

Medlemsforum Naturturismföretagen 2021-03-18

Att bygga naturturistiska upplevelser
(forskning och evidens)
Upplevelseturism & transformativ turism



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NATURTURISM
FÖRETAGEN



GELTER RESEARCH & CONSULTING
by Guide NATURA
Expanding Your Mind!



NATURE'S
BEST
SWEDEN
QUALITY APPROVED BY
SWEDISH GOVERNMENT AGENCY

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Kort om Hansi





GELTER RESEARCH & CONSULTING
by Guide NATURA
Expanding Your Mind!







Guide NATURA
Transforming Nature into Experiences



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(c) Hansi Gelter/Guide Natura 2021

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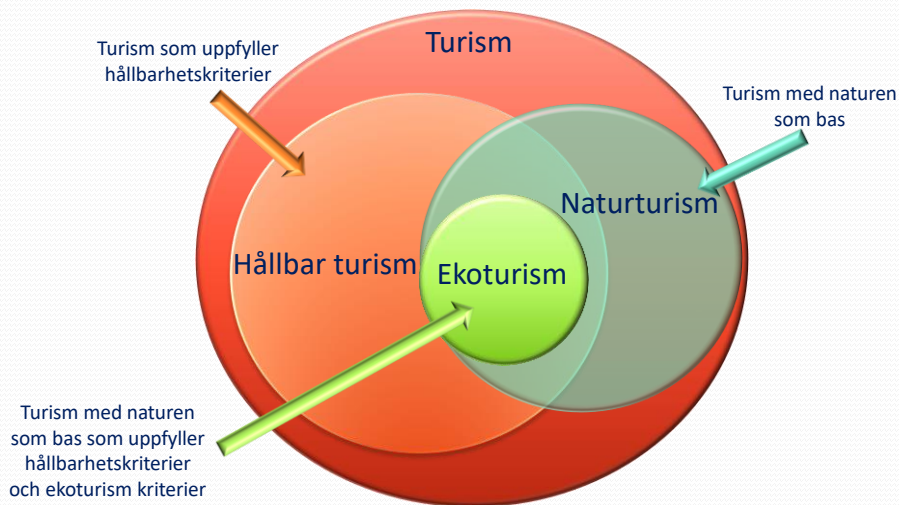
Turism under omvandling

- Corona –pandemi med **turismkris**
- Hållbarhetskris och **klimatkris**
- Samhällsomställning till **post-materialism**
- **Digitaliseringsrevolution** drar över turism
- Turism går från servicebransch till **upplevelsebransch**
- Snackisar – upplevelseekonomi/upplevelseturism och – **transformativ turism**



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Naturturism vs ekoturism



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Vad är ekoturism?

Definition:
“responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves **interpretation and education**” (TIES, 2015).

Interpretation
Med tonvikt på berikande **personliga upplevelser** och miljömedvetenhet genom **natur- och kulturinterpretation**, främjar ekoturism större förståelse och uppskattning för natur, lokala samhällen och kultur.





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Vad säger Branschen?

THE CORE COMPETENCIES OF ADVENTURE TRAVEL GUIDES

To fulfill these three core responsibilities, an adventure travel guide must possess specific skills and qualifications. Adventure travel is extremely diverse in terms of geography, cultural context and types of activities. The following five competencies have been identified by guides and adventure travel experts around the world as essential for adventure travel guides regardless of geography or activities:

1. Sustainability
2. Technical Skills
3. Safety and Risk Management
4. **Customer Service and Group Management**
5. **Natural and Cultural History Interpretation**



ADVENTURE TRAVEL
TRADE ASSOCIATION



ADVENTURE TRAVEL GUIDE STANDARD
FEBRUARY 2021

5. NATURAL & CULTURAL HISTORY INTERPRETATION

Adventure travel guides are expected to be knowledgeable about the natural and cultural history of the destinations they visit. Participants are interested in learning about the people, wildlife and landscapes that they enjoy, and guides are expected to be able to share relevant information. The ability to connect a destination to the broader world of nature and culture is an opportunity for inspiration and transformative growth.

