Capturing The Tourism Experience

DESIGNING TOURISM EXPERIENCES

Visitor Insights

Balance between internal and external focus:

◦ Devotion on innovation and creativity – new products & technology

◦ Visitor-oriented: incorporate input & feedback to improve experience

Visitors' insights are important to design experiential platform of tourism products

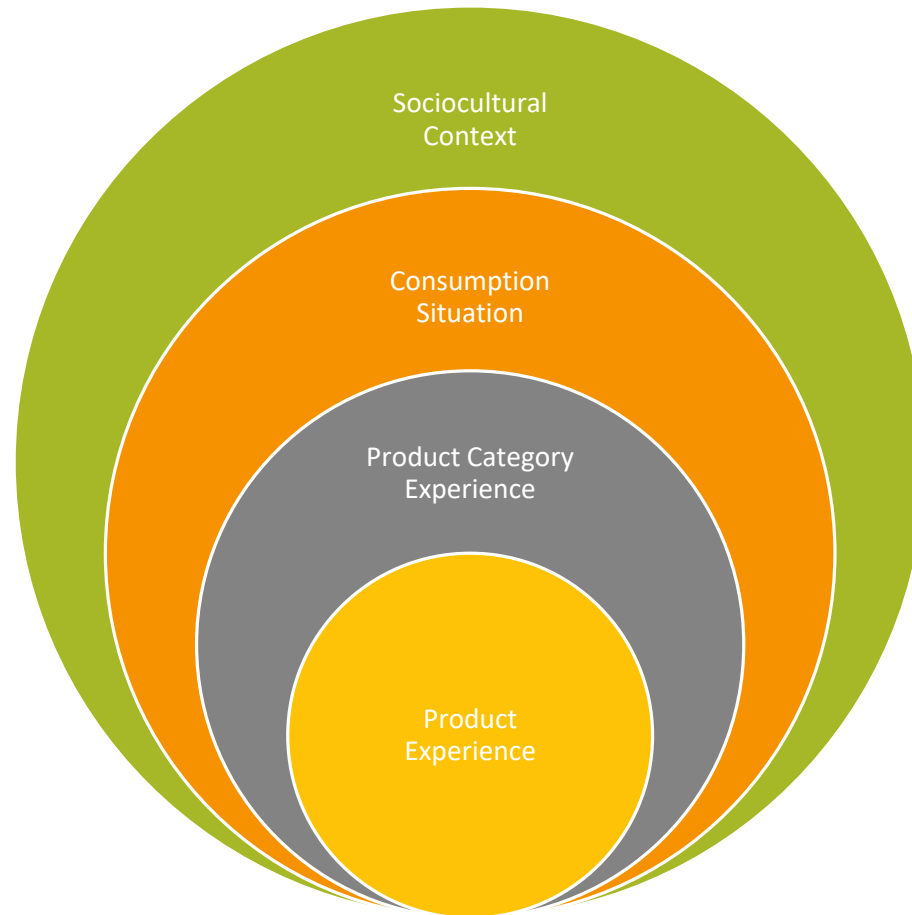◦ Need experiential research

Concert-Going Experience

Carnegie Hall

Before
- Questionnaire
- Focus Group

During
- Participatory Observations
- Audio Recordings
- Interviews

After
- Discussion
- Creative Visual Board & Sketch

Four Layers of the Experiential World

Sociocultural Context

Consumption Situation

Product Category Experience

Product Experience

Experiential Research

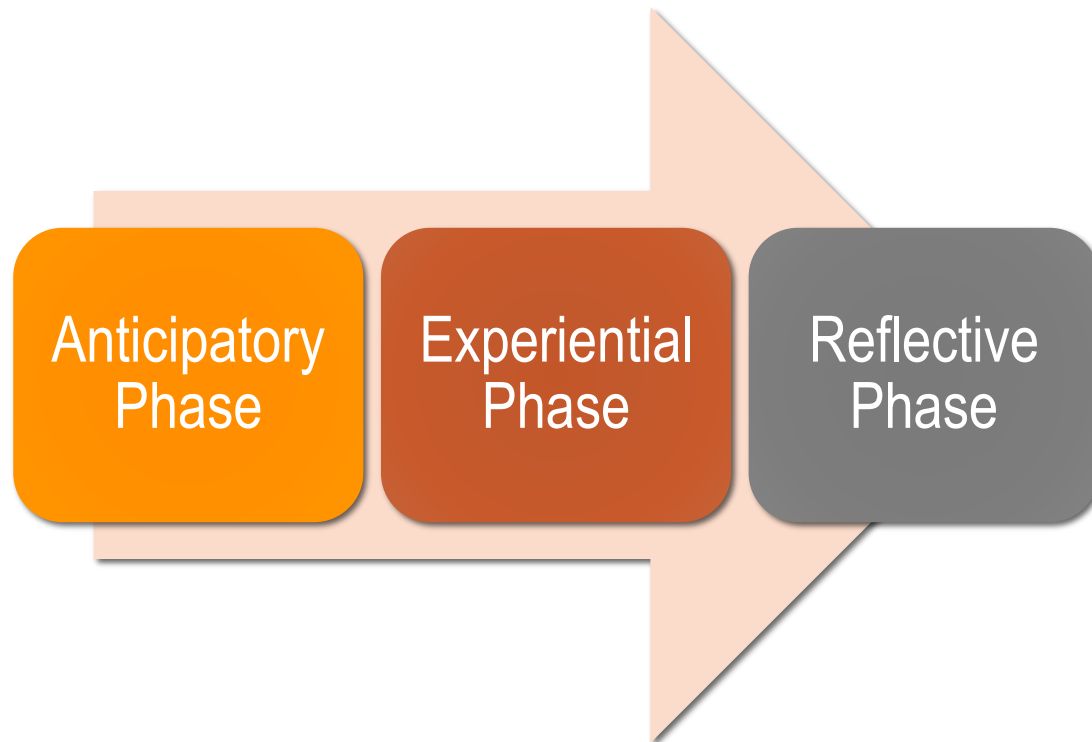Start research from the outer ring

- Analyze pertinent lifestyle & trend
  - Nature of the trend, the trendsetter, the trend in usage

- Analyze the consumption situation
  - Nature of the consumption situation, the consumers/visitors, the roles & fit of the products

- Analyze the product category & the product
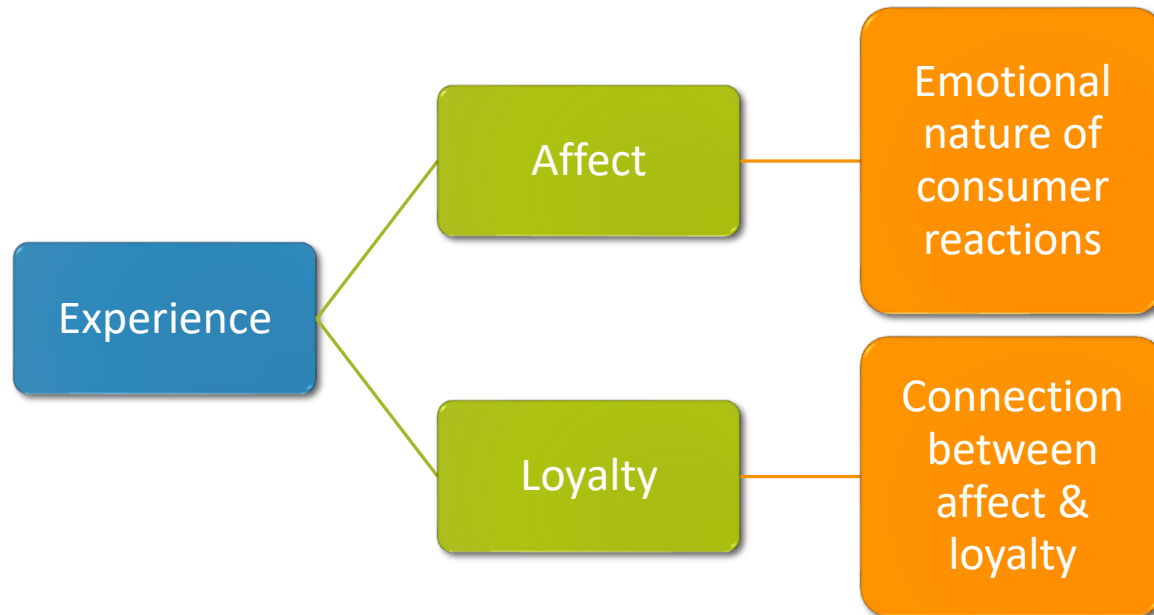 - Nature of the product category, users.

Tracking Experience

Tracking experience along customer touchpoints
◦ enhancing experience throughout the customers decision-making processes
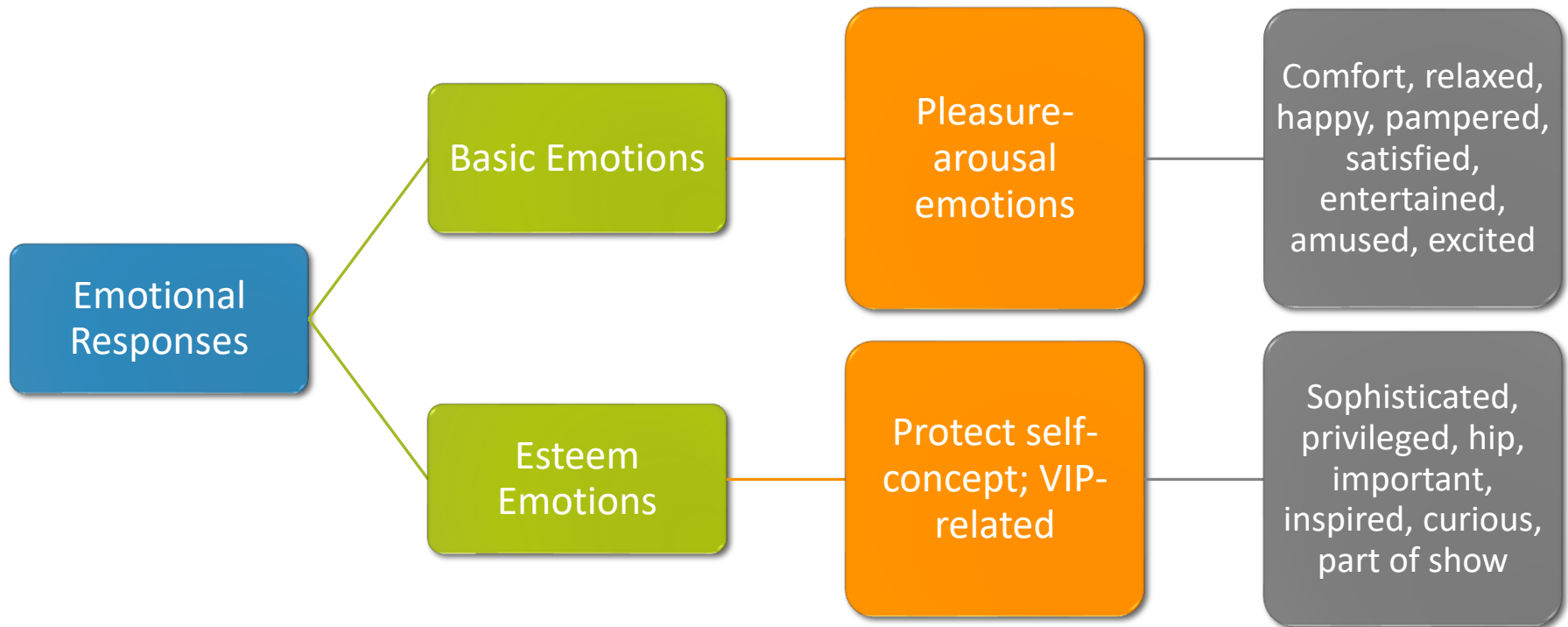
Assessing Experience Design

Experience → Affect → Emotional nature of consumer reactions

Experience → Loyalty → Connection between affect & loyalty

Pullman & Gross, 2004

Emotional Responses

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Emotional Responses ─┬─ Basic Emotions ── Pleasure-arousal emotions ── Comfort, relaxed, happy, pampered, satisfied, entertained, amused, excited
                     └─ Esteem Emotions ── Protect self-concept; VIP-related ── Sophisticated, privileged, hip, important, inspired, curious, part of show
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Pullman & Gross, 2004

