

PHENOMENOLOGICAL CAPTURE OF TOURISM EXPERIENCE

Yi (Helen) Ye

Graduate Student

National Laboratory for Tourism & eCommerce

School of Tourism & Hospitality Management

Temple University

Email: yeyihelen@temple.edu

Iis P. Tussyadiah

Assistant Professor & Associate Director

National Laboratory for Tourism & eCommerce

School of Tourism & Hospitality Management

Temple University

Email: iist@temple.edu

Daniel R. Fesenmaier

Professor & Director

National Laboratory for Tourism & eCommerce

School of Tourism & Hospitality Management

Temple University

Email: drfez@temple.edu

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ABSTRACT

Using transcendental phenomenology, this research attempts to gain a deeper understanding on tourist experiences and to derive a meaningful framework of the tourism. This study identified clusters of themes from tourists' descriptions on their experiences. Based on these clusters, five profiles of experiences were identified, which are cultural, relaxing, unique shopping, unique dining, and scenic touring experiences. These profiles correspond with some unique keywords pertaining elements of experiences, including senses (i.e. see, smell, hear, and taste), feel, act, and relate. It is captured in this study that the overall tourism experiences constitute elements of perceptual, cognitive, sensory, social, and other bodily experiences, all of which contribute to the emotional experiences.

Key Words: Tourist Experience, Phenomenology

1. INTRODUCTION

Experiences are highly associated with the act of cultivating senses; specifically, tourism is an all-sensory experience, involving new sights, smells, sounds, touches, and tastes. Tourism experience can be considered a “fragment of the overall human experience;” to many people, it profoundly shapes life-worlds. Tourism experience therefore can be viewed as a phenomenon of lived experience. The way to understand the essences of tourism experience is to capture the phenomenon by asking tourists to describe and interpret the structures of the experiences. For this purpose, this study applies the type of research inquiry which is called phenomenology (see Schwandt, 1997; Vandenberg, 1997; Groenewald, 2004; Barua, 2007). Phenomenology is based on the idea that anything except immediate experience should be ignored (Groenewald, 2004), that reality should be treated as pure ‘phenomena’ and the only data to begin researching. The purpose of phenomenological research is thus to describe and interpret experiences as they are lived in phenomenological terms (i.e. to capture the "lived experience" of study participants). Phenomenological research also relies on the idea that “the human world comprises various provinces of meanings” (Vandenberg, 1997: 7), that there is not a single reality and each individual has her own reality. Further, Munhall (1989) argues that "truth is an interpretation of some phenomenon; the more shared that interpretation is the more factual it seems to be, yet it remains temporal and cultural" (p.10). Therefore, in order to gain a comprehensive understanding of tourism experiences, it is important to generate responses and stories from a number of tourists and to identify shared interpretation that may occur.

As argued by Groenewald (2004), phenomenology is concerned with the lived experiences of the people involved with the issue being researched. There are four aspects of the human experience which are of interest to the general phenomenological researcher: lived space

(spatiality), lived body (corporeality), lived human relationships (relationality), and lived time (temporality). Researching tourism experiences is highly associated with the four aspects. Particularly, framing this study within the context of destination branding and experiential marketing framework, the lived experiences that are sought from the tourists should be related with spatial aspect (i.e., destination), corporeal aspect (i.e., activities), relational aspect (i.e., tourists to tourists and tourists to hosts relationships), and temporal aspect (i.e., a period of time when the tourism experience occurs).

Phenomenology has been used in many different fields and is viewed from multiple perspectives as a philosophy and interpretive theory (Husserl, 1970; Denzin & Lincoln, 1990; 2000), as well as a research method framework (Moustakas, 1994). There are three main forms of phenomenology: transcendental, existential, and hermeneutic phenomenology. Transcendental phenomenology focuses on the essential meaning of human experiences, existential phenomenology focuses on the social group of reality, and hermeneutic phenomenology looks at the structure and interpretation of textual data/the use of languages. The central research question for the phenomenological capture within this paper is: what is the essence of experience being a tourist? Therefore, this study can be categorized as a transcendental phenomenological research. The purpose of this phenomenological research is to understand tourist experiences and their meanings, and to further derive a meaningful framework of the potential shared phenomena.

2. RESEARCH DESIGN

As argued by Holloway (1997) and Hycner (1999), researchers who use phenomenology tend to be reluctant to prescribe methodology of techniques; they are reluctant to focus too much on specific steps (Hycner, 1999: 143). Hycner further argues that one cannot impose a method on a phenomenon since “it would do a great injustice to the integrity of the phenomenon” (p.144).

However, it is argued in more recent researches that methods and guidelines are also important in phenomenological study (Groenewald, 2004). The aim of this research is to explore how tourists describe and interpret experiences to find out “what is there that we need to be conscious of” to gain a comprehensive understanding of tourists’ self-defined properties of a pleasant experience. As Hycner points out, the phenomenon (i.e., tourism experiences) dictates the method of this research, including the type of participants. Hence, tourists were solicited as study participants because they “had experiences relating to the phenomenon being researched” (Kruger, 1988), which is the tourism experience.

2.1 Data Gathering Method

For convenience and wide reach, an online survey was used as a method to gather data for this study. Participants in this survey would have an opportunity to join in a drawing to win one of five different gift certificates from Amazon.com. The questions were designed to be “directed to the experiences, feelings, beliefs, and convictions of the theme being researched” (Welman & Kruger, 1999). It is argued that doing phenomenology means capturing rich descriptions of phenomena and their settings (Kensit, 2000); phenomenological research should allow the data to emerge (Groenewald, 2004). Therefore, the survey was designed to solicit descriptions of various aspects of experience while visiting the destination.