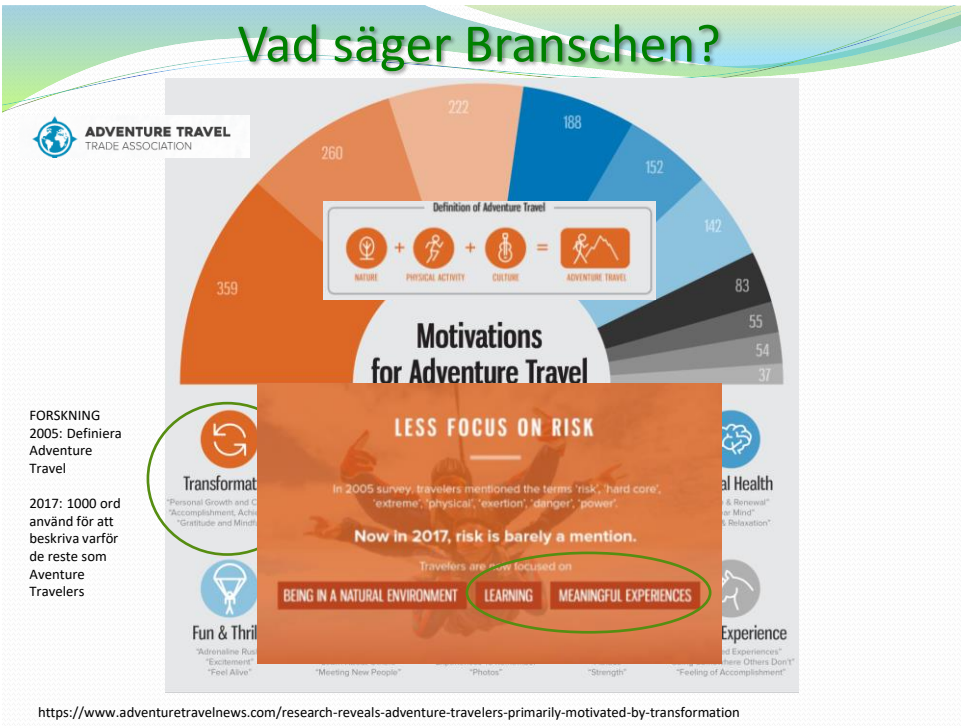
Knowledge of local and global history, geography, ecology, and culture travel guides, as do the members of their communities. Adventure travel guides should be able to share relevant information about the local history, geography, ecology, and culture of the destinations they visit. The ability to connect a destination to the broader world of nature and culture is an opportunity for inspiration and transformative growth.

Creating a sense of place and connection to the destination is a key responsibility of the guide. The guide should be able to share relevant information about the local history, geography, ecology, and culture of the destinations they visit. The ability to connect a destination to the broader world of nature and culture is an opportunity for inspiration and transformative growth.

Therefore, interpretive content and delivery should aim to:

1. Enhance participants' understanding and appreciation of the destination's natural, cultural, and historical resources.
2. Influence and monitor participants' behavior, attitudes, and decisions.
3. Foster participants' personal growth and development and encourage them to share their experiences with others.

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Vad är då Interpretation?

Students-on-Ice, Antarktis

CAROLUS LINNÆUS, MDICINUS
Natus: 1707, May 23, Åwö 35

Hans Odö, Uppsala

En kommunikationsprocess designad att skapa mening, samhörighet och engagemang med vårt natur och kulturarv genom förstahandsupplevelser med objekt, landskap och platser.

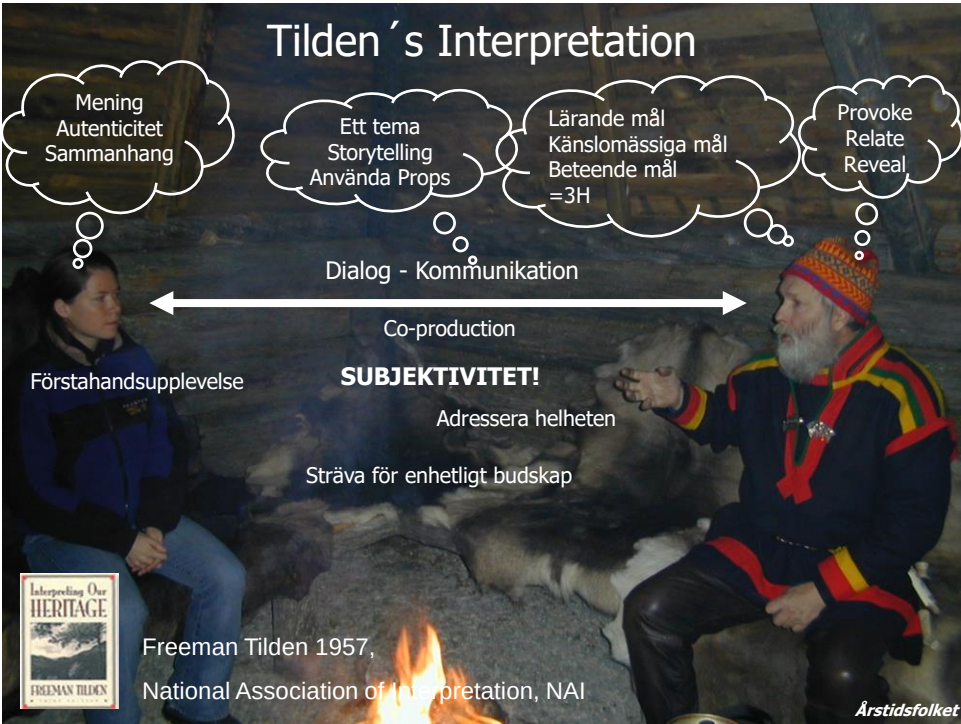
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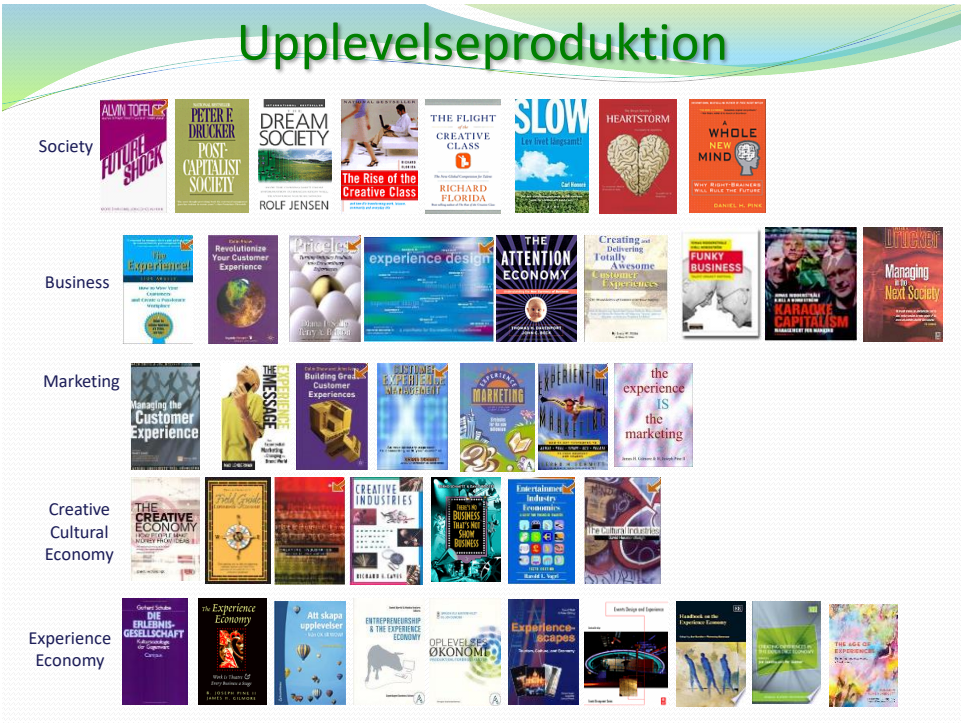
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Progression av ekonomiskt värde