Measuring Experience Design Elements

Humanic Clues (Relational Context) → Basic Emotions, Esteem Emotions
Mechanic Clues (Physical Context) → Basic Emotions, Esteem Emotions
Basic Emotions → Loyalty Behavior
Esteem Emotions → Loyalty Behavior

Pullman & Gross, 2004

9
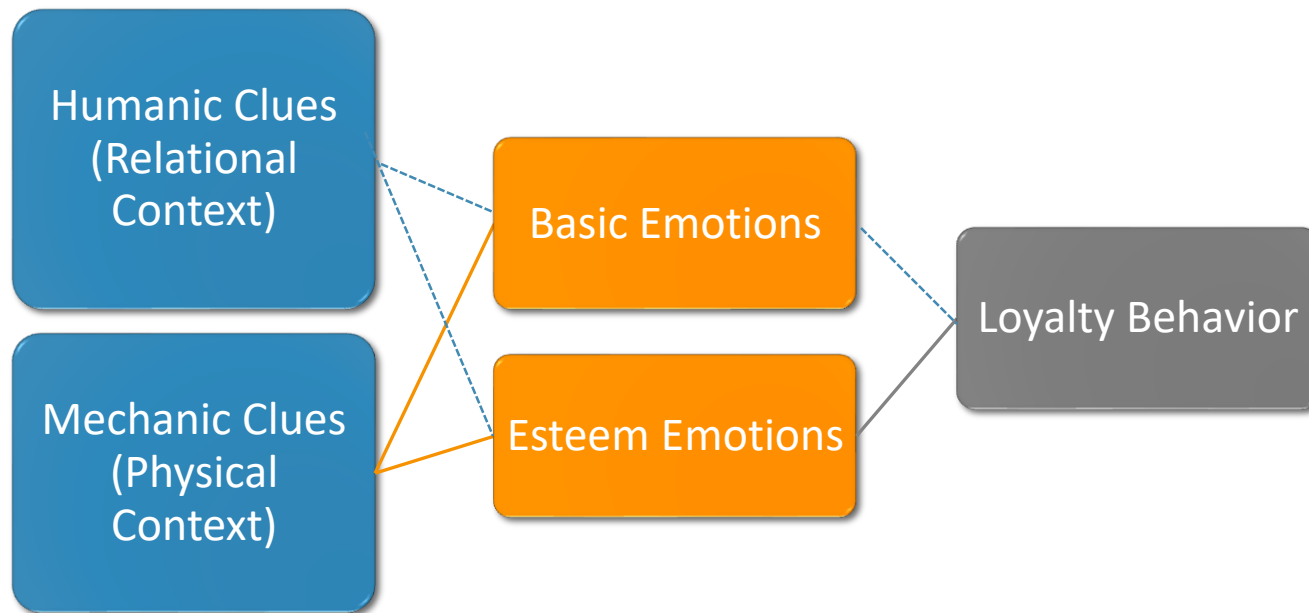
Case Study Results

The type of customer emotions evoked in a hospitality setting significantly influence loyalty behaviors

Basic emotions play a strong mediating role; esteem emotions were insignificant.

Relational elements strongly related to basic emotions

Pullman & Gross, 2004

Tracking Experience

◦ **What** - what do customers doing along the touchpoints?

◦ **Where** - where are they at different stages of decision?

◦ **Who** - who make the decision?

◦ **When** - when are they making decision?

◦ **How** – how are their experiences currently addressed?

Surveying Landscape

Knowing what new experiences competitors are coming up and how to respond to them.

◦ Experiential benchmarking

Three generic types of competitors:

◦ Direct competitors

◦ New entrants

◦ Players outside the industry

Experiential Research Techniques

Three approaches to experiential research:

- Conduct research in natural environments
  - Taking an anthropological - observational approach
  - On-site surveys (or interviews) & observation
  - Participant diaries (including photographic information)

- Conducting research in experimental environments - Use realistic stimuli to elicit relevant visitor responses
  - 3-D, multisensory & multimedia display

- Encourage visitors to imagine a different reality
  - Think about future desirable experiences & evaluate present ones

Experiential Research Techniques

Experience can be interpreted through its expression

Understanding experience: understanding how events are received consciously.

- Understanding the elements of senses, cognition, feelings & emotions

- Analyzing Expression: verbal, written, images, impressions
  - Informative
  - Performative

Experiential Research Techniques

What to look for:

- Senses

- Cognition

- Feelings & emotions

Experiential Research Techniques
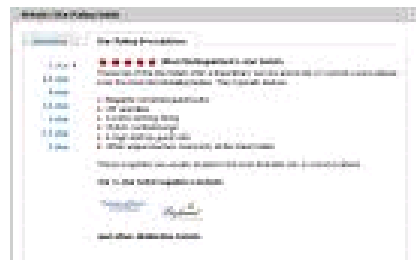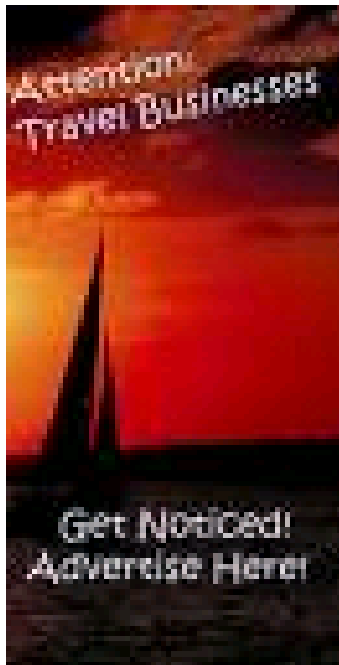
Experiential Research Techniques

Primary data gathering experiments

Experiential Research Techniques

Secondary data gathering:
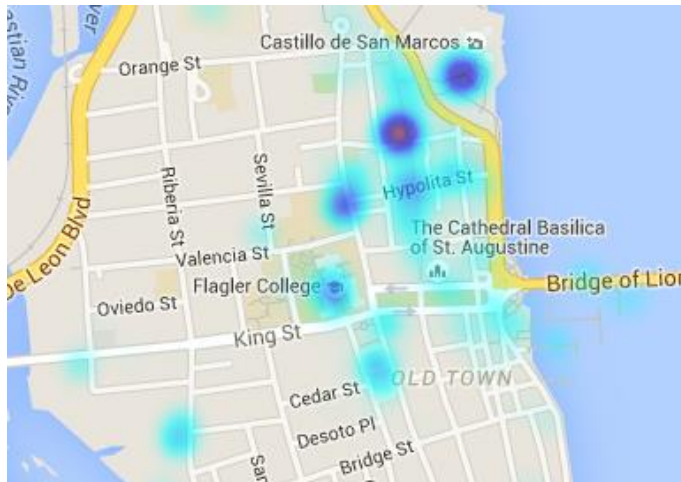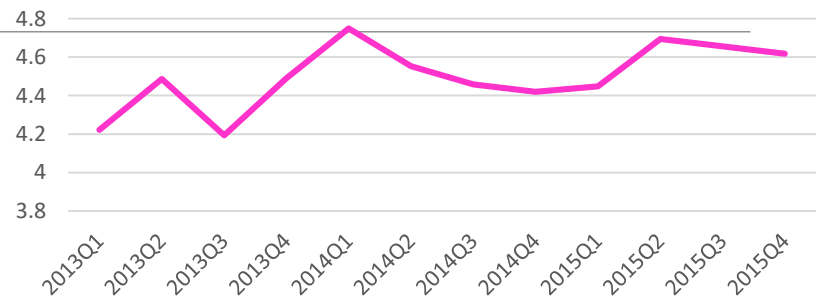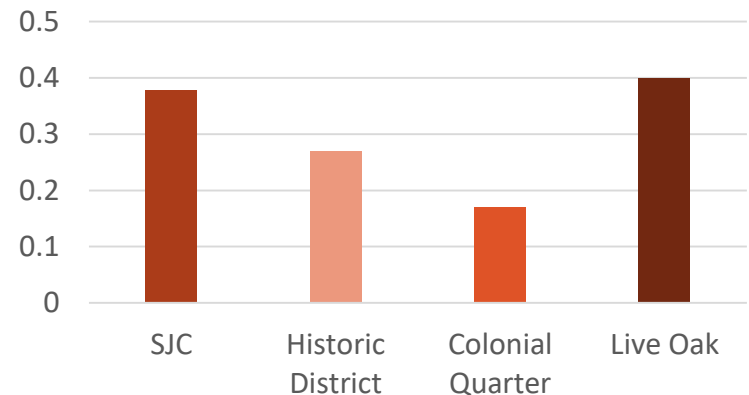- ◦ Interpretation of experience from text, images, etc.

Advanced methods

Colonial Quarter Average Trip Advisor Reviews

4.4/5
#18/151

Positive Twitter Sentiment
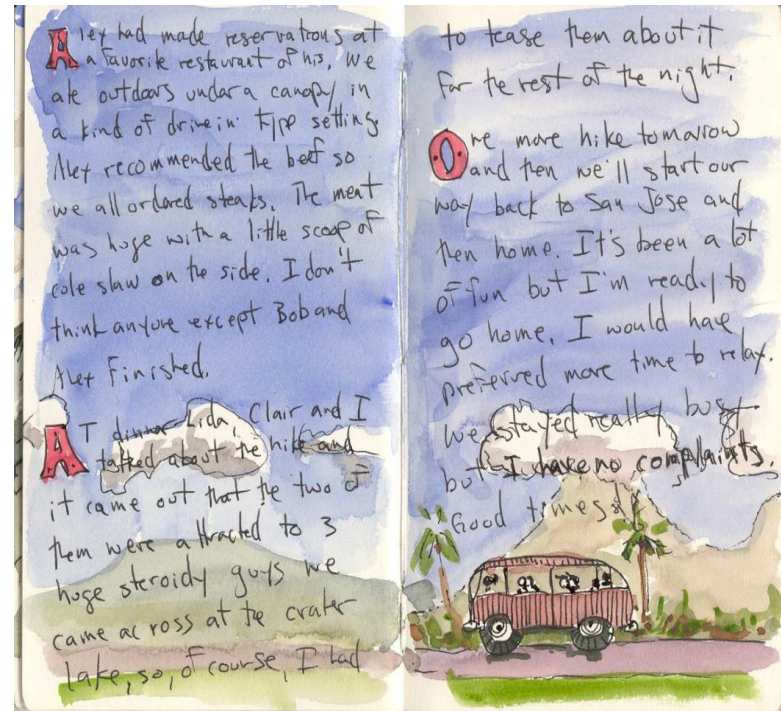
Instagram Heat Map

Data collection – online survey

67,209 email contacts collected between Oct 2011 and Oct 2014

6,058 responses (9.0 % response rate)