Specifically, the following questions are used to identify these various aspects of tourism experience:

- “[Describe] three things or feelings that first come into your mind;”
- “After you walk inside your hotel room and you open the window... what do you see;”
- “Imagine that you have finished unpacking, what are you going to do next;”

- "Close your eyes and think about a vacation to Elkhart County what color dominates your mental image;"
- "What kind of scents and sounds would you like to expect during your trip;" etc.

Such open questions encourage participants to describe their own experiences within the context of experiential properties that include senses, feelings, thinking, actions, relations and images. The data gathering resulted in 166 usable responses.

2.2 Research Context: Elkhart County, Indiana

Elkhart County is located in the Northern Indiana region known as Michiana, 150 miles north/northeast of Indianapolis, 100 miles east of Chicago and 50 miles northwest of Fort Wayne. Elkhart County was one of the first areas settled in Northern Indiana. In 1830, the county held its first election. At that time, 75 votes were cast by citizens of the county and its surrounding territory. These voters elected eight people who served as the only county employees. Since that time, Elkhart County has grown to almost 169,000 citizens. County Government has expanded to meet the needs of those citizens. Today, approximately 760 full-time employees, including 24 elected officials, provide services to the citizens of Elkhart County. Amish Country is a two-county region of northern Indiana is home to one of the nation's largest Amish communities: More than 20,000 Amish live in Elkhart and LaGrange counties, the third largest Amish-settled area in North America. The Amish and their simple way of life draw visitors to the communities and rural countryside that dominates the region.

2.3 Data Management and Explication

The survey resulted in textual data including stories and explanations of image choices. The data were carefully read to derive a preliminary understanding toward the text. The framework of this study is illustrated in Figure 1. The data management and explication within

the phenomenological framework were conducted with the assistance of text analysis software (ATLAS.ti) following these steps:

- **Horizontalization**

From each individual textual data, significant statements, sentences or quotes are highlighted. Overlapping, repetitive, and vague expressions are eliminated or presented in more exact descriptive terms. The horizons that remain are the invariant constituents of the experience.

- **Delineating Units of Meaning**

From the horizontalized statements, the meaning or meaning units are formulated and listed.

- **Clustering and Theming**

The formulated meanings are clustered into common categories and labeled as themes. The clustered and labeled constituents are the core themes of the tourism experience.

- **Extracting General and Unique Themes and Summarizing.**

The clustered themes and meanings are used to develop individual textural descriptions of experiences and further, a composite structural description of the meanings and essences of the experience. Then, a synthesis of the meanings and essences of the experiences were provided. Synthesis involves tying together and integrating the list of transformed meaning units into a consistent and systematic general description of the psychological structures of the experience.

The gathered data contains descriptions on fragments of a pleasant trip to Elkhart County, Indiana. These descriptions were grouped together to find the interrelationship of which form the tourism experience. To reduce the subjectivity of analysis, the process of analysis including

horizontalization, delineating units of meaning, and clustering and theming was performed separately by two researchers on the same data. Therefore, the analysis resulted in two code books. The researchers then compare the two code books to find the commonalities from the results and make some necessary adjustments (i.e., deleting, restructuring, rewording, etc.). Based on these results, researchers then summarize the general themes and summarize the structural and textural descriptions of meanings and essences of tourism experiences.