Utvinna råvaror (2 cents/cup) → Producera varor (5-25 cents/cup) → Leverera Service (50 cents-15/cup) → Producera upplevelser (2-55/cup) → Guida transformationer

Marknads Pris Premium

Början!

Pine & Gilmore 1999

Pine & Gilmore 2019

15 språk, 300 000 inköp

the book's thesis has not sufficiently penetrated the minds of enough business leaders to give full bloom to a truly new- and desperately needed – economic order.

Experience Realms 4E Upplevelsefält

Absorption

Entertainment Underhållning

Education Utbildning

Estetic Estetik

Eskapist Vardagsflykt

Immersion

Passivt deltagande

Aktivt deltagande

Staging Business Performance

The Enactment Model (Spiel-, roll-modellen)

Publik

Teater

Skådespelare

Scen

Reklam

Arbetsfält

Kunder, Gåster

Fyra former av sceniska plattformar för upplevelseproduktion

Dynamiskt ramförande	Gatuteater	Improvisationsteater
Statiskt	Plattformsteater	Matchningsteater

Statiskt Skript Dynamiskt

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Progression av ekonomiskt värde

Differentierad position

Konkurrens position

Odifferentierad position

Lågt **Högt**

Marknads **Produktpreis** **Premium**

Värde för kunden

Pris

Relevant till

Behov hos kunden

Irrelevant till kund

Transformativ turism

Guida transformationer

Upplevelse turism

Producera upplevelser

Traditionell turism

Leverera Service

Guidad tur

Producera varor

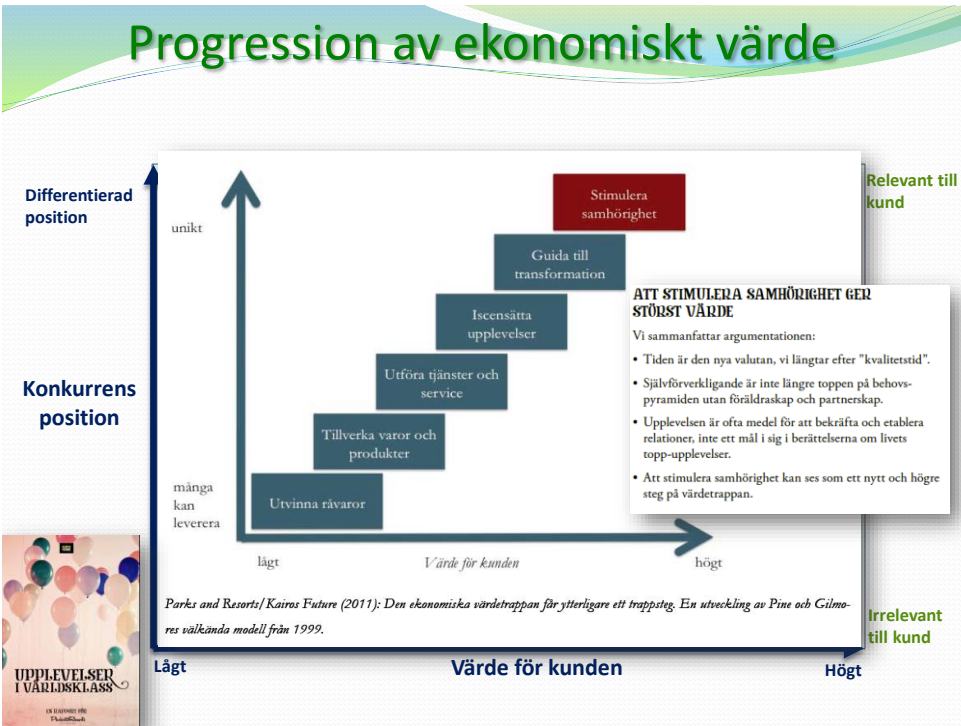
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Utvinna råvaror