Sub-sample of 2,565 *visitors*

Stratified propensity score weighting to control for non-response bias

NorthernIndiana
| Tourism Development Commission

Measurement Items

Network Structure

List of 62 attraction touchpoints aggregated and recoded to seven counties
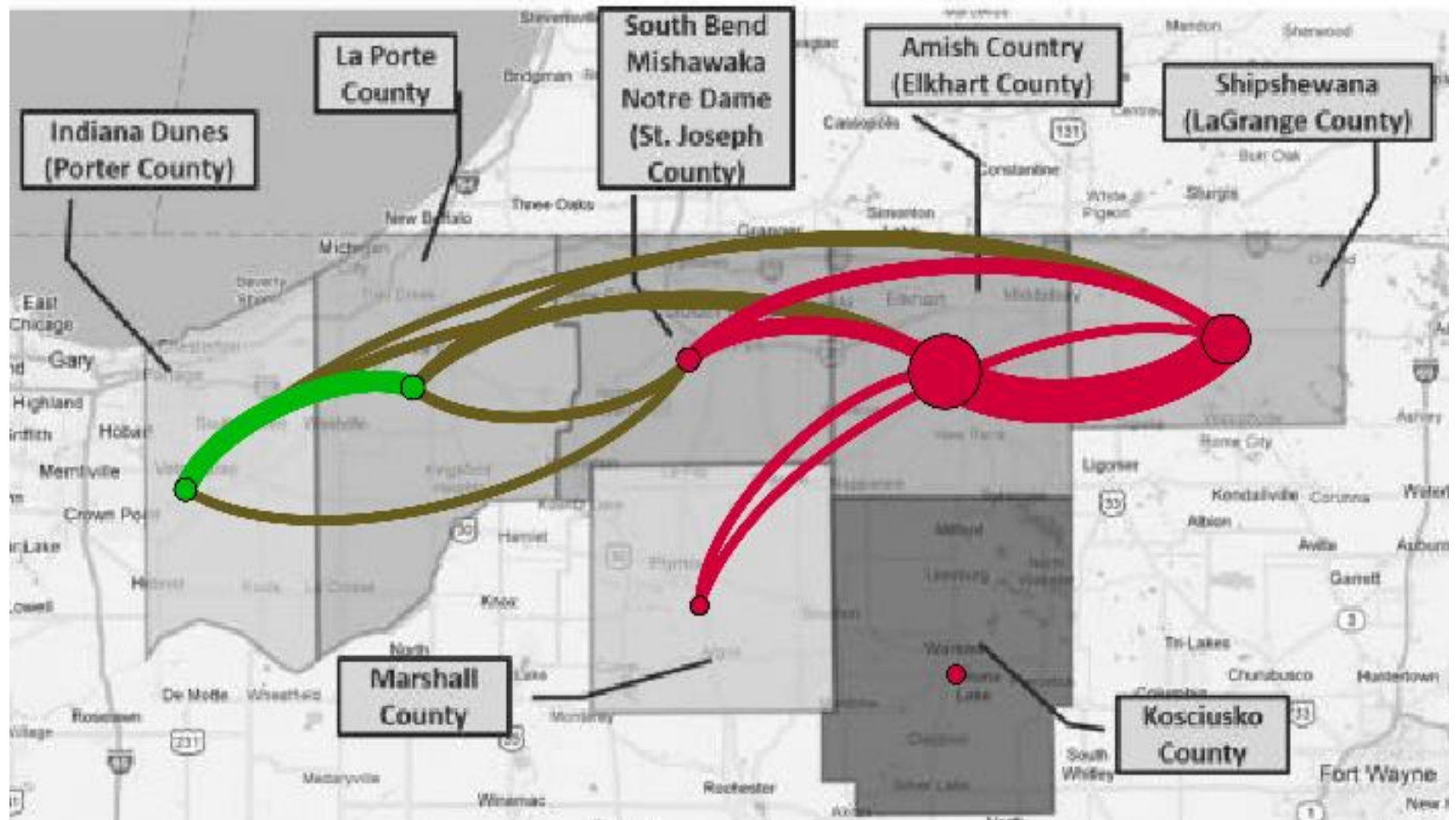
Economic Impact

Total party spending for the visit

Basic attributes of N. Indiana Tourism System

Season	Weighted Sample Size	Frequency
Season 1: New Year's Day to Memorial Day	537.67	21.4%
Season 2: Memorial Day to Labor Day	1248.70	49.8%
Season 3: Labor Day to New Year's Day	723.41	28.8%
Total	2520.01	100%

County	Number of Touchpoints
Elkhart	17
Kosciuko	5
LaGrange	14
LaPorte	8
Marshall	6
Porter	7
St. Joseph	12
Total	62

County	% of Visitors	% ON	Party Size	Nights	Counties Visited	Touch points (county/total)	Total Spend
Elkhart	58.8	77.5	3.6	2.3	2.8	3.2/6.9	$626.07
Kosciusko	12.3	72.6	3.5	2.4	3.4	1.4/8.0	$498.77
LaGrange	59.0	76.2	3.7	2.2	2.7	2.4/6.6	$630.55
LaPorte	35.4	69.4	3.6	2.3	3.4	1.9/6.4	$596.63
Marshall	14.9	77.4	3.5	2.5	3.0	1.2/8.9	$644.16
Porter	37.0	66.2	3.5	2.1	2.8	2.0/5.8	$514.73
St. Joseph	30.9	74.6	3.6	2.5	3.2	1.8/7.3	$587.97
Total	100.0	71.3	3.6	2.1	2.3	5.3	$569.61

Sara

time-interval survey
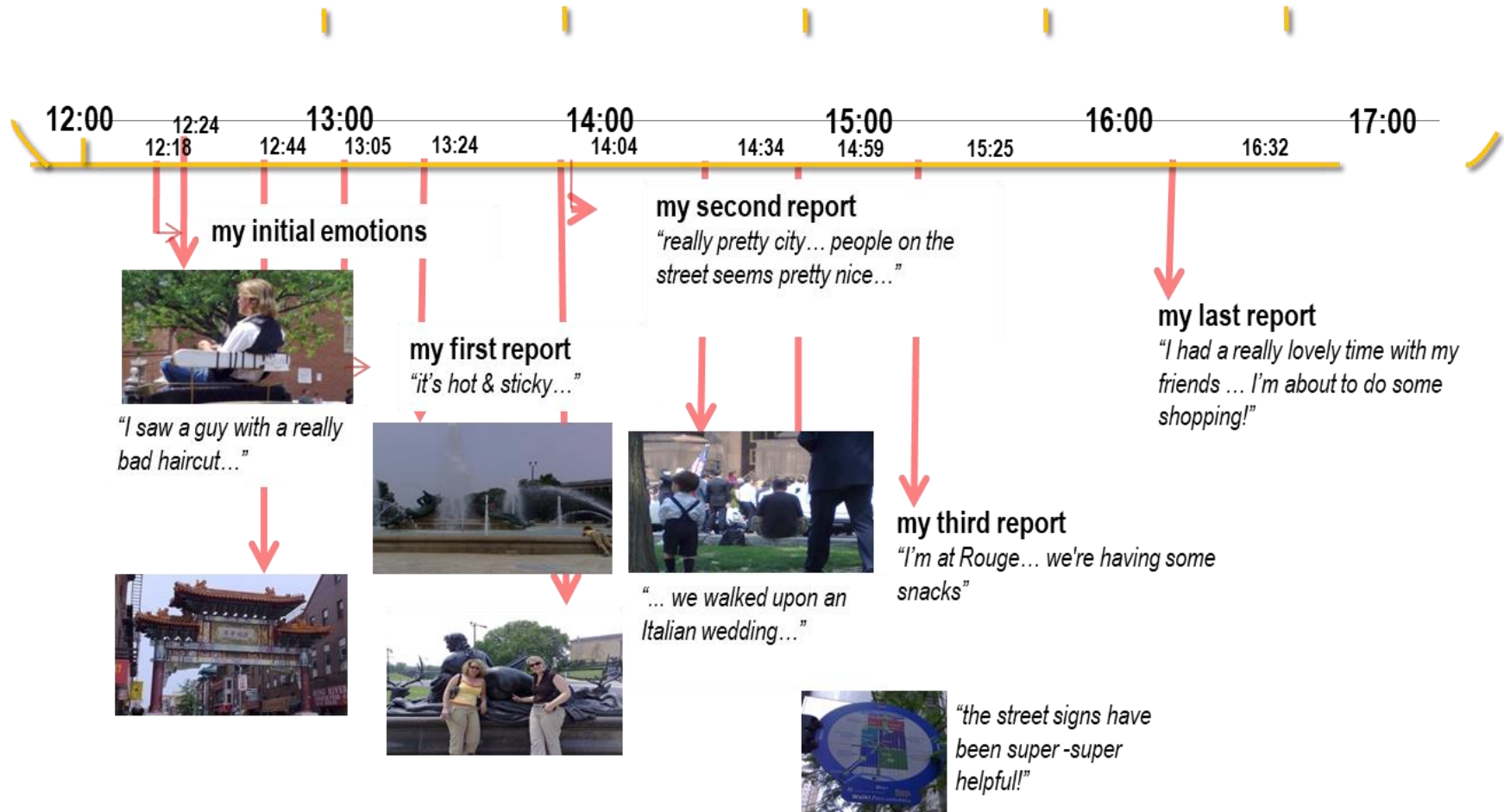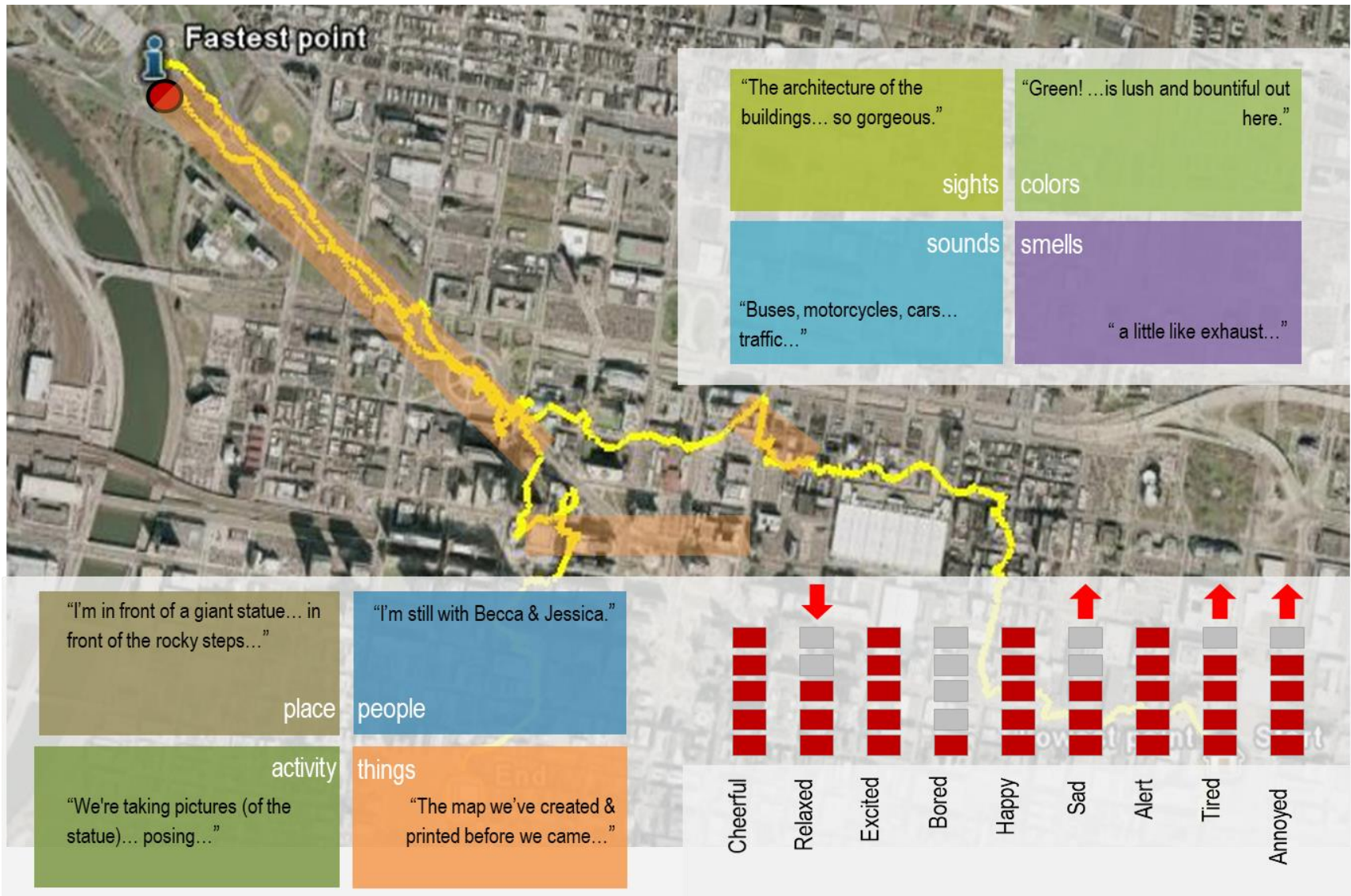
"The architecture of the buildings… so gorgeous."

sights

"Green! …is lush and bountiful out here."

colors

sounds

"Buses, motorcycles, cars… traffic…"

smells

" a little like exhaust…"

"I'm in front of a giant statue… in front of the rocky steps…"

place

"I'm still with Becca & Jessica."

people

activity

"We're taking pictures (of the statue)… posing…"

things

"The map we've created & printed before we came…"