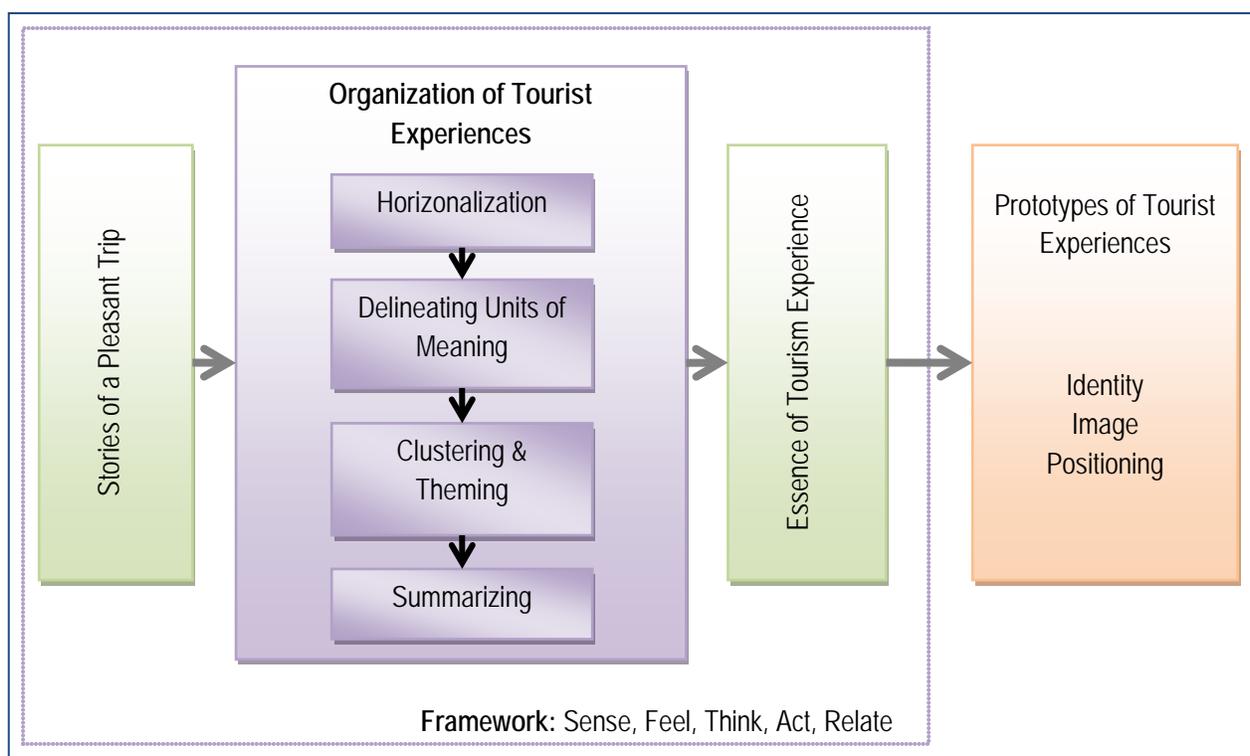


Figure 1. A Framework for Interpreting Tourism Experience

Using the textual dataset, each of the researchers gives codes to delineate units of meanings from the contents. Eight different types of codes were generated; they are senses which include sight, color, sound, smell and taste, activities, associations and feelings. These are some examples of the coding; “sound: horse & buggy”, “color: grass green”, “act: shopping”, “feel: peaceful” and “associate: simple lifestyle”. It was identified that respondents referred to “the

self” and “the others” while making some associations about trip experiences in their minds. The associations emerged from “the self” and “the others” perspectives are interrelated. The analyses resulted in clusters of meanings and themes interpreted from tourists’ responses.

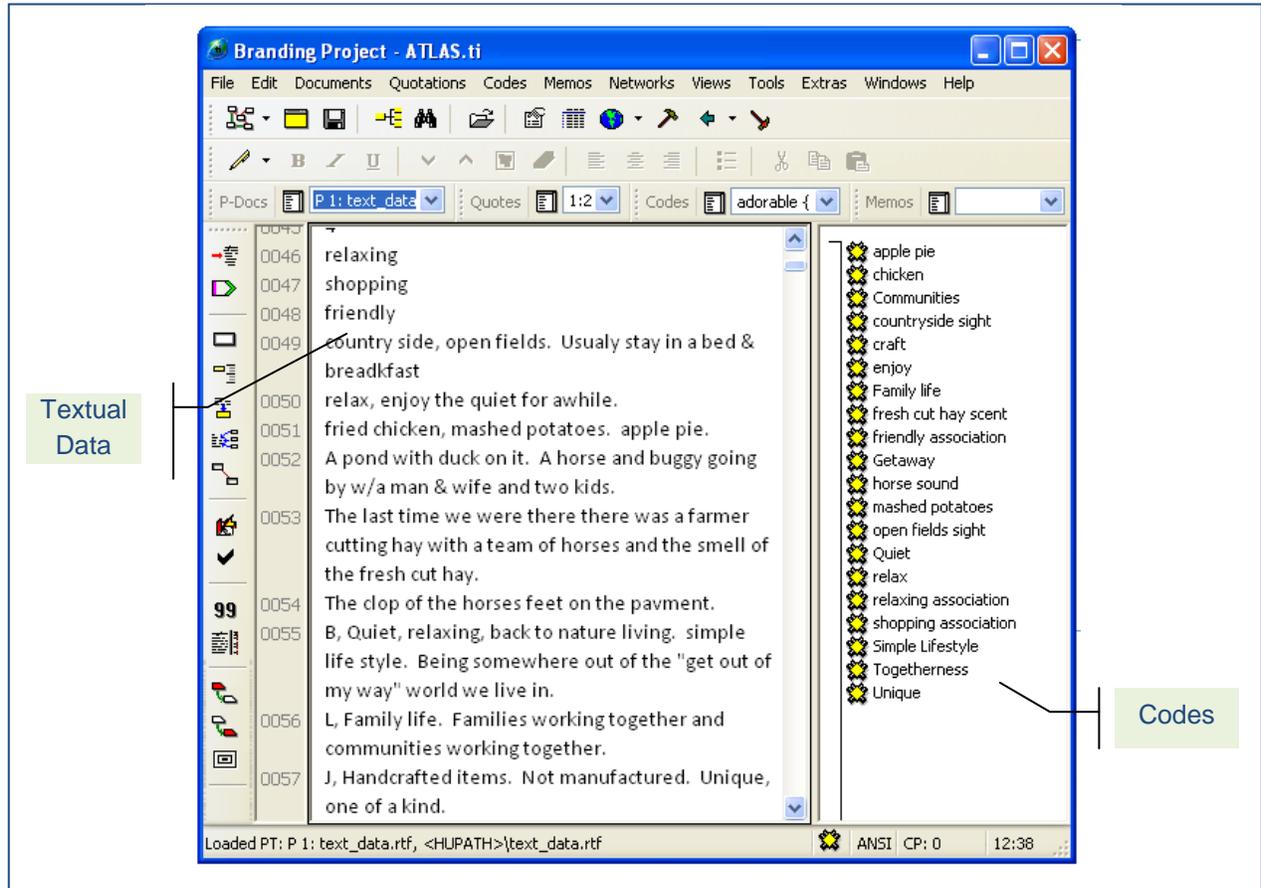


Figure 2. Delineating Units of Meanings from the Textual Data

3. RESULTS & DISCUSSION

3.1 Tourist Experiential Profiles

From the analysis, five clusters of themes from the self perspective and five corresponding clusters of themes from the perspective of others were identified. The clusters of themes from the perspective of self are “Learning Amish Culture”, “Getaway and Relax”, “Shopping”, “Eating”, and “Sightseeing”. The five clusters of themes referring to the others are

“Amish Culture and Values”, “Amish Atmosphere and Country Living”, “Amish Quality Products and Craftsmanship”, “Amish Food and Family Style Dinner”, and “Amish Country Picturesque Scenery”. Based on these clusters of themes, five profiles of tourist experiences were identified (see Fig. 3). The experience profiles correspond with some unique keywords pertaining elements of experiences, including senses (i.e., see, smell, hear, and taste), feel, act, and relate.

