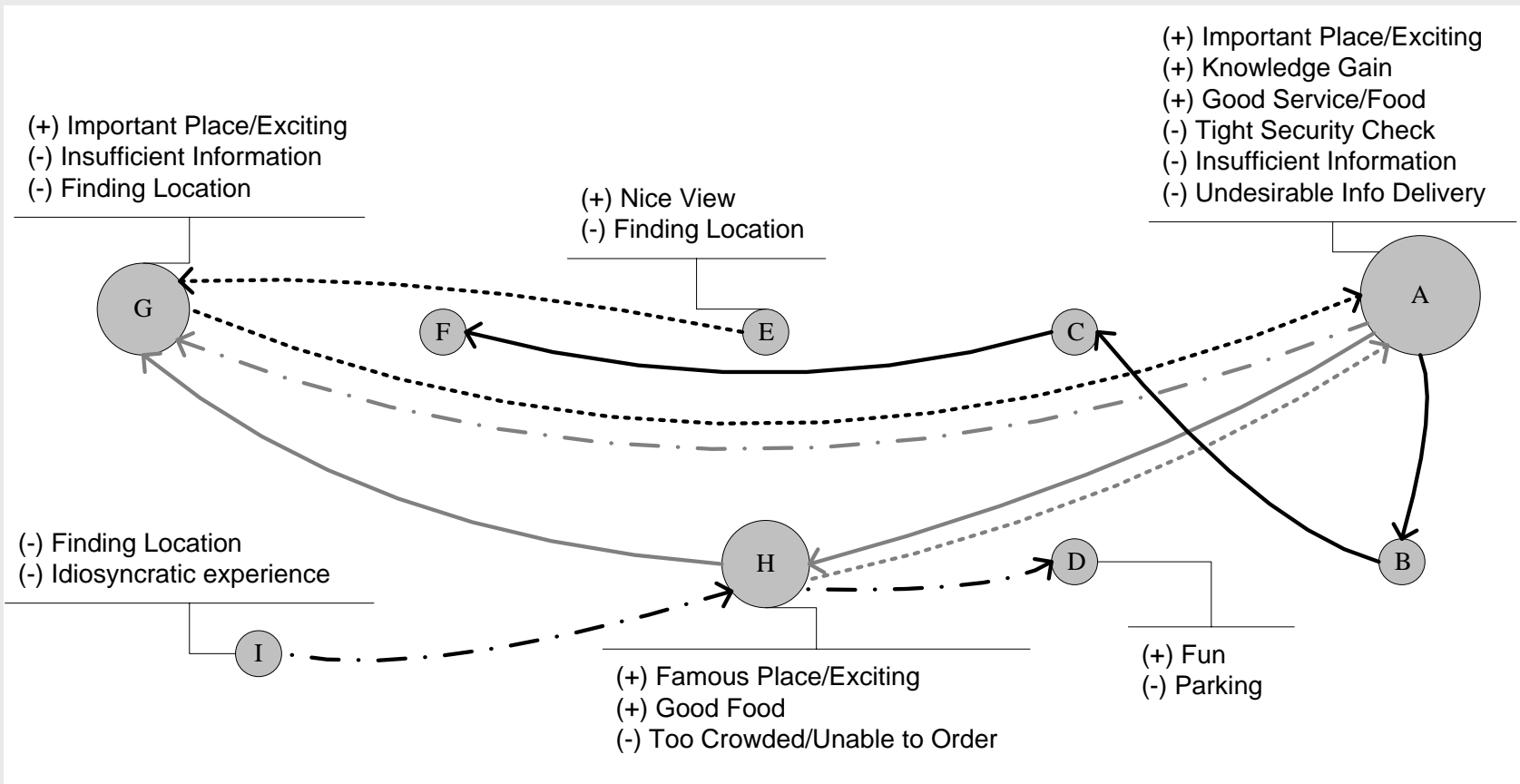
→ “walked by,” “toured briefly,” “checked out the gift store.”