Cheerful Relaxed Excited Bored Happy Sad Alert Tired Annoyed

Biophysiological sensors used to measure traveler's sensory experiences

Vision

Taste/ Olfaction

Audition

Somatic (e.g., temperature, humidity)

Haptic

Movement

Most value   Least value
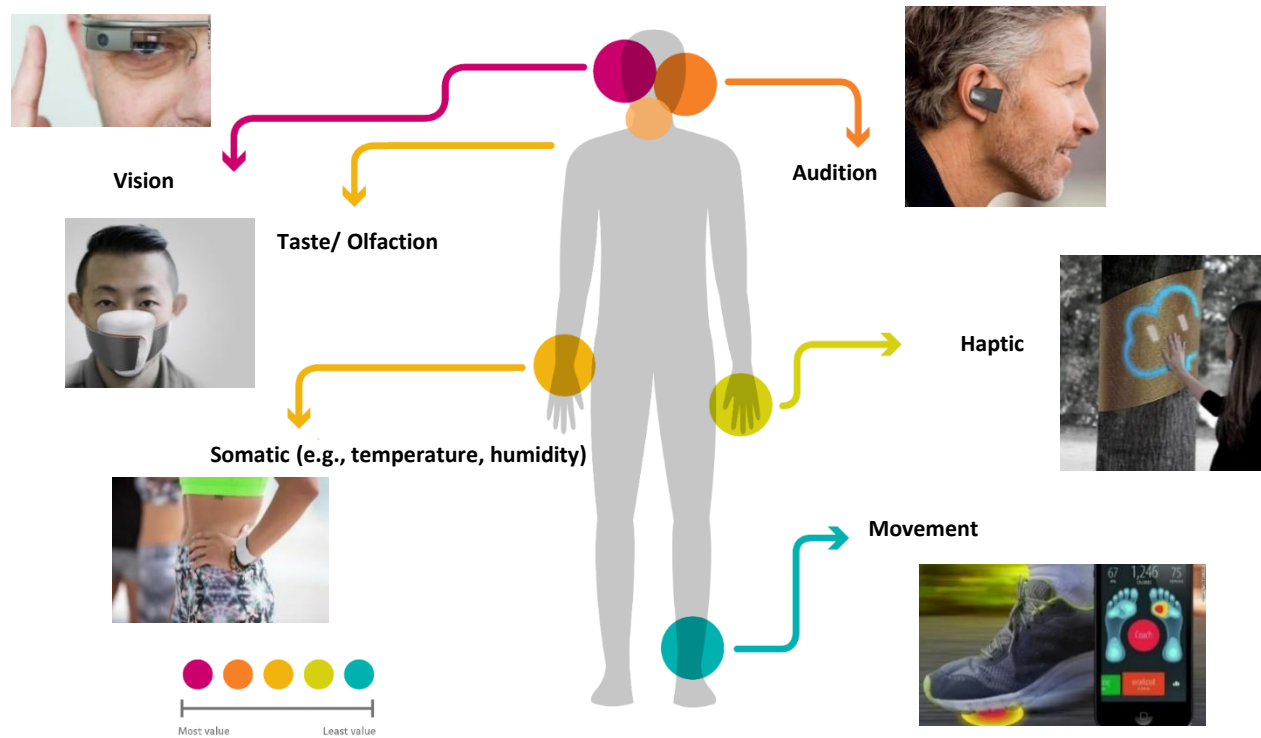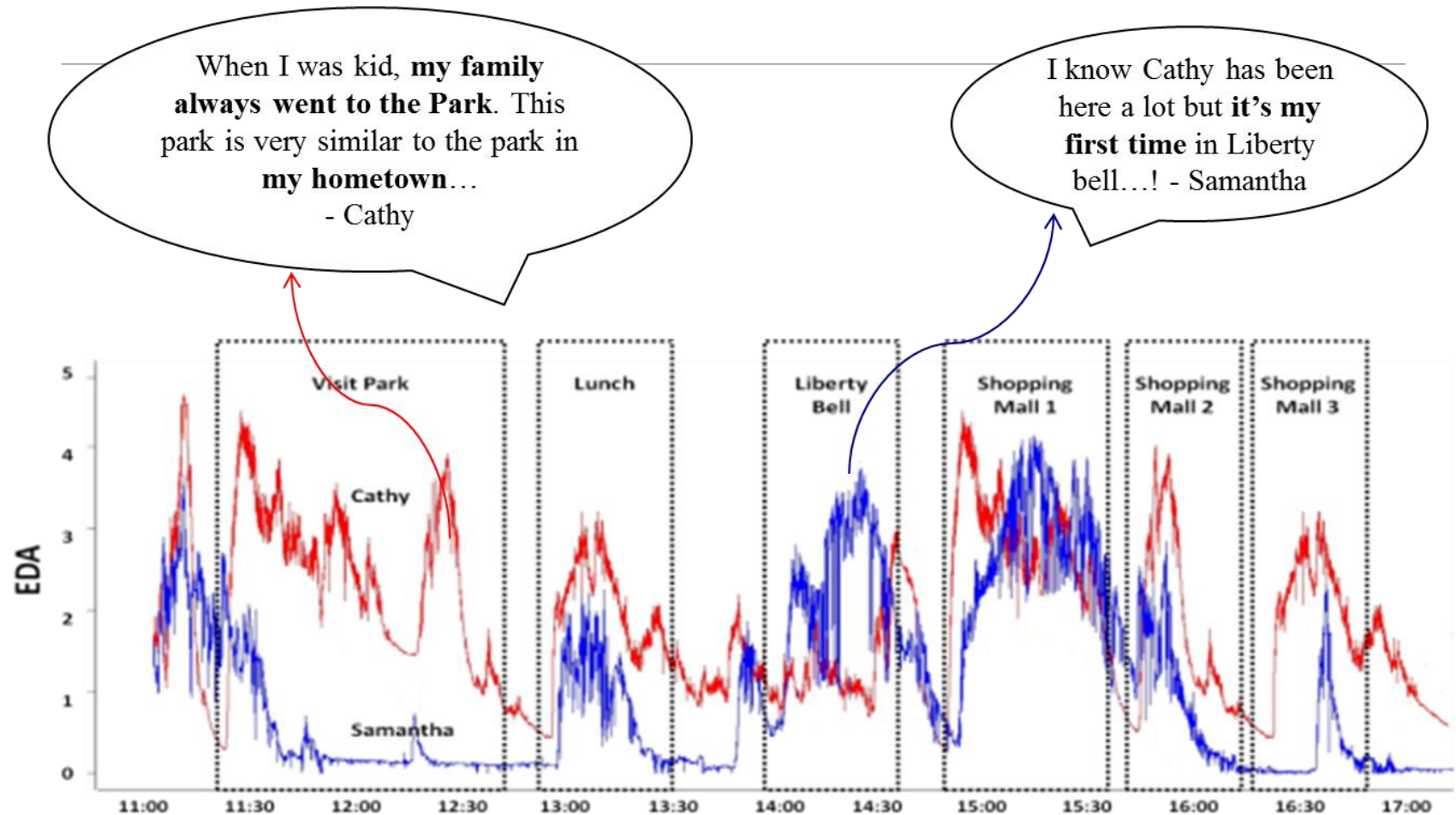
Relating Emotions and Site Design

The primary approach used in the study is described as iMotion whereby visitors to the park used a series of technologies to capture key data about their location, what they see, what they experiences and the various aspects of their environment.
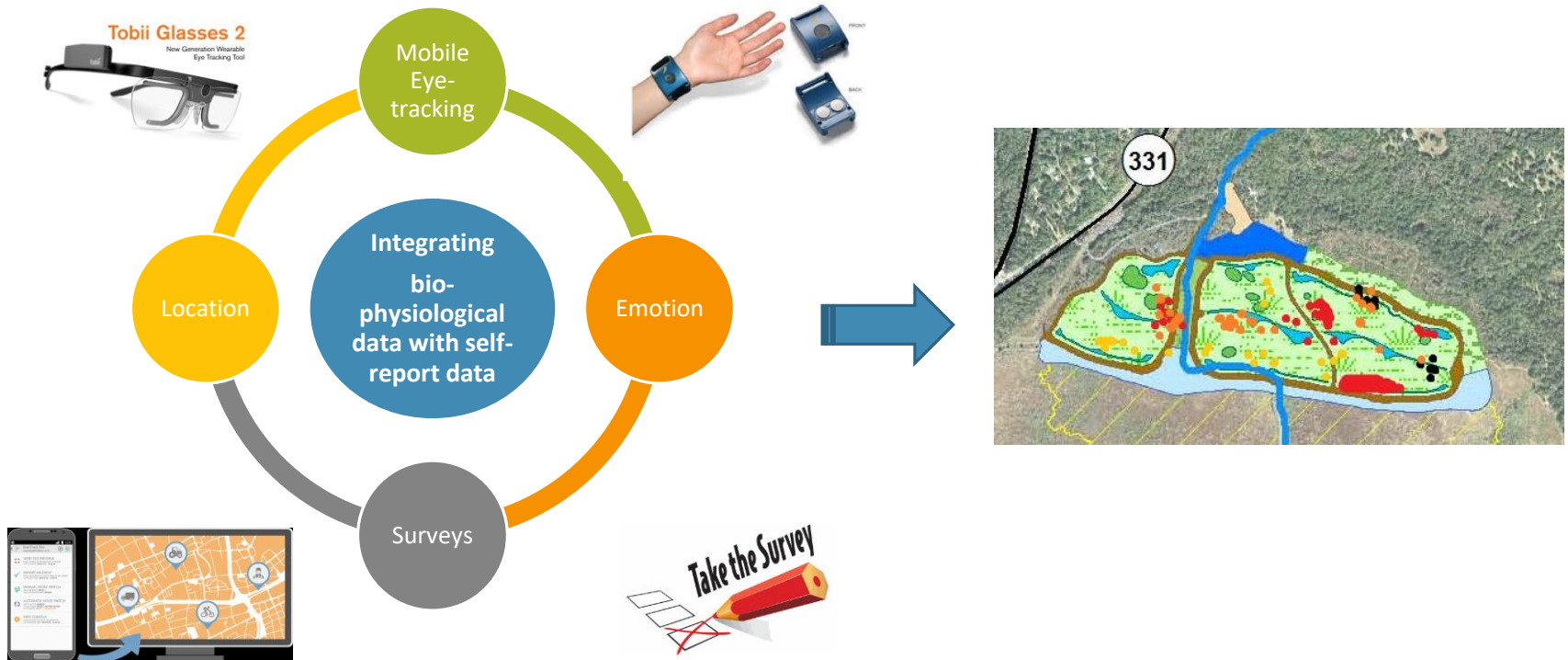
Experiential Research Techniques

Valence

◦ Means the intrinsic attractiveness (positive) or aversiveness (negative) of an event, object, or situation

◦ The term is also used to characterize and categorize specific emotions:

  ◦ Negative valence: anger, fear
  ◦ Positive valence: joy

Experiential Research Techniques

Arousal

◦ The state of being "awake"

◦ It involves the activation of the reticular activating system in the brain stem, the autonomic nervous system and the endocrine system, leading to increased heart rate and blood pressure and a condition of sensory alertness, mobility and readiness to respond