The Cultural Experience. This profile of experience is characterized by the consumption of the perceived unique culture of the Amish. For tourists in this profile, a pleasant trip to Elkhart County is a great learning experience; visiting the place gives them opportunities to be in the Amish setting, to interact with Amish people, and, most importantly, to know more about the interesting culture and way of life of the Amish. The meaningful elements to which tourists relate the destination are important heritage and tradition, unspoiled family and community values, and intimate setting. The evoked mental images about the experience are dominated by features from the Amish settings; the tourists recall seeing Amish homes, red barns, farmland, and horse drawn buggies. Besides these sights, tourists’ mental images are also formed by other element of senses reflecting strong Amish association such as the sound of horses on the pavement, the smell of farm, and the taste of local flavor associated with Amish style dinner. These Amish associated images are unique and different from what tourists usually find in other settings of their everyday lives. This is justified by keywords “different,” “unique,” “cultural difference” or “old-fashioned” identified from tourists narratives. The activities associated with this experience range from low interaction (e.g., drive around), medium interaction (e.g., watch craftsman work), to high interaction (e.g., visit an Amish family). The friendliness of Amish people is also one of the meaningful elements of cultural experience. Tourists describe the trip

settings as welcoming, which generate positive feelings for them. To illustrate this profile of experience, a story from Jake is presented below:

“Imagining a trip to Elkhart County, the things that come to my mind are a good amount of Amish people in the area, some historic places, and a good shopping. I can see the beauty of historical places with lakes and ponds along with the countryside. I would take a scenic drive through the country and probably see some Amish people. The simple way of life of the Amish is interesting and inspiring to watch and learn about. I also see the bright and beautiful colors of autumn leaves. I smell the scent of the autumn leaves and the lake breeze of fresh clean air. I hear the birds, of course, and the clip clop of horse hooves as they pull an Amish buggy along the country road. I can find all the fresh farm products grown by Amish farmers. I would imagine having a family style dinner, probably consisting of fried chicken and the works.”

Jake’s story emphasizes on how the life of the Amish is interesting and inspiring to him. To Jake, the trip experience to Elkhart County is an enjoyment of a full sensory experience of Amish-related settings (i.e., from driving and seeing Amish people, in a setting that allows him to see and smell the autumn leaves in the historic place) while watching and learning more about the Amish culture.

The Relaxing Experience. In the profile of relaxing experience, tourists associate the destination with quiet, laid back, retreat and back to natural. The majority of them are seeking an experience of calm, relax and peace. This can be found in their activities of breathing the fresh air, taking a walk, going to the pool or just rest and take a nap. Lush green, sky blue and sunset orange dominate their minds with the view of open space, farm and horse and buggies. As for tourists seeking a relaxing experience, tourists usually don’t have any specific travel plans. Usually they would like to ask locals or hotels for suggestions or recommendations of where to eat or what to do. They expect smell of fresh clean air, flowers and fresh cut grass; hear birds and horse; taste country dinner with chicken and mashed potatoes.

To better explain this experiential profile, a story from Emily (dataset 94) is illustrated below:

“A trip to Elkhart County means meeting friendly and honest people and being in a peaceful place to get away. It is a good value for the money. I usually don’t stay in a hotel; I would say I stay in BnB’s. The first thing I see out of the window is a peaceful country scene. I see the flower gardens and the bird feeders. I would go outside on the

deck or porch and relax. No one color dominates my mental image right now, but I see Amish clothes on a clothesline, grassy fields, brown horses, and spotted cows. I see the white Amish homes and the black buggy along the roads. I can hear the clomp clomp of the horses hooves. Along the country road, I would imagine there is a great roadside stand that sells fresh veggies, a small woodworking business, and maybe a small Amish variety store. I can smell the farm scents, and good home cooking too! I like the way the Amish care for the land. I haven't had a chance to visit an Amish farm yet, but it reminds me I still want to do that. If I visit with my sister for a weekend getaway, we may ask the BnB hosts to decide where to go for dinner and what to do or see tomorrow. As for food, we have had everything from Amish dinner to just pizza.”

Emily's story of relaxation imagination of a peaceful place to getaway helps remind her that she still wants to visit an Amish farm. The emphases of her experience lie in friendly and honest people, peaceful scene and relaxing atmosphere. Also, she is not in a rush to make any decisions of what to do or see. Instead, she will decide after asking suggestions from the B&B hosts. For her, the most vital part of the travel experience is to relax.

The Unique Shopping Experience. The mental images of tourists in the profile of unique shopping experience are related to country and antique shopping in Amish country. They see quaint shops, beautiful countryside and streets with the intention to go shopping, visit store and drive around. They hear shop door bell tinkling, music and laughter and feel excited, interested and happy. They smell baked goods scent, antique smell and potpourri. All these domains could be found related to shopping experience with the relation of farmers market, flea market, quality products and antiques. The Amish country provides them expectation of unique shopping which cannot be found in any other places such as the handmade quality of furniture, the fresh home grown farm produces and the woodworking crafts. Presented below is the story from Hannah about her pleasant shopping experience:

“Elkhart County is a place for sightseeing, shopping, and relaxation. I see quaint little shops, lots of large oak trees, park benches and lamp posts, and water fountain. I see dominant grassy green, sky blue, brick red, and pristine Amish white. I smell the freshly baked goods, kettle corn, potpourri (in shops), freshly mowed and baled hay, horses, dairy cows, and flower beds. I hear horses trotting through town, tinkling of a bell as a shop door opens, water fountain, clock tower chiming, dogs barking, and a small amount

of traffic. I see the image of handmade crafts that are available to buy... and the fruits of the Amish's hard labors, grown and picked to perfection. I would go find a place to eat. I would taste a warm meal, possibly hot roast beef sandwich with mashed potatoes and gravy, seasoned green beans, buttered rolls, and fresh homemade pie... and a cold glass of milk."

