Interpreting Tourists Experiences from First-Person Stories

a foundation for mobile guides
contents

1. research background goals
2. theoretical foundation
3. data collection analysis procedure
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tourists experiences
temporally & chronologically defined:

- anticipatory phase
- experiential phase
- reflective phase

spatiotemporal movements
experience mediation mechanism

pre-visit

on-site

post-visit

mediating/brokering tourist experiences

emerging new media

technology-assisted mediators

tourist experiences
tourists’ spatiotemporal movement

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

Xia, Ciesielski, & Arrowsmith, 2005
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
Keyword search

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:

1. **Spatio-temporal Movements**
2. **Tourist Activated Network**
3. **Travel Blogs (Narratives)**
4. **Positive & Negative Notions**
5. **Quality Tourism Experiences**
6. **Interpretation**
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
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 past 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, tap 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 earnings 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 -> pass out.

Overall a GRANDTASTIC day.

Published by Ora Najwa on 16:02
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
Robert’s
Temporal Sequences: 122
Spatial Sequences: AHG
Morning (1)
National Constitution Center
Christ Church Cemetery
Betsy Ross House
Afternoon (2)
City Tavern (Lunch)
Whalebone Alley
Mummer Museum
Eastern State Penitentiary
Novel’s
Temporal Sequences: 12
Spatial Sequences: AG
Morning (1)
National Constitution Center
Museum of the American Philosophical Societies
Independence Hall
Afternoon (2)
Art Museum

Christie’s
Temporal Sequences: 22
Spatial Sequences: HA
Morning (1)
Pat’s (Lunch)
Independence Hall
Franklin Court
The US Mint
Afternoon (2)

Ora’s
Temporal Sequences: 1122
Spatial Sequences: ABCF
Morning (1)
The Liberty Bell
Independence Hall
Washington Square
Afternoon (2)
The Gallery (Lunch)
The Franklin Institute

Jennifer’s
Temporal Sequences: 112
Spatial Sequences: EGA
Morning (1)
City Hall
Love Park
Art Museum
Afternoon (2)
Independence Hall
Frank’s
temporal Sequences: 122
Spatial Sequences: IHD
Morning (1)
City Hall
Love Park
Art Museum
Independence Hall

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
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
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

more findings

“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:

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F: Logan Square  G: Art Museum  H: South Philadelphia  I: Other Greater Philadelphia Area

(-) Idiosyncratic experience

(+): Important Place/Exciting
(+): Knowledge Gain
(+): Good Service/Food
(-): Tight Security Check
(-): Insufficient Information
(-): Undesirable Info Delivery

(-): Finding Location

(+): Nice View

(-): Finding Location

(+): Famous Place/Exciting
(+): Good Food
(-): Too Crowded/Unable to Order

(+): Fun

(-): Parking
implications for mobile technology

**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

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Thank You

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