  ◦ Low arousal: bored
  ◦ High arousal: excited
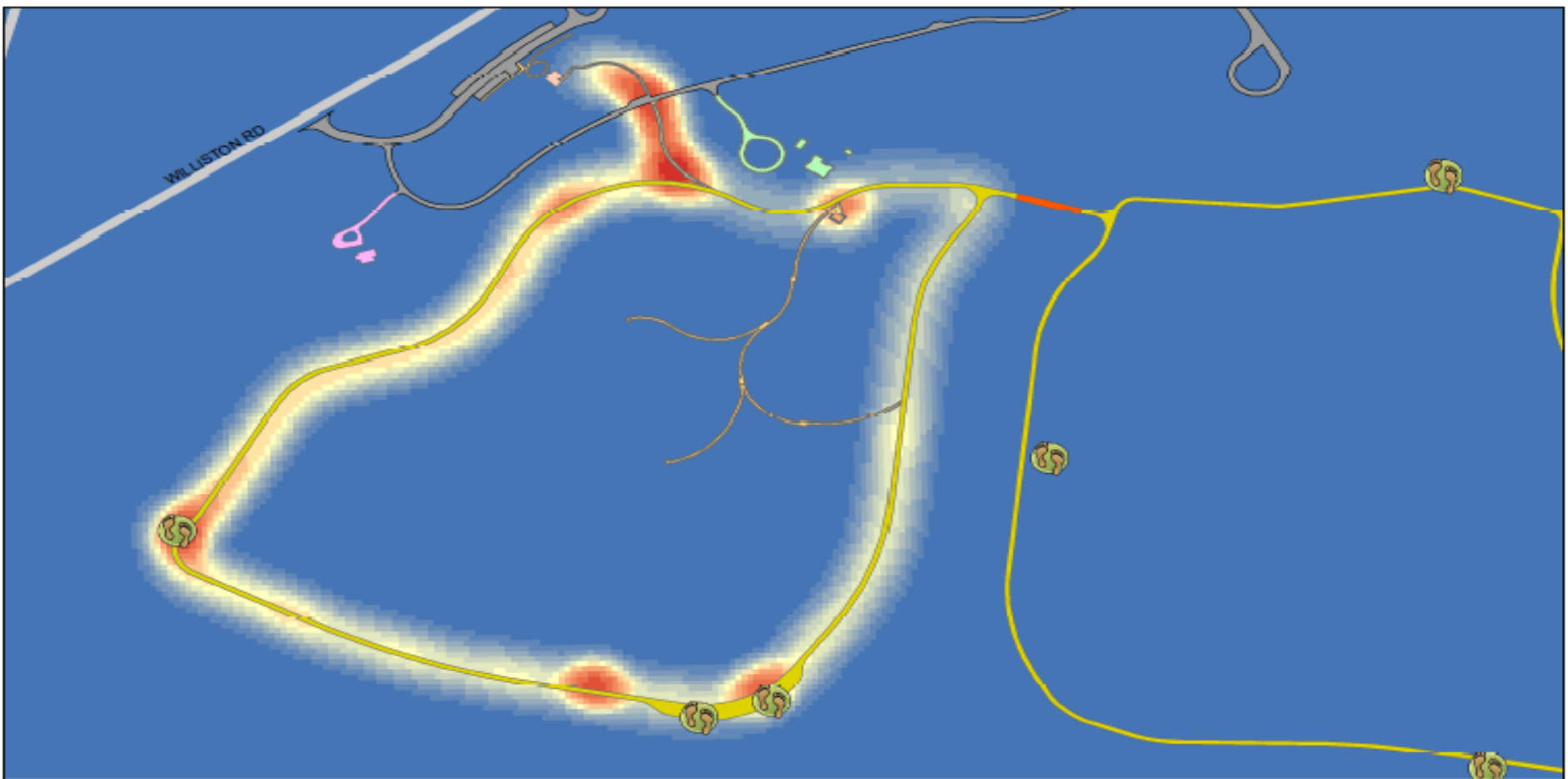
Legend

Viewpoints/Overlooks

Current Contstruction Contract
Access Road/Parking
Entry Building

Security Residence
Berm Trails
Boardwalk
Bridge
Major Road

Arousal Level
High Arousal
Low Arousal

WILLISTON RD

N

0   95   190   380 Feet

Overall Emotional Experience

- Number of Moment of Interests (Peaks): 13

- Favorite Things: beautiful scenery, water plants and flowers, birds and wildlife

- Least Favorite Thins: lack of resting areas, viewpoints

Informant #14

* Numbers in the graph (1...N) represent "Moment of Interests (Peaks)" using skin conductance responses

Psychological Dynamics of Experience

- The goal of tourism advertising and tourism marketing is **to build emotional connection** with people, places, and experiences (Tussyadiah & Fesenmaier, 2009).

- Online ads are also comprised of **many continuous messages** (McDuff et al., 2014).

- Understanding **dynamic nature of emotions** enables us to examine the processes and outcomes of effective communication (Micu & Plummer, 2010; Kim, Kim & Bolls, 2014).
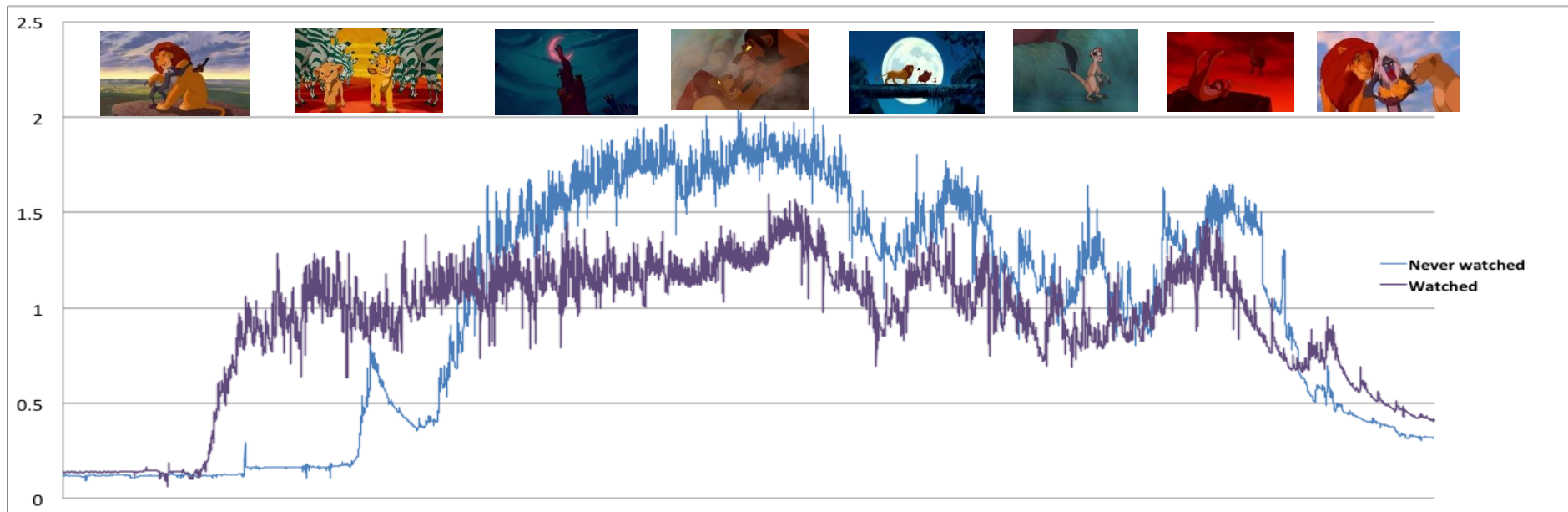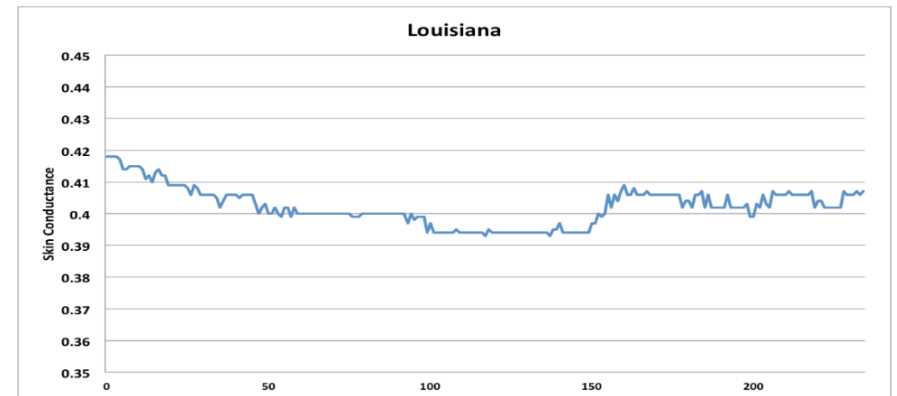
Evaluating a Continuous Stream of Events
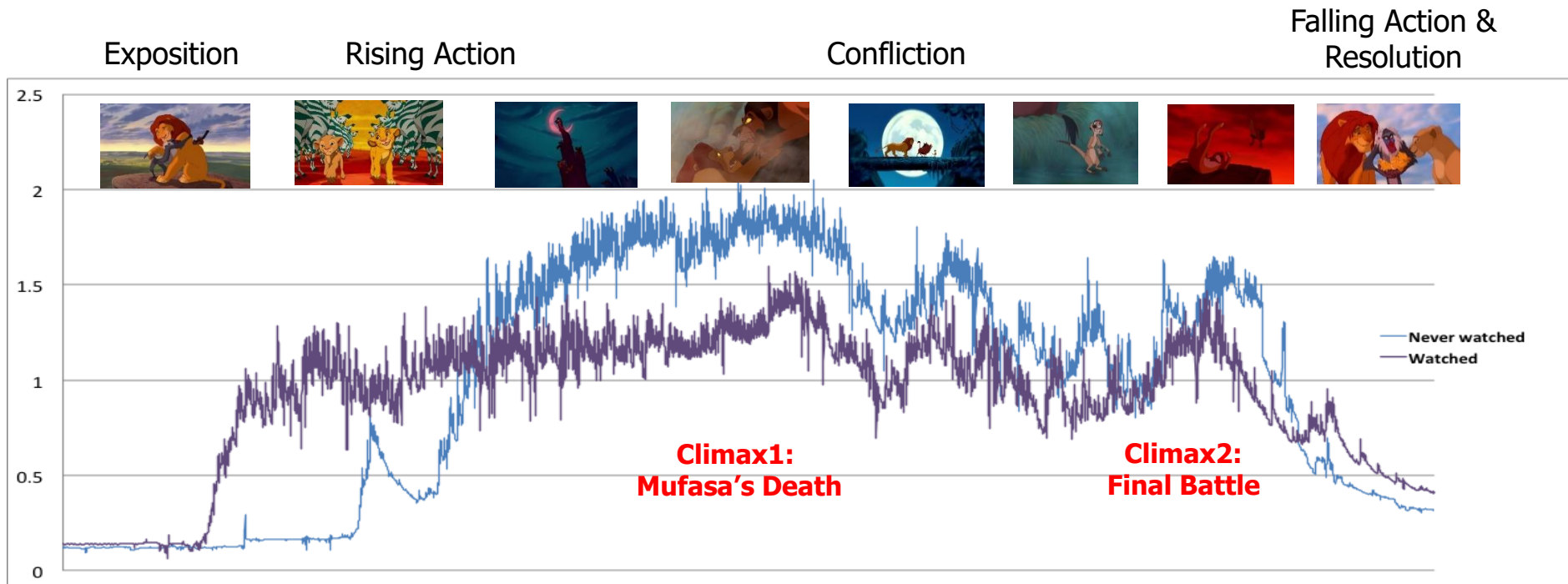
Evaluating a Continuous Stream of Events
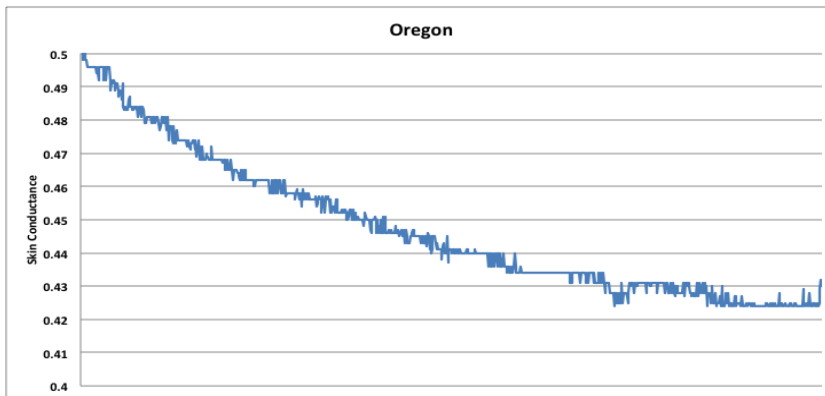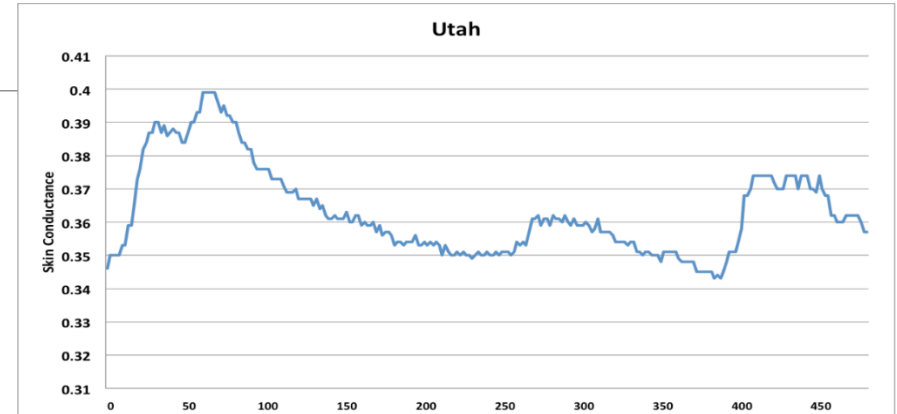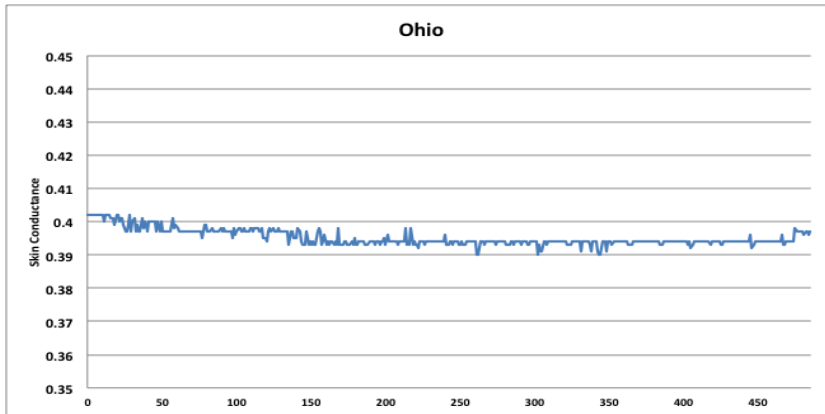
Mapping Utah and Oregon Online Ad with EDA data
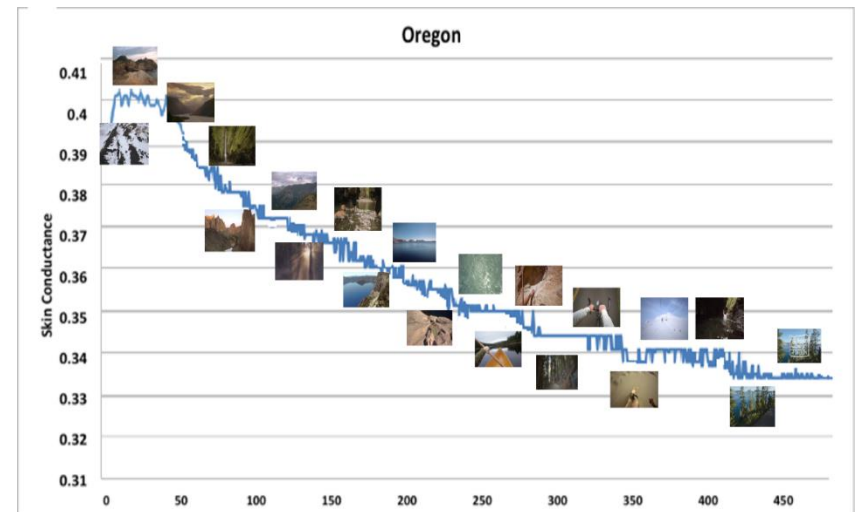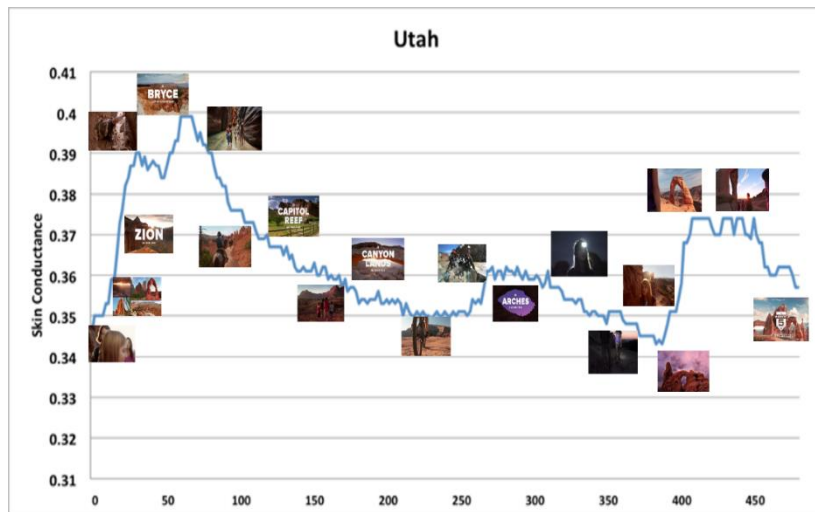
Mapping *i*Motion Results: Heat Map