→ Related with the length of stay

Satisfaction:

→ Determined by the perceived quality of the trip experience

“I got excited. I mean...this is an important place!” – Novel
“My lobster pot pie was delicious.” – Robert
“...the view is indeed really nice.” – Jennifer



Districts:

A: Historic Area/Old City **B:** Washington Square **C:** Convention Center **D:** South Street **E:** City Hall
F: Logan Square **G:** Art Museum **H:** South Philadelphia **I:** Other Greater Philadelphia Area

positive & negative notions



Arrival:

- Self orientation & navigation
- Broadcasting mechanism for immediate assistance

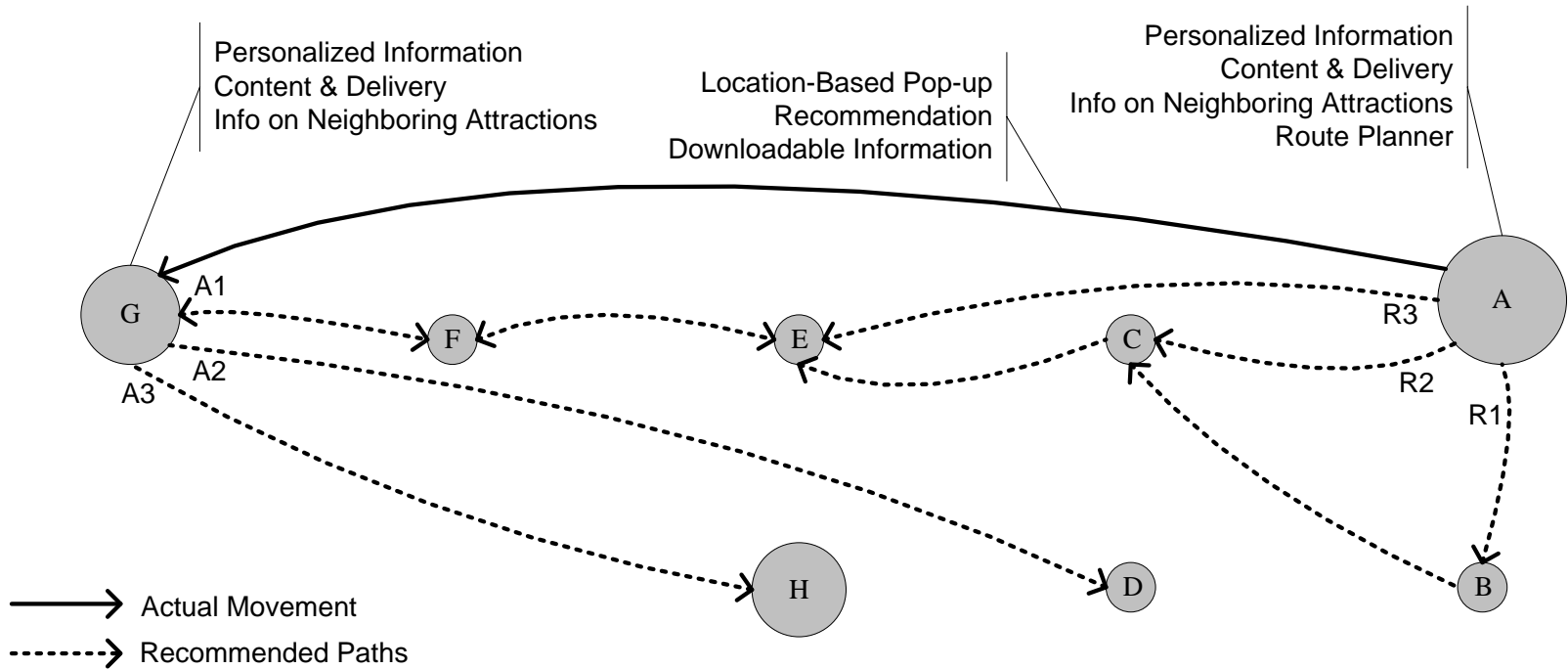
Spontaneous trips, richer networks:

- Recommendation system, Inspirational features, location- & time-aware applications

Knowledge gain:

- Personalized in-depth information and way of delivery

implications for mobile technology



Districts:

A: Historic Area/Old City **B:** Washington Square **C:** Convention Center **D:** South Street **E:** City Hall
F: Logan Square **G:** Art Museum **H:** South Philadelphia

implications for mobile technology

**T h a n k
Y o u**

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