The Tourism Experience and Mapping for Design
Outline

1. Defining tourism experience
2. Identifying the signifiers of tourism experience
3. Measuring tourism experience
4. Mapping tourism experience
What is Experience?

“The aggregate and cumulative customer perception created during the process of learning about, acquiring and using a product or service” (Carbone&Haeckel 1994)

“..engage individual customers in a way that creates a memorable event” (Pine & Gilmore, 1999)

Experience…

Requires active Participation
Implies acquisition of knowledge and sensations
Creates emotional connections
THE MEANINGS OF EXPERIENCE

Reflects an overall integration of a life time

Reflects an instantaneous response to the environment

Reflects an evaluation of interaction at an event or trip

Defining experience
THE DIFFERENT MEANINGS OF EXPERIENCE

Experience as ‘noun’

• An emotional, spiritual, psychological, or learning outcome (e.g., Schänzel & McIntosh, 2000)
• Epistemological perspective: accumulated skills, familiarity to places, artefacts and methods and constitutes our entire empirical knowledge (Lash, 2006)
• Creating our ‘life world’ (Gelter 2006)

Experience as ‘verb’

• A transformation process (e.g., Otto & Ritchie, 1996; Pine & Gilmore, 1999; Gupta & Vajic 2000)
• Ontological perspective: a cognitive happening restricted in space and time / phenomenological interaction with the world (Lash, 2006)
• Creating our ‘lived experiences’ (Gelter 2006)

An experience is “a mental journey that leaves the customer with memories of having performed something special, having learned something or just having fun” (Sundbo & Hagedorn-Rasmussen, 2008, p. 83).
Components of the tourism experience

- Peak Tourism Experiences
- Consumer Experiences
- Daily Experiences

- Differentiation
- Interchangeability

- Contrast
- Intensification
- Extension
Touristic experience vs. everyday experience

- *Contrast* to everyday experience
  - Strange, novelty seeking

- *Intensification* of everyday experience
  - Intensify self identity

- *Extension* of everyday experience
  - Preference brought from home
Touristic experience vs. everyday experience

Generalizing vs. Pluralizing
– no “typical” tourism experience
Individuality

Objects vs Subjects

![Image of a man proposing in front of the Eiffel Tower in Paris, France.](image-url)
Tourism = Heightened Moments
Peak vs. Complement

What am I doing here?

…freedom!!
Space & Time
Touristic experience chronically defined

The tourism experience
Tourism Experience Process

**Environmental Stimuli**
- Vision
- Hearing
- Smell
- Taste
- Touch
- Proprioception
- Temperature sense
- Pain

**Sensation**

**Perception**

**Emotional Response**

**Cognitive Response**

**Individual Filter**

**Attitude**

**Memory**

**Behavior**

**Emotions and experiences**
Tourism Experience Process

Experiences are not about entertaining but rather engaging the visitor to make meaning!
Mapping the trip journey
Touchpoints – The Experience Value Chain
Touchpoints – The Experience Value Chain
Touchpoints – The Experience Value Chain

Customer Journey Mapping
UNDERSTANDING HOW YOUR CUSTOMER INTERACTS WITH YOUR BRAND
Structuring emotions

Exposition | Rising Action | Conflict | Falling Action & Resolution

Climax1: Mufasa’s Death
Climax2: Final Battle
Emotions across a trip
Structuring the tourist experience - Event Theory
Blue printing – The basic tool guiding experience design

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective, and personable.

Customer Journey

DOING

STAGES
Research & Planning
Shopping
Booking
Post-Booking, Pre-Travel
Travel
Post Travel

THINKING

What is the easiest way to get around Europe?
Where do I want to go?
How much should I pay per day for rail travel and activities?
I want to get the best price, but I'm willing to pay a little more for a better experience.
Are there any tips or tricks I can add to my plan?

FEELING

I'm excited to go to Europe!
Is this trip a good value?
Is it worth the money?
Will I be able to afford it?

EXPERIENCE

Visitable
Services of Rail Europe

Opportunities

Globally

Communicate a clear value proposition.
Help people get the help they need.
Support people in creating their own solutions.
Make your customers into better, more savvy travelers.

Planning, Shopping, Booking

Enable people to plan over time.
Connect planning, shopping, and booking on the web.
Visualize the trip for planning and booking.
Aggregate and price shipping.

Specify sources

Information

Sustainability

Customer Experience Survey

Existing Rail Europe Documentation

Post-Book, Travel, Post Travel

Specify sources

Information

Sustainability

Customer Experience Survey

Existing Rail Europe Documentation

Ensure the paper ticket experience.
Accommodate planning and booking in Europe too.
Project confidently and help customers deal with change.
Communicate status clearly at all times.