Ad #	10
# of Participants	3
Destination	Gulf Shores & Orange Beach
State	AL
Story Structure	Informational
Point of view	Third person
Content Genre	Activities
Narrative Transportation	6.56
Involvement	6.11
Enjoyment	5.78
Ad Evaluation	6
Place Evaluation	6.67

Ad #	10
# of Participants	3
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informant #28
03:10.5

informant #50
04:21.1

Comparing Emotions in Online Stories by Dramatic Structure
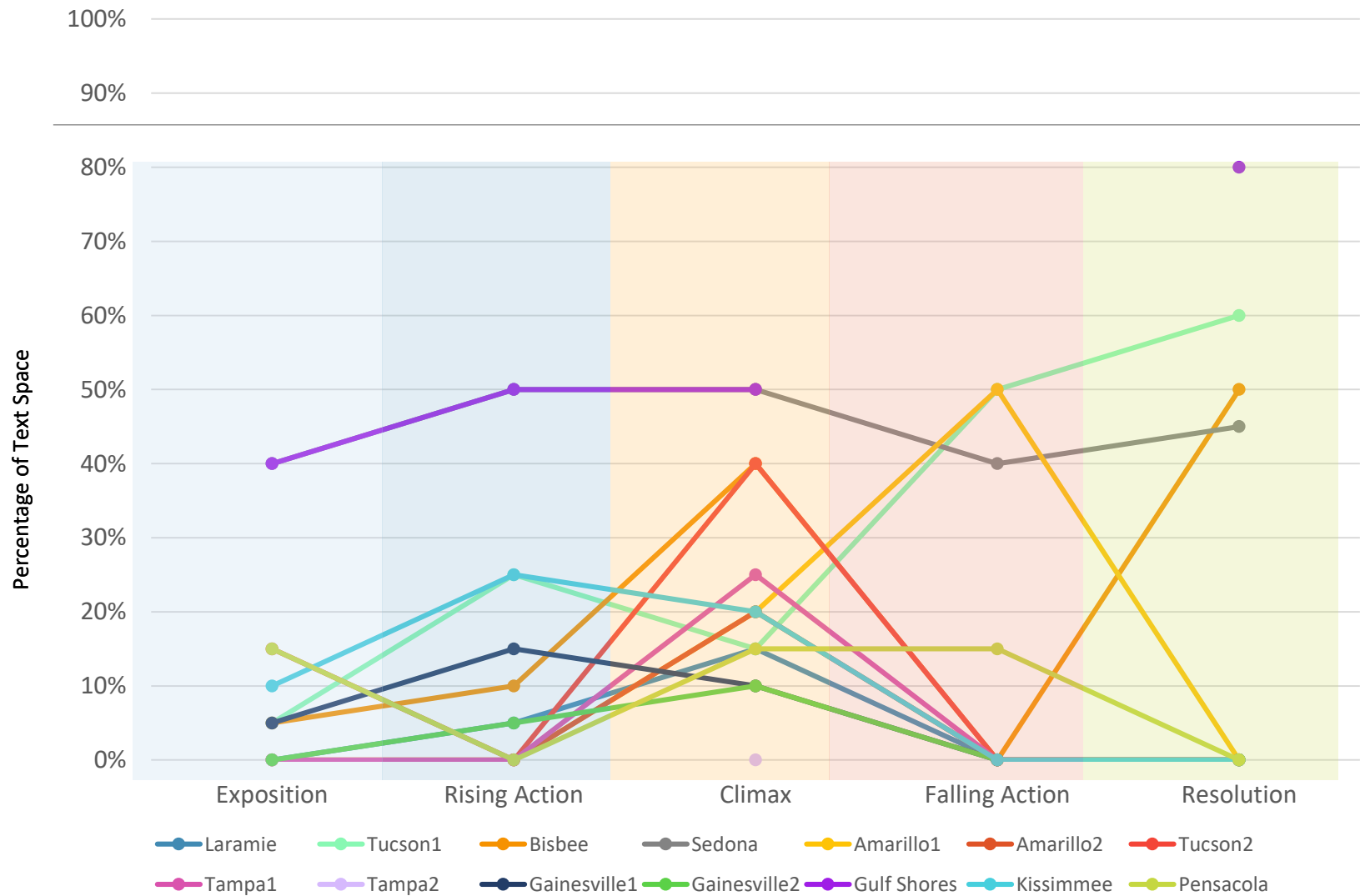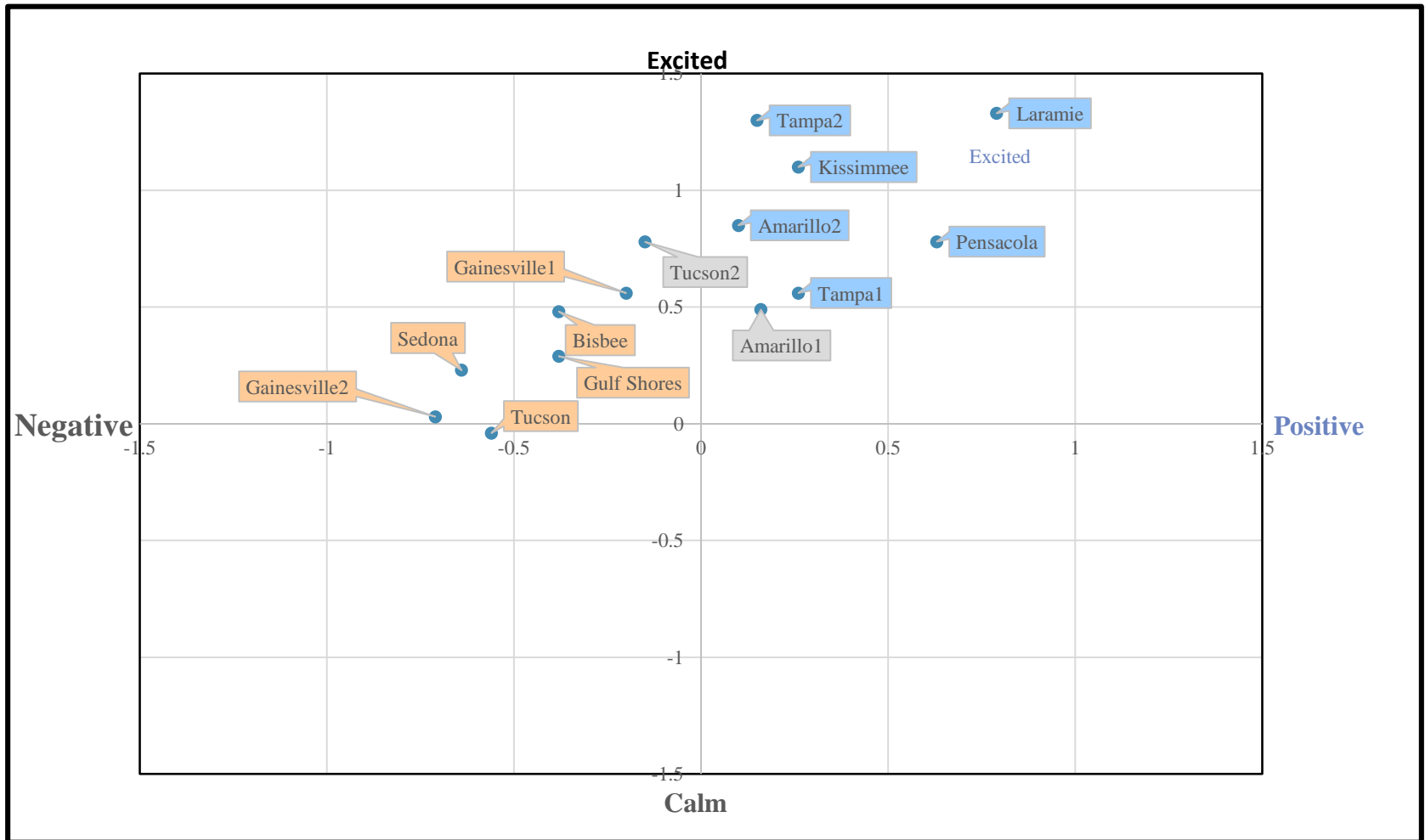
"Degree of change" is represented as x and y coordinates where (x) is equal to the degree of change in positive to negative emotions or vice versa and (y) is equal to the degree of change in calm to excited emotions or vice versa.