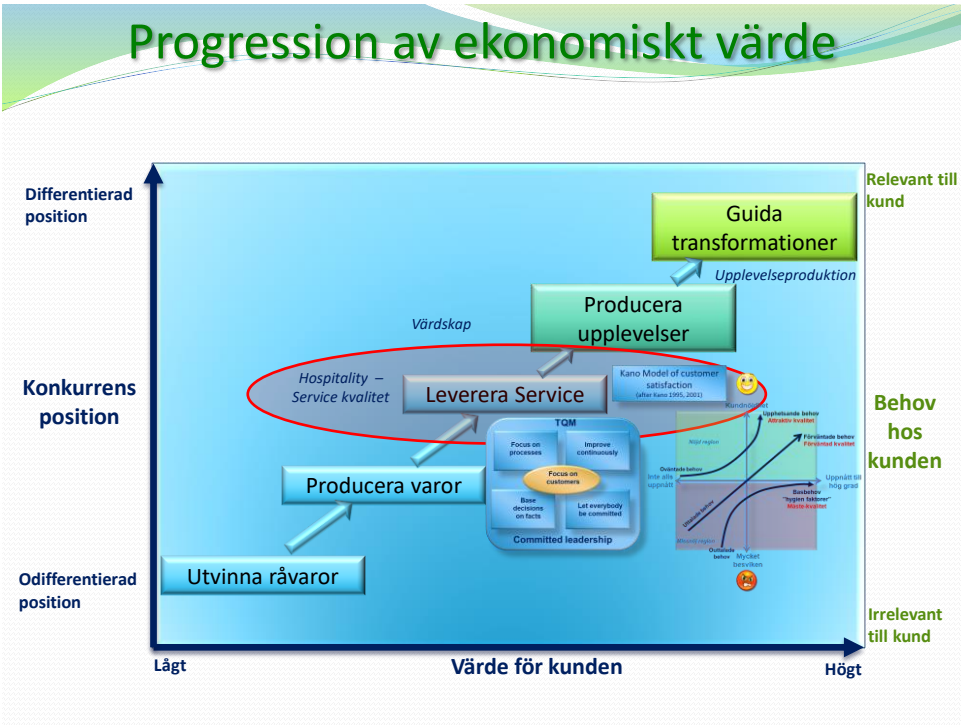
Landskap

Pine & Gilmore 1999/2019

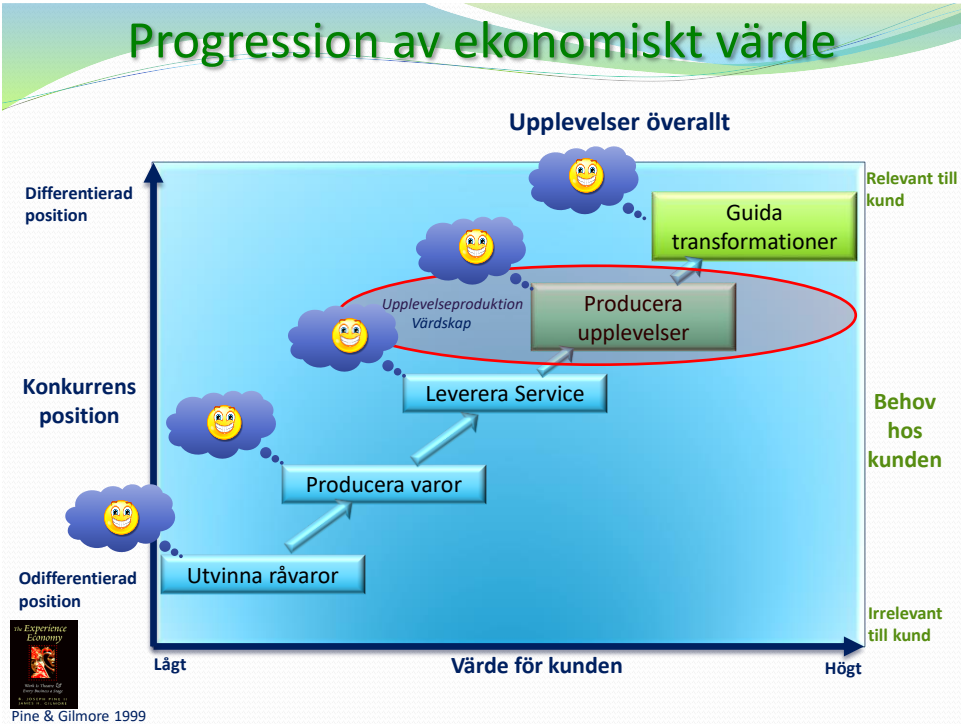
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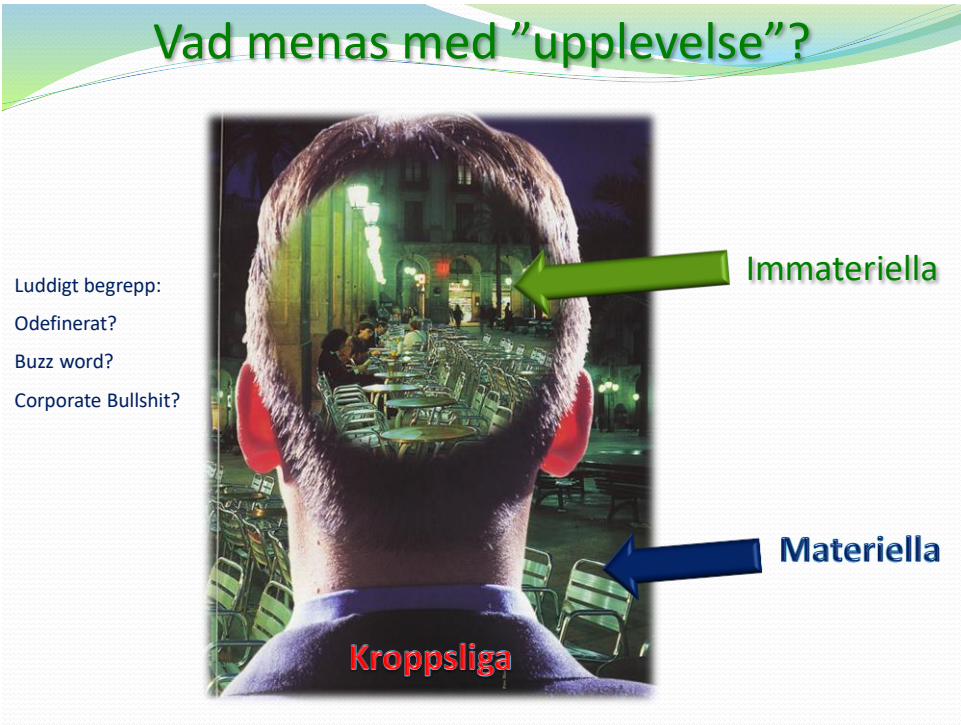