Experience Map for Rail Europe | August 2011
**Mapping the user experience**

Adapt this to describe someone’s experience as they interact with an issue, service or organization over time

<table>
<thead>
<tr>
<th>Whose experience is this?</th>
<th>Time</th>
<th>Find out about it</th>
<th>Decide to engage</th>
<th>First interaction with or use of the service</th>
<th>Later interactions</th>
<th>Ending/closing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What</strong> the person does, intends, knows, says, feels...</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Touchpoints and devices</strong> the person interacts with — eg website, apps...</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Where</strong> the interactions happen...</td>
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<tr>
<td><strong>How it feels</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Other people</strong> involved — eg service staff, family and friends, bystanders...</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Why</strong> the user is interacting with the service...</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>What</strong> using it means for the person...</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Issues</strong> in how things are</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Opportunities</strong> How they could be different</td>
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</tr>
</tbody>
</table>
Translating the story for impact

**Telling stories**

Use this structure to tell a story about the change you want to happen. Use as many scenes as you need in each act to tell the story, resulting in perhaps 10 scenes.

<table>
<thead>
<tr>
<th>Act 1</th>
<th>Act 2</th>
<th>Act 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sketch what happens</td>
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</tr>
<tr>
<td><strong>Describe what happens</strong>&lt;br&gt;Who is involved (people and organizations), what they do, know, say or feel, where things happen, what touchpoints or Technologies are involved?</td>
<td><strong>Describe what happens</strong>&lt;br&gt;Who is involved (people and organizations), what they do, know, say or feel, where things happen, what touchpoints or Technologies are involved?</td>
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</tr>
<tr>
<td><strong>Implications for the organization(s) involved</strong></td>
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</tr>
<tr>
<td><strong>Implications or requirements for the Technologies involved</strong></td>
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</table>
### Translating the story for impact

#### Steve's experience of volunteering

<table>
<thead>
<tr>
<th>Touchpoints</th>
<th>Why?</th>
<th>Issues</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Find out</strong></td>
<td>Wants to do something meaningful, wants to build experience, feels equipped to do</td>
<td>How to really understand what's involved, concerns about being able to help others as things change, likely to drop out</td>
<td>Access to volunteer stories, better signposting to things he can do and enjoy, access to existing volunteers early on to hear stories</td>
</tr>
<tr>
<td><strong>Commit</strong></td>
<td>Signs up to move things on but still unsure of implications</td>
<td>Long gap between app and training to check references, has lots of questions but is aware co-ordinator doesn't have much time to talk</td>
<td>Access to continuing mutual peer support between volunteers and mentors, how to articulate impact</td>
</tr>
<tr>
<td><strong>Training/prep.</strong></td>
<td>Builds confidence, understands monitoring &amp; support process</td>
<td>Long gap between app and training to check references, has lots of questions but is aware co-ordinator doesn't have much time to talk</td>
<td>Provide continued mutual peer support between volunteers and mentors</td>
</tr>
<tr>
<td><strong>Volunteering</strong></td>
<td>Meets others being trained as well as other volunteers, receives manual &amp; guidelines</td>
<td>It's now real but Steve is not confident he's doing the right things. The service gives him backup</td>
<td>Opportunities for self-reflection, and to confirm that he volunteered</td>
</tr>
<tr>
<td><strong>Ending</strong></td>
<td>Expenses form</td>
<td>Feedback form</td>
<td>Reference form</td>
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</tbody>
</table>
Translating the story for impact

**Storyboard: Sign Up to Start for Tech Friends' Betriending Service**

**DAY 1**
- Jenny and Friend Karen
- Jenny decides to sign up as a tech friend to get some work experience

**DAY 2**
- She's worried about how long she'll have to commit for, if she gets a job or moves
- Jenny does an online face to face interview
- Fast response to sign up

**DAY 3**
- Back Office team check Jenny's references & review her skills
- Meanwhile Jenny looks at blogs to learn more about betriending sources and what to expect
- Online case studies

**DAY 21**
- Jenny attends training session (expenses paid) which includes role play about handling difficult situations

**DAY 24**
- Jenny has a one-to-one session to review what she wants to contribute and get onto it
- Update database

**DAY 28**
- The Local service matches Jenny with an older person
- Jenny visits Fred in his home for tea. Next time she'll help him Skype his grandson
- Jenny's local mentor debriefs her; makes sure she is back safe and they plan the next visits
Blue printing – Adding emotions and design elements

Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people’s larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personal.