Types of Impact

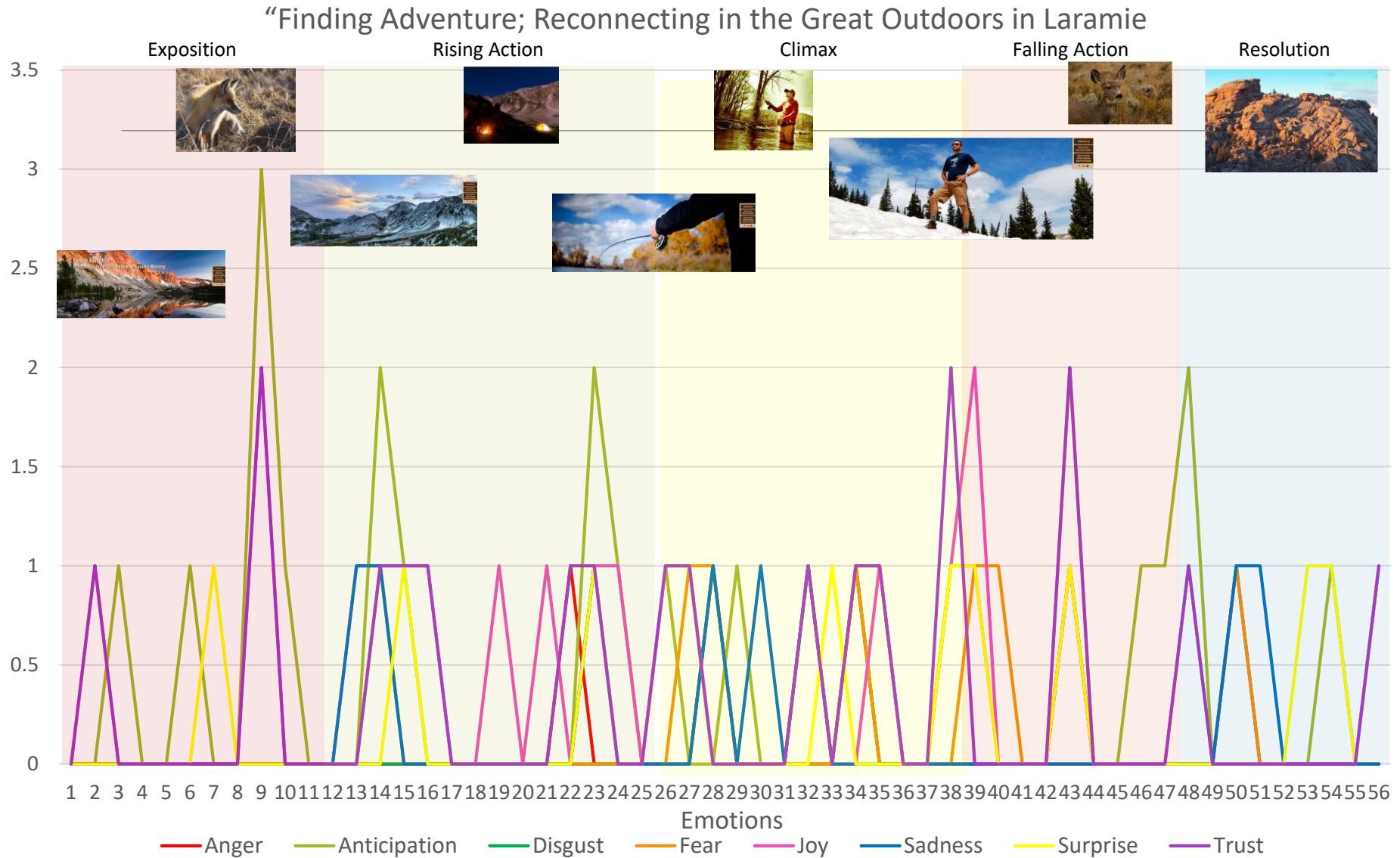|	Image Fluency	Argument Strength	Information in Story	Believability	Affective Appeal	Involvement in Story	Narrative Transport	Cognitive Appeal
Discussion of Outside Life	NS	Pos.	Pos.	Pos.	Pos.	Pos.	Pos.	Pos.
Discussion of Other Destination	NS	NS	Neg.	NS	Neg.	NS	NS	Neg.
Destination Facts	NS	NS	Neg.	NS	Neg.	NS	NS	Neg.
Narrator Advice	NS	NS	NS	Pos.	NS	NS	NS	NS
Events/Seasonality	NS	NS	NS	Neg.	NS	NS	NS	NS
Use of 3rd Person	NS	Neg.	NS	NS	NS	NS	NS	NS
# of Episodes	Neg.	Neg.	Neg.	Neg.	Neg.	NS	Neg.	NS
Narrator Gender	Neg.	NS	Pos.	Neg.	Pos.	NS	NS	Neg.
Total # of Characters	Pos.	Pos.	Pos.	Pos.	NS	NS	NS	Pos.
Personal Comments (Beginning)	Pos.	Neg.	Pos.	NS	Pos.	NS	NS	NS
Personal Comments (End)	Pos.	Pos.	Pos.	NS	Pos.	NS	NS	Pos.

Note: **Pos.** indicates that the feature of the story has a consistently positive and significant impact on the particular component of the persuasion model; **Neg**. indicates that the feature of the story has a consistently positive and significant impact on the particular component of the persuasion model; **NS** indicates that the relationship between the feature of the story the particular component of the persuasion model in consistently Not significant.

Merging Emotional Response, Structure and Response

"Finding Adventure; Reconnecting in the Great Outdoors in Laramie

Physiological response and eye tracking

- CQ Museum Tour (6 participants)
- Green Trolley Tour (6 participants)

4 Consumer Surveys

- CQ Museum Tour visitors (n=200)
- Florida 3rd grade teachers (n=386)
- CQ restaurant patrons (n=46)
- Live Oak concert goers (n=11)

In-depth Interviews

- Historic District Visitors
- 29 informants
- 3 hours 20 minutes   of

Social Media Data Mining

- Twitter
- Trip Advisor
- Instagram

Google Analytics

ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine | Ponte Vedra on Florida's Historic Coast
ARTS, CULTURE & HERITAGE DIVISION

ticketmaster

FROM A NEW PERSPECTIVE
TAMPA BAY STORIES

Unlock Tampa Bay through the lens of a pirate, a foodie, a history buff, a thrill seeker and even a kid. Discover the stories that make Tampa Bay the most diverse destination in Florida and be inspired to create your own story where treasure awaits.