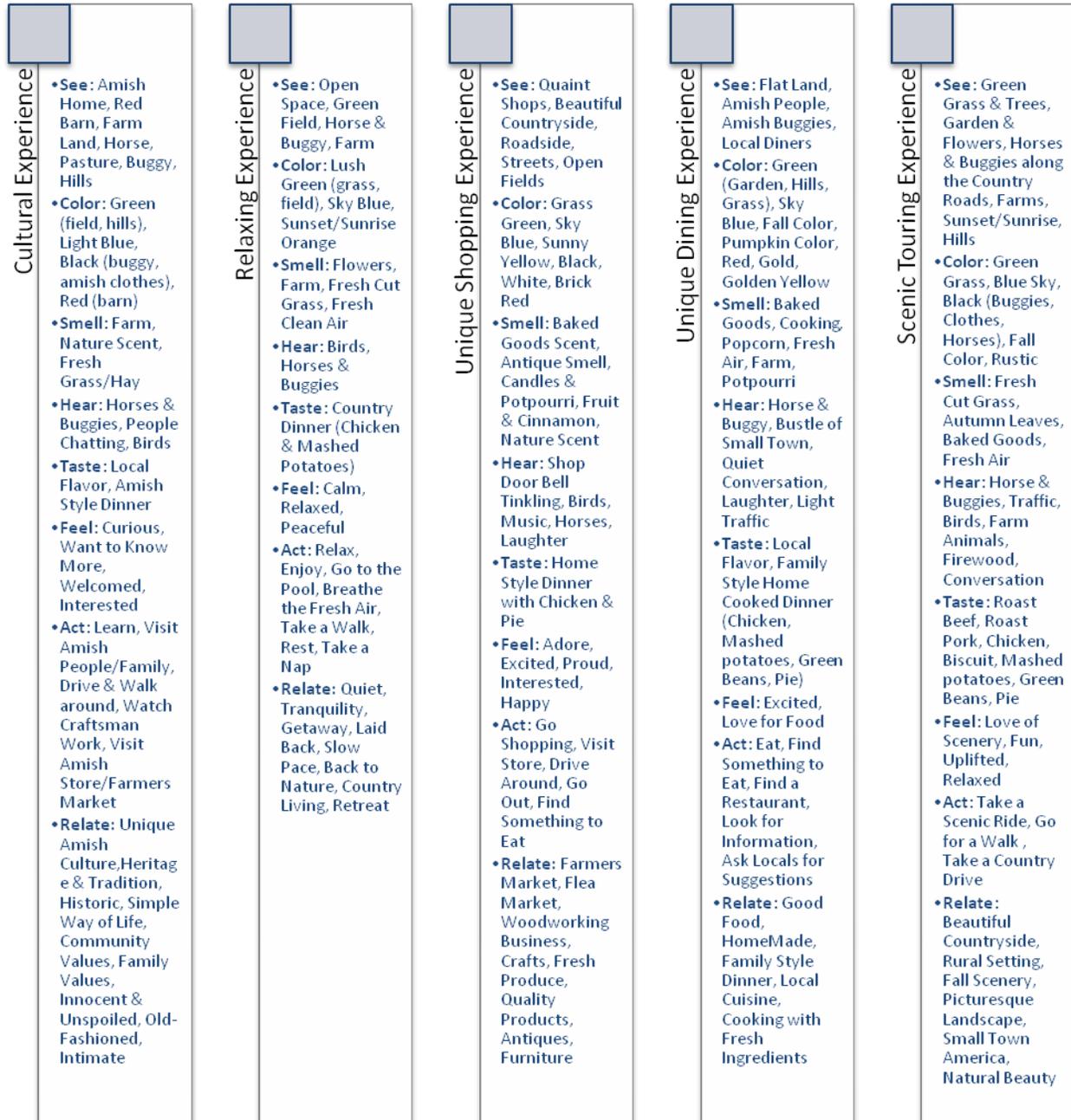


Figure 3. Profiles of Experiences of Elkhart County Visitors

The Unique Dining Experience. All those in tourists' mental images of unique dining experience are good food, homemade, family style dinner and local fresh ingredients which could be found only in Amish country. Tourists would like to find a good restaurant and ask local for suggestions for cuisine. They feel excited of seeing the local dinners, smelling farms, baked goods, cooking, popcorn and potpourri, hearing laughter, bustle of small town and quiet conversation and tasting of the local flavor of chicken, mashed potatoes and beans. The colors of all, pumpkin, garden green and golden yellow are meaningful elements of their unique dining experience. A story from Mike is presented below to better understand tourists' unique dining experience:

"I associate Elkhart County with friendly people providing excellent service, wonderful food and service (we love pie!), and pleasant lifestyle: peace and quiet. I see a quiet rural setting from a time gone by, dominated by verdant green. I smell the horse manure; I grew up on a farm and the smell brings back so many pleasant memories. I also smell the Yoder popcorn popped fresh, and the freshly baked apple pie and warm biscuits. I hear the clip-clop of the horse and buggy going down the road and the breeze rustling the growing crops. I would go get some lunch at the Essenhaus. I will taste the Manhattan or chicken and biscuits, with ice tea and a slice of Dutch apple pie."

From the excellent service provided by Elkhart country's friendly people, tourists associate the destination with wonderful food and service. Through the quiet beautiful country setting, smell of the Yoder popcorn and sound of the breeze rustling the growing crops, Mike activates his pleasant childhood memories and dining experience.