Customer Journey

STAGES

Research & Planning

Shopping

Booking

Post-Booking, Pre-Travel

Travel

Post Travel

DOING

STAGE

Research & Planning

Shopping

Booking

Post-Booking, Pre-Travel

Travel

Post Travel

THINKING

- What is the easiest way to get around Europe?
- Where do I want to go?
- How much will I spend in each place for sightseeing and activities?

- I want to get the best price, but I’m willing to pay a little more if it’s worth it.
- How much is my whole trip going to cost? What are my travel options?
- Are there other activities I can add to my plan?

- Do I have all the tickets, passes and reservations I need or do I need to book some more?
- Will the service be comfortable?
- What are the train times?
- Are there any questions I can ask the representative?

- Do I have everything I need?
- If Rail Europe website was easy and friendly, but when an issue came up, I couldn’t get help.
- What will I do if my tickets don’t arrive in time?

- Plan activities
- Research hotels
- Print or e-tickets
- Change plans
- Check ticket status

FEELING

- I’m excited to go to Europe!
- Will this trip have everything I want?
- What if it’s not what I expected?
- I don’t want to make the wrong choice.

- I can’t wait to explore! Everyone is so accessible.
- I don’t know how to get there, but I’m sure I’ll figure it out.
- Are there any tips for my trip?

- I can’t wait to travel. Everyone is so excited.
- I’m excited that everyone else is on vacation too.

- I am getting there where there is excitement at the right time.
- I am enjoying the vacation on time for my vacation.
- I am getting there where I want to be there is fun, memorable, and special.

- I am finding a way to it is an unknown place in the middle of the night.
- I am experiencing a vacation on time for my vacation.
- I am getting there where I want to be there is fun, memorable, and special.

- I am excited to share my vacation story with friends.
- I am ready to talk to others about this amazing vacation.
- I am ready to talk to others about this amazing vacation.

- In my free time, I will talk.
- I am ready to talk to others about this amazing vacation.
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Opportunities

GLOBAL

- Communicate a clear value proposition.
  STAGES: Global

- Help people get the help they need.
  STAGES: Global

- Support people in creating their own solutions.
  STAGES: Global

- Make your customers into better, more savvy freemen.
  STAGES: Global

- Engage in social media with explicit purposes.
  STAGES: Global

PLANNING, SHOPPING, BOOKING

- Enable people to plan over time.
  STAGES: Planning, Shopping

- Connect, planning, shopping and booking on the web.
  STAGES: Planning, Shopping, Booking

- Visualize the trip for planning and booking.
  STAGES: Planning, Shopping

- Aggregate shipping with a reasonable timeline.
  STAGES: Booking

- Anticipate customers with information for making decisions.
  STAGES: Shopping, Booking

- Improve the paper ticket experience.
  STAGES: Post-Booking, Travel, Post-Travel

POST-BOOK, TRAVEL, POST-TRAVEL

- Accommodate planning and booking in Europe too.
  STAGES: Traveling

- Effectively help people deal with change.
  STAGES: Post-Booking, Traveling

- Communicate status clearly at all times.
  STAGES: Post-Booking, Post-Travel

-nilai_quad Sanctiveri Sancoa de Ricsu Eperu, Zaw(String)

- Customer Experience Survey
  STAGES: Post-Booking, Traveling

- Existing Rail Europe Documentation
  STAGES: Post-Booking, Post-Travel

- Stakeholder interviews
  Cognitive walkthroughs

Experience Map for Rail Europe | August 2011
Blue printing – Adding emotions and design elements

Rail Europe Experience Map

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Customer Journey

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<tr>
<td>DOING</td>
<td>Research destinations, routes and products</td>
<td>Enter trips, Review fares, Select passes</td>
<td>Confirm itinerary, Delivery options, Payment options, Payment &amp; confirm</td>
<td>Wait for paper tickets to arrive</td>
<td>Print e-tickets at home, Change plans, Check ticket status</td>
<td>E-ticket Print at station, Get stamp for refund, Plan/confirm activities, Request refunds, Mail tickets for refund</td>
</tr>
<tr>
<td>THINKING</td>
<td>Research holidays, reviews and products</td>
<td>Plan with interactive map, Review fares, Select passes</td>
<td>May call if difficulties occur, Plan activities, Research holidays</td>
<td>Print e-tickets at home, Change plans, Check ticket status</td>
<td>Print e-tickets at home, Change plans, Check ticket status</td>
<td>E-ticket Print at station, Get stamp for refund, Plan/confirm activities, Request refunds, Mail tickets for refund</td>
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Joy

Anger

Etc.

Theme

Stories

Etc.
Blue printing – Story boarding and developing strategy

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Discussion ???