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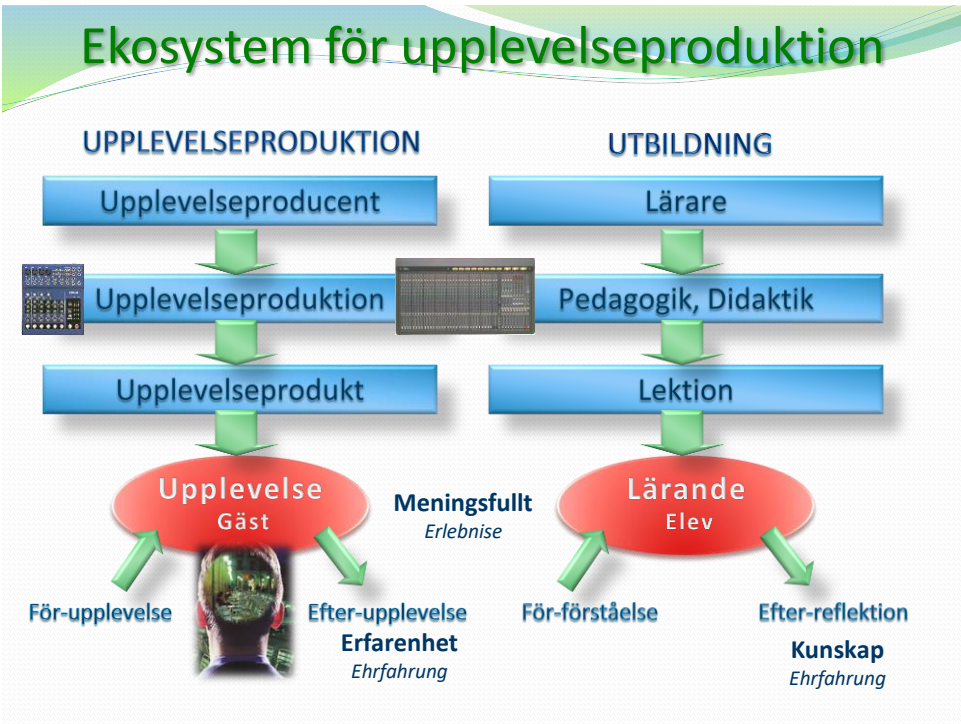
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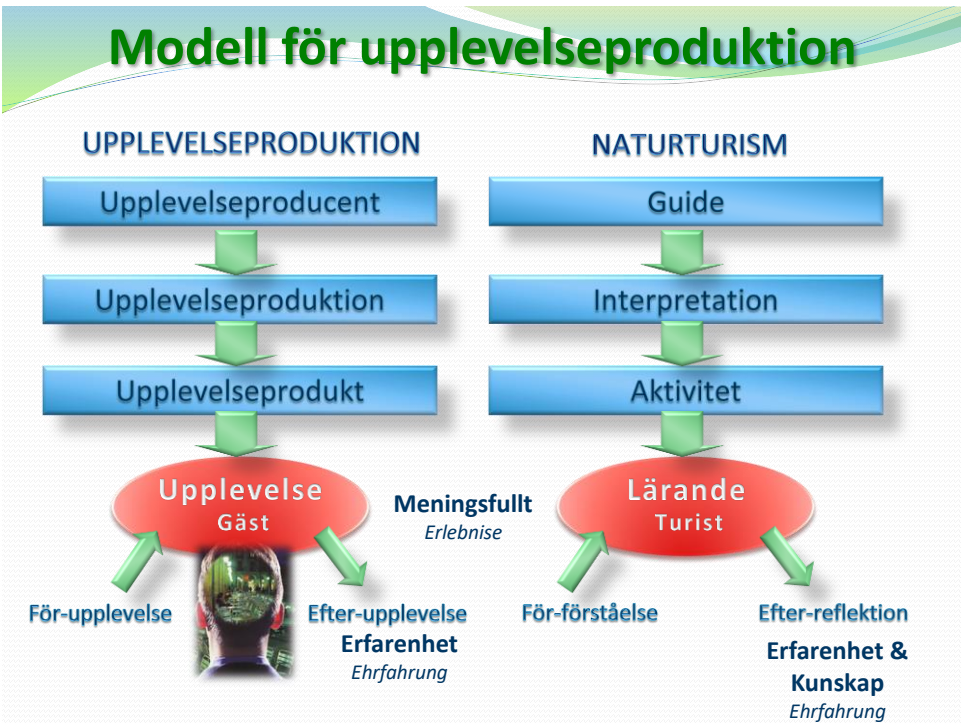
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