The Scenic Touring Experience. The essences of a scenic touring experience are all about beautiful rural countryside, fall scenery, picturesque and natural beauty. For them, the destination is viewed as an attraction they would like to explore. Green grass and trees, farms, horses and buggies and sunset and sunrise are fascinating to them. They smell the fresh cut grass, fresh air and autumn leaves, hear birds, animals and firewood, taste roast beef, biscuit and green

beans while they are enjoying their scenic touring. The feelings of fun, uplifted and relaxed are crucial for them. Below is the story of a pleasant scenic touring experience from Josh:

“For me, Elkhart County is a place that is remote, private, and scenic. When I stay there, I can see the lovely scenery from my hotel window with the dominant color of burnt red. I see the beautiful landscape with a lovely reminder of the past mixed together with unity. I also see the buggies in a fall landscape. I can smell the lake breeze, grass, and linens. I hear the birds, the sound from water, and the wind. I would go out and explore.”

2.2 The Captured Elements of Tourism Experience

Based on the textual data, this research identified elements that constitute the overall experience, which resulted from the experience of the body and the mind. They are sensory and other bodily experiences (e.g., hearing, seeing, walking, etc.) and perceptual and cognitive experiences (e.g., thinking, learning, memorizing, reminiscing, etc.) of the mind. Another element is the social experience between tourists and travel companions and/or the hosts (e.g., interacting, talking, etc.). These elements contribute to tourists’ emotional experience which shapes the meaning of the overall tourism experience. To understand how these elements constitute the overall experience, the relationships between elements of experience with tourists’ emotions are analyzed. Tourists’ emotional expressions were identified based on the dimension of valence (i.e., positive and negative) and arousal (i.e., low to high). Emotional expressions identified from the text data mostly refer to arousal, for instance “excited” (i.e., high arousal) and “calm” or “relaxed” (i.e., low arousal). Some of the identified emotional expressions referring to valence are “bored” (negative) and “comfortable” (positive). Various perceptual, cognitive, sensory, social, and other bodily experiences were corresponded to each of the identified emotional expressions within the valence-arousal dimension.

Since these elements of experience are associated with the identified profiles of experiences, the profiles can be plotted into a valence-arousal map as illustrated in Figure 4. The profile of relaxing experience is strongly associated with low arousal (i.e., calm, relaxed,

peaceful, comfortable). The sensory experience associated with this profile is the soothing senses from a relaxing surrounding, dominated by the color of green, sky blue, and the orange color of sunset and sunrise. There were very limited or no social experience attributes identified from this profile. The learning element (i.e., perceptual and cognitive) of the cultural experience has a potential to evoke a high arousal (e.g., curious), but the overall emotional expression within this profile is associated with low arousal (e.g., inspiring, intimate). The sensory elements associated with this experience are still dominated by soothing and calming senses with some additional medium-arousal evoking sense such as hearing people chatting.

