PERSONAL TECHNOLOGY & TOURISM EXPERIENCE

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WHO AM I?
B. Eng. in Regional & City Planning
Tourism development and regional economics
Flow and mobility

M. Eng. in Engineering Economics
Tourism development project management
Productivity, human systems engineering

Ph.D. in Human – Social Information Sciences
Destination choice
Information search
RESEARCH INTERESTS

**CHOICES**
- How tourists make decisions.
- Destination choice.
- Utility maximization.
- Destination characteristics.

**EXPERIENCES**
- Interactions and behavior.

**TECHNOLOGY**
- Enablement.
- Mediation.
- Transformation.
- Design.
RESEARCH INTERESTS

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Portable machines

Personalized for users’ unique informational needs

Ubiquitous, pervasive, mobile computing

Consumer technology
Constant connectivity

Intelligent system and robust networks

“On demand” information
SOURCE: http://staybayblog.com/2014/05/06/the-future-is-here-how-wearable-technology-is-changing-the-way-we-travel/
WEAR

Personal space
Operational and interactional constancy
Sensitivity
Your wearable technology map

Where can we wear technology and what can it do?

Opportunities for the travel industry

Wearable technologies open up the opportunity for travel businesses to expand and redefine their propositions. From developing bespoke wearable technologies themselves, to developing applications or services based on those that already exist. Explore the technologies below and think about how wearables could change your future.

Understand
Wearable technology offers the chance for travel businesses to understand their customers in new, more powerful ways.

Alert
Wearable technology can disappear into the background, only nudging or guiding travels in the appropriate situation, time or place.

Head including eyes/ears

Engage and entertain
Whether it assists from the boredom of travel or immerses people in the experience of new places, wearable technology can make travel a more interesting and fulfilling experience.

Body including chest/neck

Legs including feet/ankles

Back

Waist

Arms including hands/fingers

4D Force
Agent Smartwatch
Air Scouter
Athena One
Apple Watch
Avegant G吵
Beaureg Bluetooth Gloves
Buhler Spearglasses
Buhler Sunglasses
Casio G-Shock SG-6900
Cestir
Creemizer OLEO
Connected Web-Cat Watch
Connected Coke
Dash Earphones
Epiphany Eyewear
Epson Movelio BT-200
Everys Digital Eye Glasses
FashionT2i Zazzle
Flip Smartphone
Free Wrist
Garnet
Glassup
Google Glass
InfinitEye Virtual Reality Display
Intelligent Headset
iQ Nail
iWatch
Keyes Mini
Laster Pro Mobile Display
Leika Rahd
LG Lifeband Plus
Marian Watches
Meers Smartwatch
Meta M1 Watch
Meta Pro
Mihana Digital Glasses
Mobo3D
Motorola Motoactiv
MyKronoz Zephyr
Naricey Glasses
Neptune Pine
Oakley A1
Omartl TourSmart Watch
OMI Autoraphic
Optimist CRA-S
Peddle Steel Smartwatch
Pergrine
Qualcomm TDO
Recon Instruments Jet
Recon Instruments Snow 2
Rufus Cuff
Samsung Gear
Segue
Smart Q Watch
Sosotec Smartwatch
Sony HM-3H31M 3D Viewer
Sony Smartwatch
Swiss +1
Wippolar Watch
Xen

Let’s shape the future of travel
shapeethefutureoftravel.com
...enhancement in travel experiences due to the augmentation in travelers’ cognitive abilities
performative action

stage of experience
tourist encounters with these spaces are contextualized by the geographic features of the destination.
geo-based technology

geographic cognition

tourism experience

distance judgment, sense of direction & orientation, judgment of spatial relations, effectiveness of communication
...brokerage of tourism experiences by allowing or prohibiting access to experiences
...the use of wearable technology encourages the transformation from “tourists” to “explorers.”
...as technology takes the burden of carrying out actions to assist travelers, travelers are more well-informed and “literate” in various aspects of tourism destinations.
...personal technology allows for greater “user control” over performances and experiences
SMART DESTINATIONS
personal technology gives users a greater control over what, where, when, and to what extent certain functions should be performed – [self-reliant].
“...embe**d**d **techn**ology infrastructure that allows for **synergy** for better **coordination & management** of visitor experience & residents’ quality of life.”
SMART

Connected businesses

Care for residents
Look after visitors

Geolocate resources Monitor environment
Internet of Things
Machine to machine interactions
RESEARCH NEEDS
Increasingly complex man-machine interaction calls for new theoretical perspectives to explain the phenomenon and alternative methodologies for research.
EMBODIMENT

[I – Glasses] – [The world]
Technology withdraw

Technology’s capability to extend perceptual *bodily* and *cognitive* capacity
Mining big massive data

Approaching the intricacies of human experiences and societal issues
THE PET PEEVES,
OR REALLY BIG PROBLEMS
Privacy Awareness
Third-party issues
Mass public surveillance
Privacy in proximity
The "US Government" Would Like To Use Your Current Location
sense of control over tourism experiences and fear of overdependency on technology
“Guesstimation” instead of accurate measurements of users’ state and behavior
eTourism: Empowering Places

IFITT and ENTER Conferences Connect the global eTourism Community
THANK YOU

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