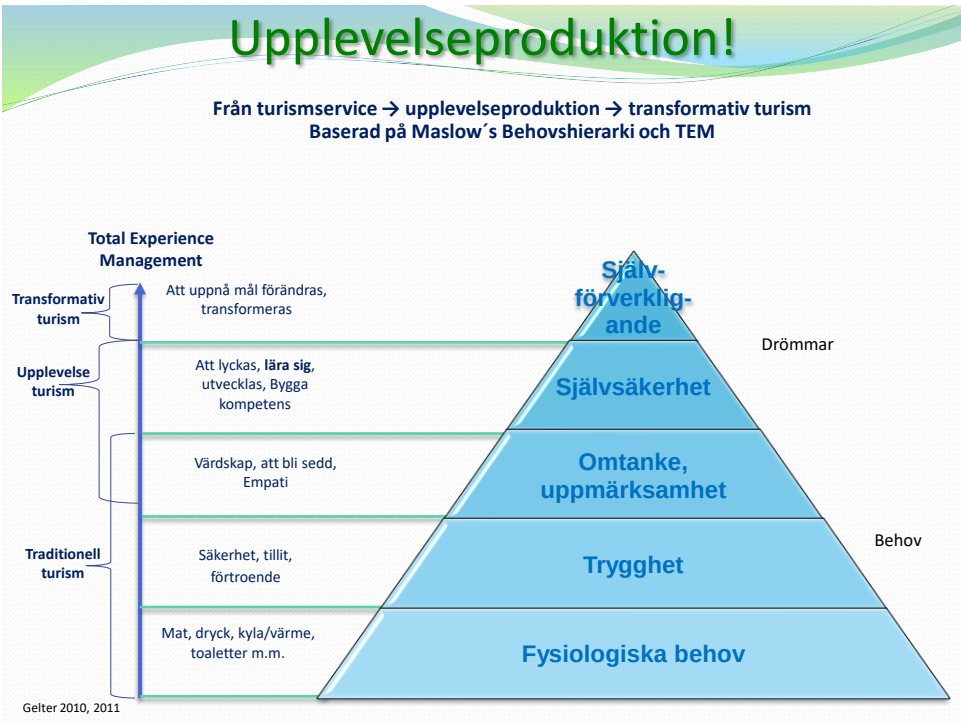
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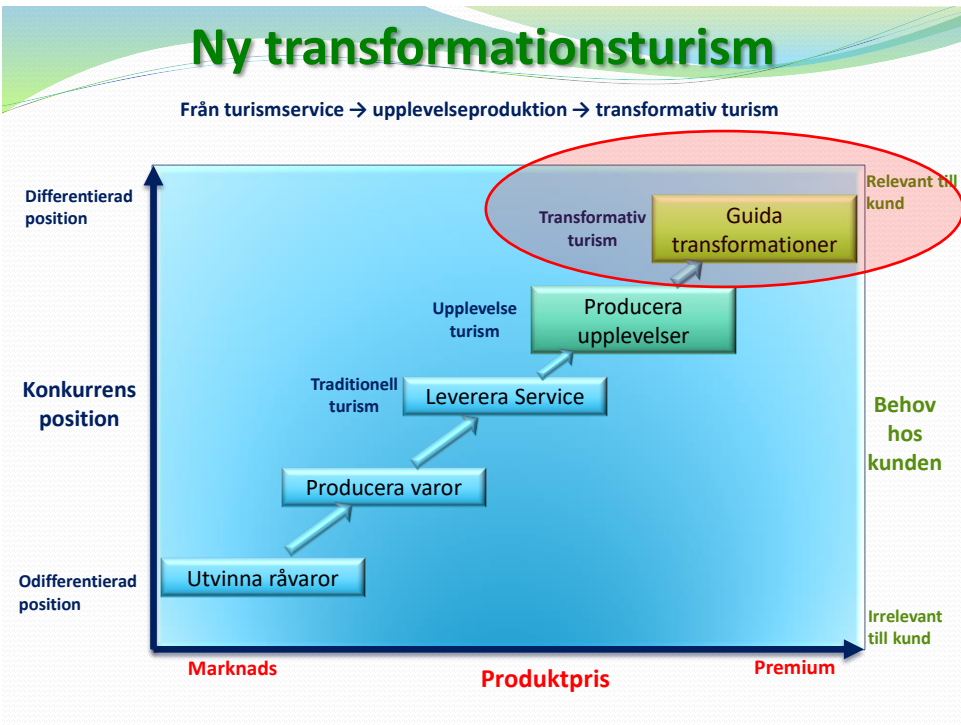
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Transformation