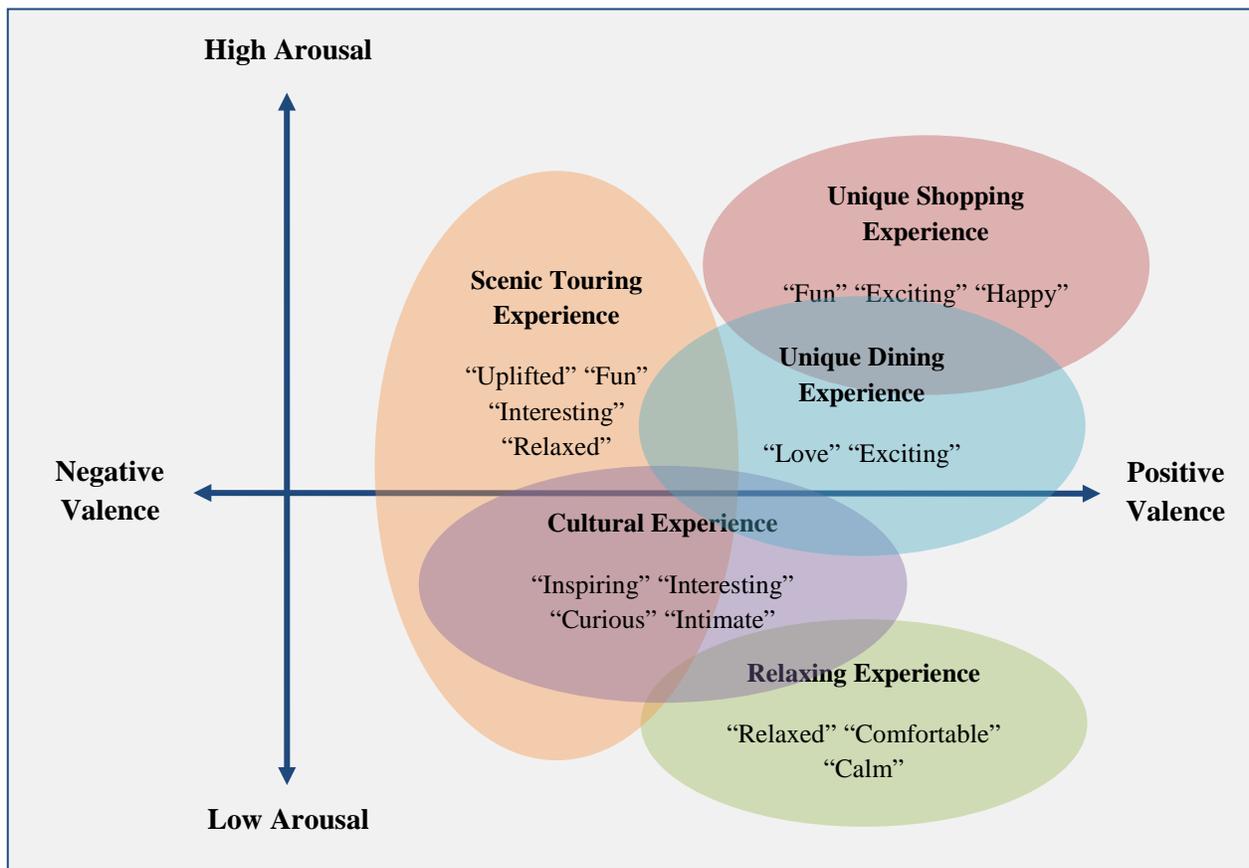


Figure 4. The Experience Profiles on Valence-Arousal Dimension Map of Emotions

Unique shopping and dining experiences are associated with positive, high-arousal emotions (e.g., happy, fun, excited). The colors tourists associate with the elements of sensory

experiences of these profiles are more varied than the two previously mentioned profiles (e.g., sunny yellow, gold, red). Tourists also recall hearing some more exciting sounds such as music and laughter, indicating the social experiences. The scenic touring experience evokes emotions from low to high arousal; some tourists feel uplifted and fun (i.e., high arousal) and the others describe their emotion as relaxed (i.e., low arousal). The emotional expressions from almost all profiles are associated with positive valence; a negative expression (i.e., “bored”) was identified from the scenic touring experience. The negative valence expression is associated with the perceptual experience of being in a plain landscape.

3. CONCEPTUALIZING THE PHENOMENON OF TOURIST EXPERIENCES

Based on the captured elements of experiences, a conceptual framework illustrating the phenomenon of tourism experiences is constructed and illustrated in Figure 5. Tourists’ overall experience is constituted by the perceptual, cognitive, sensory, social, other bodily and emotional experiences which are resulted from their interaction with the attributes of the destination. The destination settings (i.e., physical and social), whether they have their roles as subjects (i.e., for cultural and scenic touring experiences) or stages of activities (i.e., for shopping, dining, and relaxing experiences), play an important role in stimulating sensory and other bodily experiences as well as social experiences. The perceptual experience is related with the development of conceptual idea about the destination (i.e., perceptual differences/similarities of a destination from/with other environments). The perceptual experiences and social experiences can lead to a higher level of cognitive experience (i.e., the process of increasing knowledge). Each of these experiences plays a role in generating emotional experiences. When tourists experience a destination, they typically engage in the process of associating the destination with some familiar constructs, whether they are familiar self (e.g., recollection of past experiences) or familiar

others (e.g., relating the destination/experience with similar settings/constructs). The critical step in the process of experience is the experience meaning construction, where tourists derive the general “significance” of the experience based on the various interrelated elements of experience. The perceived meaningful experience will eventually generate the feeling of attachment to the destination.