FAMILY FUN

TOP 10

FOOD

SUNNY DAY EXPLORATIONS

SHOPPING EXPERIENCES IN TAMPA

CULINARY HISTORY

Corpus Of A Tampa Bay Story: Magic On Tap

Magic on Tap
Tampa Bay's top-notch craft beer scene
By Kevin Tall
Life is good for craft beer drinkers in Tampa Bay, and it's only getting better. Consistently ranked among the top brewing scenes in America, Tampa Bay is quickly becoming a destination for craft beer.
A sample of Tampa Bay's unique craft scene makes it plain that it'll be on the beer map to stay.
And what better way to enjoy some craft beer than making a day of it?
So, I got a group of friends together to take over the Brew Bus to see what's on tap.
Yes, Tampa's beer scene is vibrant enough to support a business that shuttles thirsty beer fans from brewery to brewery—what other place can say that?
All aboard, it's time to see what all the brew-haha is about.
Exploration begins
Our trip begins with a stop at the tasting room for Tampa Bay's best-known craft brewer, Cigar City Brewing.
Imagine strolling into a walk-in humidor with a surf shop vibe—and awesome beer, too!
Behind the hardwood bar, lacquered with brewing notes, an impressive electronic tap list lets the beer-minded faithful know what's available.
A few feet away stand the taps that quench the thirst of craft beer enthusiasts from Tampa Bay and well beyond.
Cigar City's numerous awards prove its popularity. CCB's Jai Alai India Pale Ale tells you why: Its piney aroma, grapefruit bitterness and clean finish make it a great brew to help beat the Florida heat.
It more than earns its impressive 99 from RateBeer's army of beer drinkers.
I happily quaff one during the brewery tour, which comes with a pint glass to keep, as we walk around the impressive brewhouse and bottling and canning operations.
A short drive away sits Angry Chair Brewing.
A recent addition to Tampa Bay's craft beer scene, Angry Chair opened in November, 2014.
The tap room is a rustic throwback with exposed ventilation, custom steel chairs and a ceiling assembled with much of the 1941 building's original wood.
Among the enigmatic mixed-media art hung on the wall, a cameo window offers a glimpse of the 10-barrel brewhouse.
Cozy and buzzing, the tasting room offers beers like German Chocolate Cupcake Stout, which hits the nose with a heavy aroma of vanilla.
With sweet notes of coconut, toffee and cacao, this milk stout pours black and achieves a complex richness.
Do I get the brewery's name?
I think I'll focus on a pint of stout instead.
Six Ten Brewing sits near Tampa International Airport, a short way off the beaten path.
The brewery is designed with an open concept, with the 10-barrel custom brewhouse in full view of the happy patrons.
There's something authentic about seeing exactly where the beer is made and meet the man who makes it.
The tasting room is a study in minimalism: a poured slab counter top, lots of beautiful stainless, about 14 guest taps and 10 house offerings on draft.
I opt for a porter, keeping with the traditional vibe.
I chose well. With a deep, malty nose, Six Ten's Porter is smooth and medium-bodied with hints of dark chocolate and coffee—a straightforward, quality beer from a genuine local brewer.
Strong impressions
Just on the edge of Tampa Bay's Ybor City district, Coppertail Brewing has gotten a lot of people talking in a short period of time.
The tasting room is expansive and inviting; the bare block walls, high ceilings and sheet metal roofing giving it a stark, industrial vibe.
High windows behind the bar offer a glimpse of the impressive 50-barrel Rolec brewhouse with bright tanks for conditioning.
That hardware allows for a lot of treatments as fun, temporary companions to the brewery's core beers.
Among those core offerings is Coppertail's Unholy American Trippel.
Weighing in at 9.0% ABV, it has a crisp, citrus nose, lightly piney with a hoppy twist on the traditional Trappist strong ale.
A concept that might seem like beer sacrilege tastes anything but.
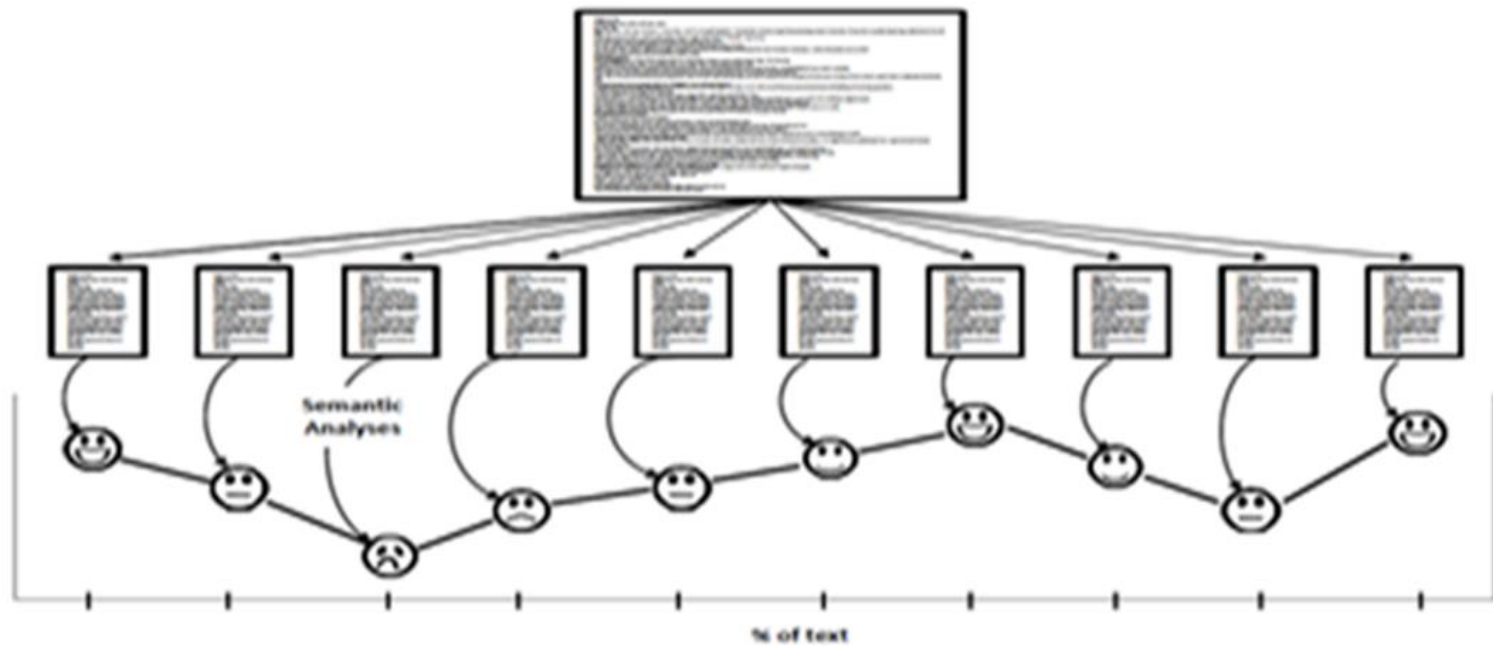(You didn't think I was going to say "heavenly," did you?)
Clearly, the locals have got magic on tap.
What a place for a beer lover to take over!
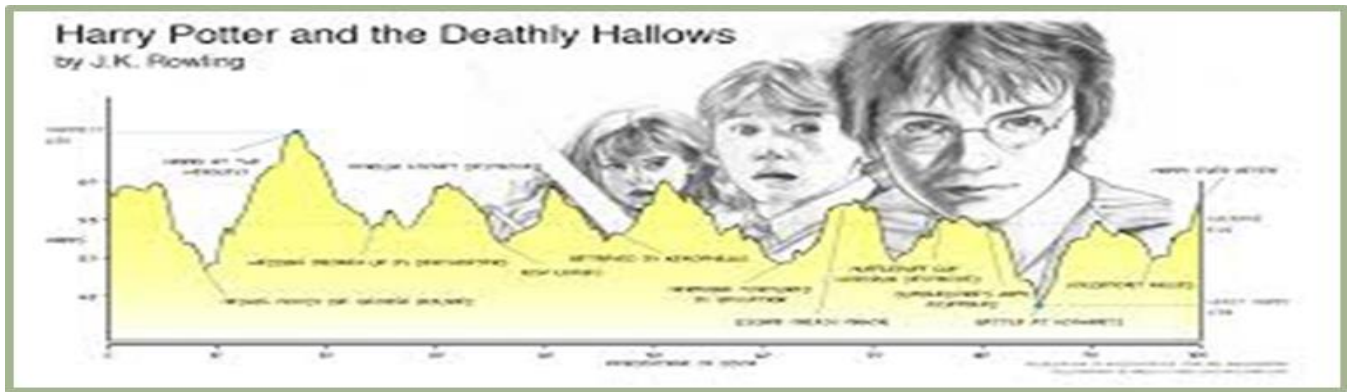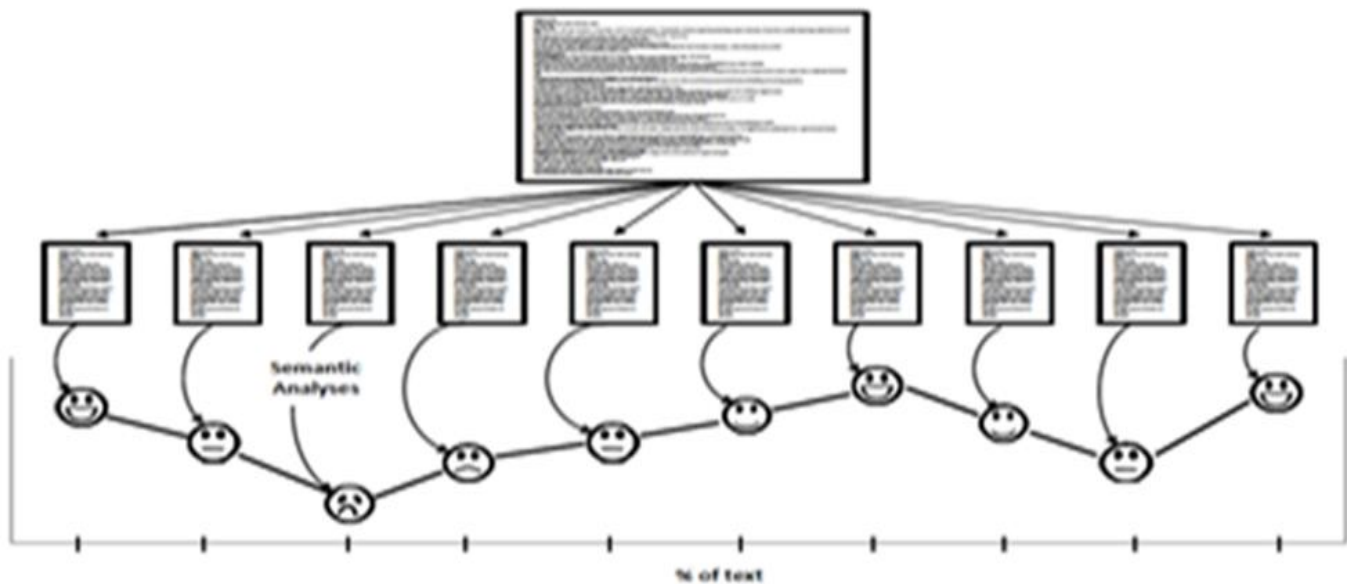For those who want a tasty sip, Tampa Bay's beer scene is worth the trip.
Hop on the Brew Bus and discover Tampa's craft brew scene.

Example – Building an AI to write a story

Harry Potter and the Deathly Hallows
by J.K. Rowling

Example – Building an AI to write a story

Correlations Between Self-report Emotions And The Persuasion Model

	Argument strength	Narrative transport-ation	Affective appeal	Cognitive appeal	Attitude toward story	Attitude toward dest.	Visit intention
Anger	-.10*	-.15*	-.08	-.11*	-.15*	-.12*	.00
Disgust	-.14*	-.03	-.07	.07	-.21*	-.17*	-.07
Fear	.01	-.08*	.05	.05	-.03	-.06*	-.08*
Sadness	-.01	.03	-.07*	-.08*	-.04	.01	-.01
Expectancy	.13*	.09*	.09*	.09*	.06*	.06*	.13*
Joy	.42*	.43*	.29*	.26*	.42*	.39*	.46*
Surprise	.19*	.09*	.12*	.12*	.08*	.08*	.10*
Acceptance	.03	.03	.05	.07*	.10*	.05*	.00
Mulitple R	.68	.64	.51	.52	.76	.66	.63

* Coefficient is significant at 0.05 level (2-tailed).

Correlations Between Text-based Emotions And The Persuasion Model

	Argument strength	Narrative transport-ation	Affective appeal	Cognitive appeal	Attitude toward story	Attitude toward dest.	Visit intention
Anger	-.30	-.10	-.19	-.21	-.40	-.44	-.30
Disgust	.17	.28	-.11*	-.22	.38	.31	.36
Fear	-.37	-.47	-.41	-.38	-.43	-.50	-.40
Sadness	.08	.15	.43	.39	.08	.42	.22
Anticipate	-.38	-.26	-.37	-.35	-.30	-.19	-.30
Joy	-.35	-.22	-.21	-.27	-.33	-.48	-.21
Surprise	.61*	.44	.58*	.58*	.50	.61*	.50
Trust	.40	.03	.18	.22	.26	.44	.35
Multiple R	.51	.51	.54	.58	.61	.59	.48

* Coefficient is significant at 0.05 level (2-tailed).

Example – Building an AI to write a story

Correlations Between Self-report Emotions And The Persuasion Model

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Fear	.01	-.08*	.05	.05	-.03	-.06*	-.08*
Sadness	-.01	.03	-.07*	-.08*	-.04	.01	-.01
Expectancy	.13*	.09*	.09*	.09*	.06*	.06*	.13*
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Anger	-.30	-.10	-.19	-.21	-.40	-.44	-.30
Disgust	.17	.28	-.11*	-.22	.38	.31	.36
Fear	-.37	-.47	-.41	-.38	-.43	-.50	-.40
Sadness	.08	.15	.43	.39	.08	.42	.22
Anticipate	-.38	-.26	-.37	-.35	-.30	-.19	-.30
Joy	-.35	-.22	-.21	-.27	-.33	-.48	-.21
Surprise	.61*	.44	.58*	.58*	.50	.61*	.50
Trust	.40	.03	.18	.22	.26	.44	.35
Multiple R	.51	.51	.54	.58	.61	.59	.48

* Coefficient is significant at 0.05 level (2-tailed).
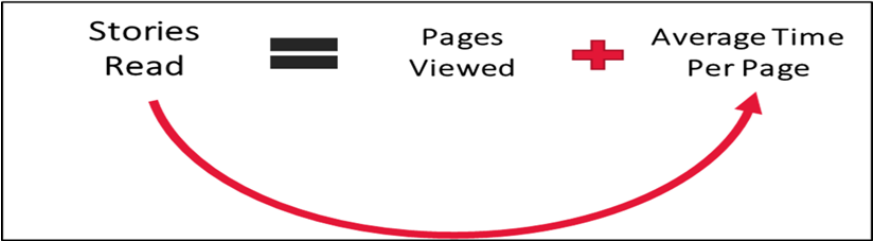
Story Performance Matrix
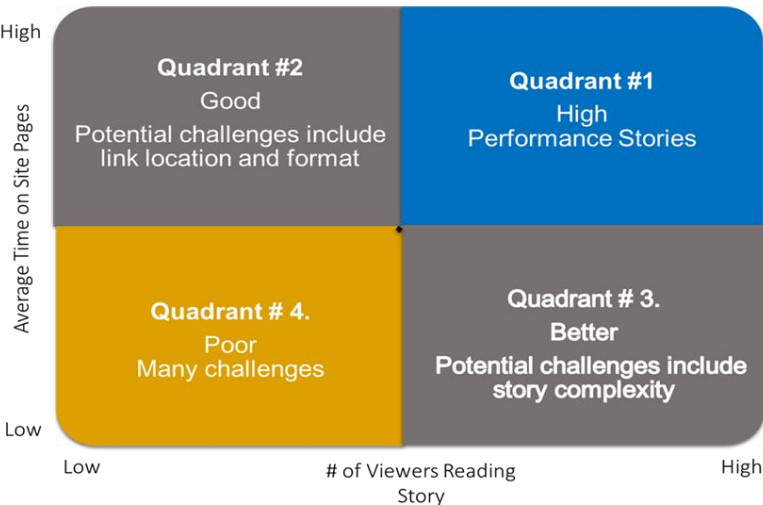
Linking Story Text And Overall Performance

Performance Correlation Matrix

	# of Sessions	Avg. Time on Page	number of people read 100%	story reading ratio
Page Views	.992**	0.023	.955**	.216**
# of Sessions		0.094	.945**	.236**
Avg. Time on Page			0.032	.368**
number of people read 100%				.303**

**. Note: Correlation is significant at the 0.01 level (2-tailed).

1950 - 2010

2015 - 2045

1950 - 2010	2015 - 2045
Experiment & Controlled	Natural & Uninterrupted
Time-lag analysis	Real-time analysis
Linear & sequential	Simultaneous
Static & fixed	Dynamic & Responsive