Expectation of Travel Experiences with Wearable Computing Devices

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PERSONAL TECHNOLOGY & TOURISM EXPERIENCE

Encounters as essential parts of tourism experience

The use of technology leads to more meaningful encounters

Technology-mediated tourism experiences

Tussyadiah & Fesenmaier, 2009; Wang, Park & Fesenmaier, 2012; Neuhöfer, Buhalis & Ladkin, 2012; etc.
GLASS

Image: Icon Finder; Google Glass
WEARABLE TECHNOLOGY

Major impacts on the ways people *interact* with surroundings.

Challenges facing the *integration* of wearable tech into society.

How wearable tech can revolutionize tourists?
STUDY GOAL

Identify and explore people’s expectation of use of wearable computing technology for travel-related experiences.

Specifically, potential users’ ideas and imagination of use for Glass.
THE NEED FOR AN ALTERNATIVE THEORY

Positioning of personal technology in human experiences.

Wearable tech ➔ potential changes in ways users interact with technology and with others.

Theoretical explanation from HCI studies: from mediation to embodiment.
MEDIATION


Ihde’s (1990) non-neutrality of technology-mediated experiences.
Technology appears in between humans and the world and *change* experiences.
EMBODIMENT

[ I – Glasses] – [The world]

Ihde (1990)
Technology becomes “unnoticeable”, but an essential part of experience.
Embodiment

Technology “withdraw”

Technology’s capability to extend perceptual *bodily* (and *cognitive*) capacity

Ihde (1990); Ehn & Linde (2004)
PROJECT GLASS

Competition for a chance to purchase the Explorer edition of Glass (Feb 21–27, 2013)

Ideas to use Glass submitted via Google+ and twitter using #ifihadglass

*Tweets* were harvested from *twitter* developer API through apps script programming in *Google Spreadsheet* (Feb 23-27, 2013)
DATA GATHERING & MANAGEMENT

Manual cleanup: duplicates, RTs, *hashtag*, etc.

Open coding, standard content analysis

(Kassarjian, 1977)
ABSTRACTION

Means-End Chain Analysis
Consumers relate to products through a hierarchy (A-C-V chain):

- Product attributes (A)
- Consequences of use (C)
- Personal values (V)

Gutman (1982); Perkins & Reynolds (1988); Reynolds & Perkins (1987)
ABSTRACTION

A-C-V framework was used to guide interpretation of emerging themes (patterns, categorization) from tweets

- A: features & functionalities
- C: travel activities
- V: motivation

*Note: missing co-occurrences prevent quantifiable links between A-C-V chain
VALUE: TRAVEL MOTIVATION

- Explore
- Challenge
- Capture
- Share
- Transform

Self

Other
1. World Exploration

A shift from being a “tourist” to being an “explorer”

Emphasis on enjoyment of the “journey”
  – Road trip, motorbike, walking

New ways of interacting with others & environments
  – AR, translation, navigation
2. Adventure Tourism

Revolutionary impacts

Extreme outdoor sports and challenges

– Mountain climbing, bungee jumping, skydiving

Associated with “capture” and “share”

– FPV, navigation, social publishing, real-time connectivity
2. Travel Documentation

Convenience and unique camera feature drive an emphasis on documenting *journeys*

- POV images

Storing memories – travel documentary

- “A day in the life of xxx”
4. Travel Reporting

Subthemes:

– Value from *showcasing* personal perspectives & experience

– Value from *enabling* others to experience places (altruism) – opening access to places

FPV, real time connectivity, social publishing, navigation.
5. Positive Transformation

Spreading influence that leads to positive societal transformation:

– Promote mutual understanding, encourage cross-cultural learning
– Travel as a way to make a difference
– FPV – “spontaneous kindness”
TECH & EXPERIENCE

• Indication of mediation:
  – “I will use Glass to...”

• Indication of embodiment:
  – Perceived extension of the body and the mind
  – “Seeing through Glass eyes...”
CONCLUSION

Key differentiation:

– Instant information and translation ➔ *Glass* as “an extension of the mind” ➔ confidence and convenience

– Hands-free capturing of images with FPV ➔ creating and sharing with personalization;

– Real-time connectivity to social network ➔ validation and altruism
IMPLICATION

Independent, well-informed tourists enjoying en-route experiences ➔ destination management: facets of experience

First-person visual narratives of destinations experiences ➔ destination marketing: micro-segmentation, personas
LIMITATION & FURTHER RESEARCH

Limitation

- Competition: creative use of *Glass*
- Potential use: limited information

Future research

- Actual use of *Glass* for travel (#throughglass)
THANK YOU!

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