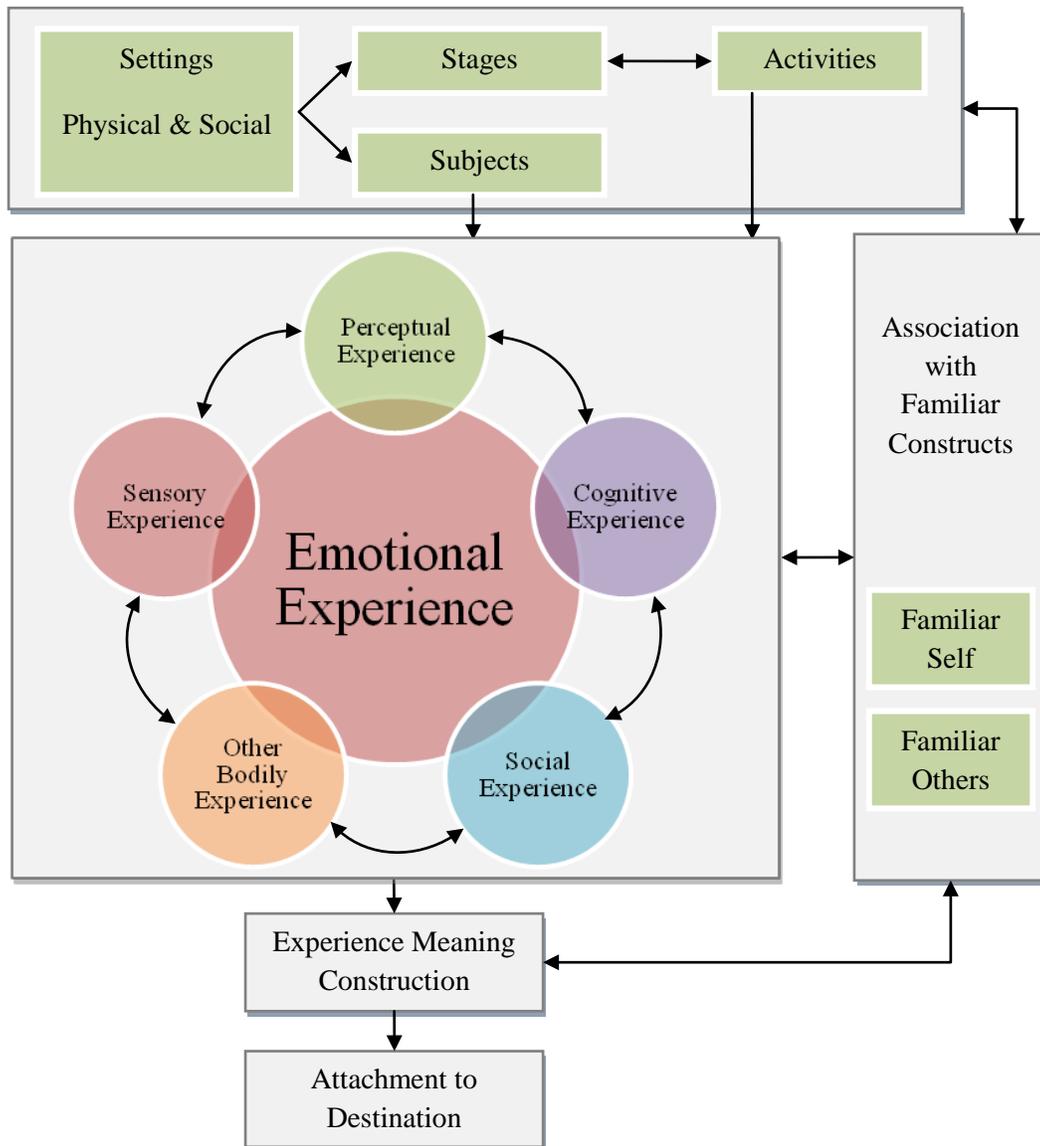


Figure 5. The Phenomenological Capture of Tourist Experiences

4. IMPLICATION: APPLYING EXPERIENTIAL DESTINATION BRANDING

Pine & Gilmore (1999) argue that experiences are the new economic offering that is significantly different from services, goods, and commodities. Selling experiences, therefore, requires a unique marketing strategy that involves engaging customers in a personal, memorable way. Furthermore, Schmitt (1999) argues that experiences are private events that occur in response to some stimulation. In other words, experiences are usually not self-generated but induced. Experiences are dissected into different types: sensation, cognition, affect, individual's actions extended over time and relational experience. In the context of marketing, Schmitt refers to these different types of experiences as strategic experiential modules (SEMs). Based upon these SEMs, Schmitt proposed the experiential marketing framework based on five types of customers' experiences: sense, feel, think, act, and relate. The result of this study shows the significance of this framework in tourism concerning not only the experiential nature of tourism products, but also the elements of tourist experiences.

Further analyzing the profiles identified in this paper, the most significant SEM for tourists in the cultural experience profile is "think" which generates perceptual and cognitive experience. In other words, tourists consider their trip as a great learning experience. The cultural heritage and value of family and community remind them of the good old days and the unspoiled simple way of life. Hence, destination marketing organizations (DMOs) are suggested to reinforce the culture and learning aspects of the destination by generating curiosity. It is also desirable to facilitate interactions between cultural tourists and the local Amish people. The feeling of relaxed is the most important element for tourists seeking a relaxing experience. Tourists in this profile usually do not have a specific trip plan; they would like to ask local people for advice and try to relax and enjoy the slow-paced life as they wonder around. The

getaway and relaxed feeling should be emphasized through advertising efforts targeting this prototype. Tourists in the unique shopping experience can be considered as one of the most active ones. The unique products of the destination are their motivation to explore. There are mainly two kinds of products that are appealing to them: the fresh farm produce from the farmers' market and the local cultural handmade products such as crafts, high quality handmade furniture, etc. Social and bodily experiences are the fun part for these tourists. Tourists in unique dining experience profile are motivated by the sensory experience of cuisine tasting. Using fresh ingredients, distinct taste and unique dining style as stimulations, DMOs could develop a series of travel products which are catering tourists' needs for local fare (e.g., welcome home dinner tours at local communities). The scenery seekers are never too tired to explore. DMOs are suggested to select "act" and the sensory module of sight as the primary experiential branding for them. Appealing photographs of beautiful sceneries or interactive videos, maps and 3-D virtual tour of the destination website are suggested. Moreover, destination photos contests could also be considered as desirable marketing tool. Table 1 summarizes the possible strategic ideas of destination branding for the different experience profiles.

Table 1. Possible Branding Ideas for Different Experience Profiles

Experience Profiles	Significant Elements of Experience	Experiential Module	Communication Strategy	Branding Ideas
Cultural Experience	Cognitive & Perceptual Experience	Think & Relate	<ul style="list-style-type: none"> • Stimulate curiosity and desire to learn • Engage in interactive cognition process 	<ul style="list-style-type: none"> • Highlight the difference in values, lifestyle, customs, and culture ("Experience the Difference") • Highlight the unknown facts ("Did you know?")
Relaxing Experience	Bodily Experience	Feel	<ul style="list-style-type: none"> • Stimulate imagination of self relaxing in the destination environment 	<ul style="list-style-type: none"> • Highlight the relaxing atmosphere, slow-paced life ("Relaxing Yourself") • Highlight the difference from busy business life ("Escape from the Routine")

Table 1. Possible Branding Ideas for Different Experience Profiles (Continued)

Experience Profiles	Significant Elements of Experience	Experiential Module	Communication Strategy	Branding Ideas
Unique Shopping Experience	Social & Bodily Experience	Act	<ul style="list-style-type: none"> • Virtual tour of shops and unique products • Virtual photos of viewing products place in consumers' room or wearing on them 	<ul style="list-style-type: none"> • Highlight the uniqueness of shopping products ("Shopping for the Difference") • Highlight the high-quality of man-made products ("Possess the Man-Made Quality")
Unique Dining Experience	Sensory Experience	Sense	<ul style="list-style-type: none"> • Stimulate desire of taste • Food and fresh ingredient pictures 	<ul style="list-style-type: none"> • Highlight the fresh ingredient and farm produce ("Eating for Health") • Highlight the home-made style dinner ("The Taste of Home")
Scenic Touring Experience	Sensory Experience	Sense & Act	<ul style="list-style-type: none"> • Scenic photos of the destination to stimulate visiting motivation • Interactive participate in the beautiful view 	<ul style="list-style-type: none"> • Highlight the different scenic views of four seasons ("Explore the Beauty")

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