Som effekt/resultat av en upplevelse



Som ett mål och erbjudande



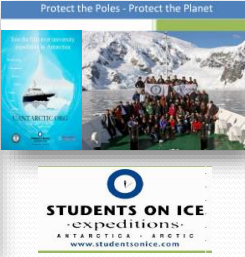
TRANSFORMATION

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Transformation

"The Lindblad model"

Som ett mål och erbjudande



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Transformationsekonomin

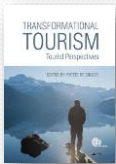
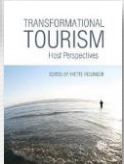
Trans latin transeco "gå över", "överskrida" trans "över", bortanför" trare "att korsa
Trans = överskrida, gå över, förflyttning (transport, transaktion, transalpin, transcendent, transparent, transfusion osv.)
Transformera = Latin transformare "ändra form", "metamorfos" omvandla, omforma, ombilda, förvandla, omändra, konvertera

Modeord?

- Transformativt ledarskap
- Transformativ ledare
- Transformativt lärande
- **Transformativt resande**
- **Transformativt turism**
- **Transaformative Tour Guiding**
- Transaformativa upplevelse
- Transformationsekonomin

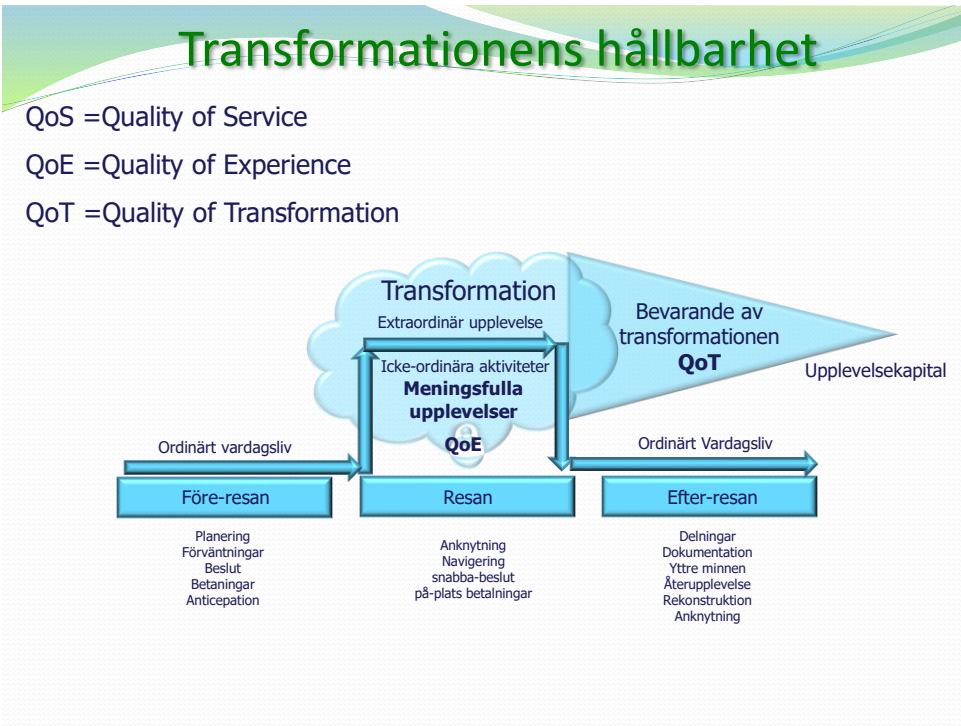
Transformation som resultat/bieffekt av:

- Wellness turism
- Retreat turism
- Missionsresande (religion)
- Religiöst pilgrimsturism
- Yoga turism
- Extrem sport turism
- Backpacker turism
- Volontärturism
- Utbildningsturism
- WWOOFing (Willing Workers on Organic Farms)
- **Natur & Ekoturism – Etiskt resande**

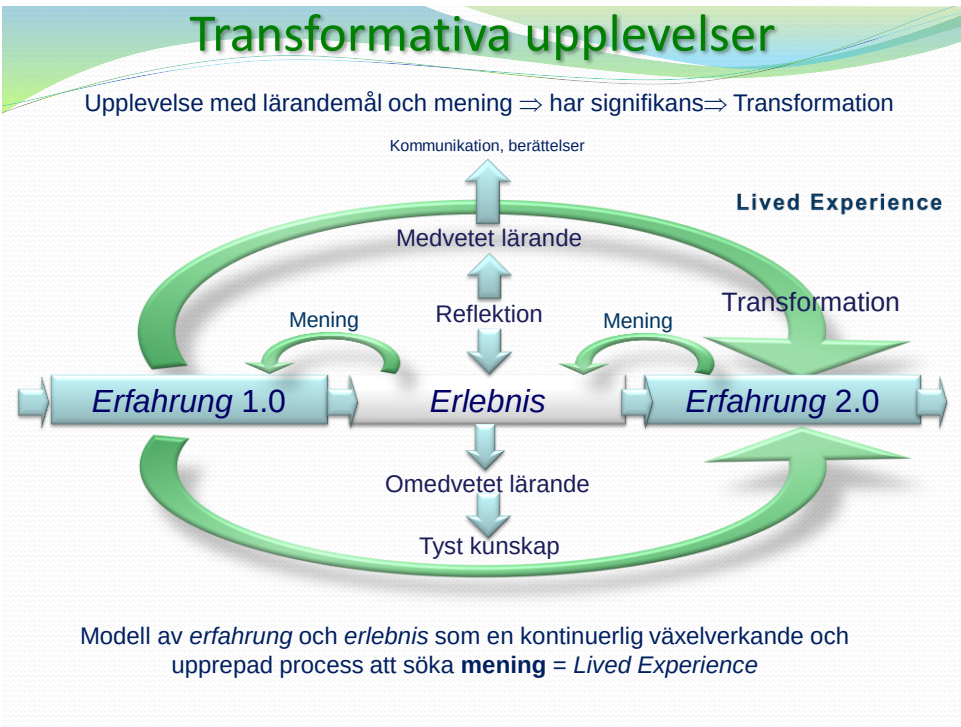





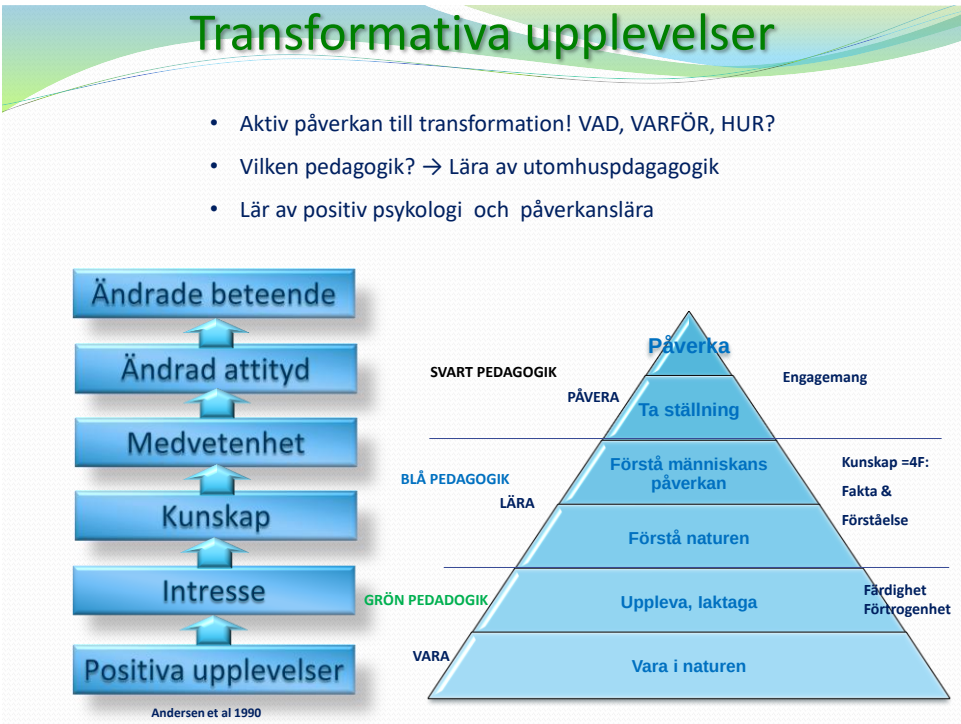
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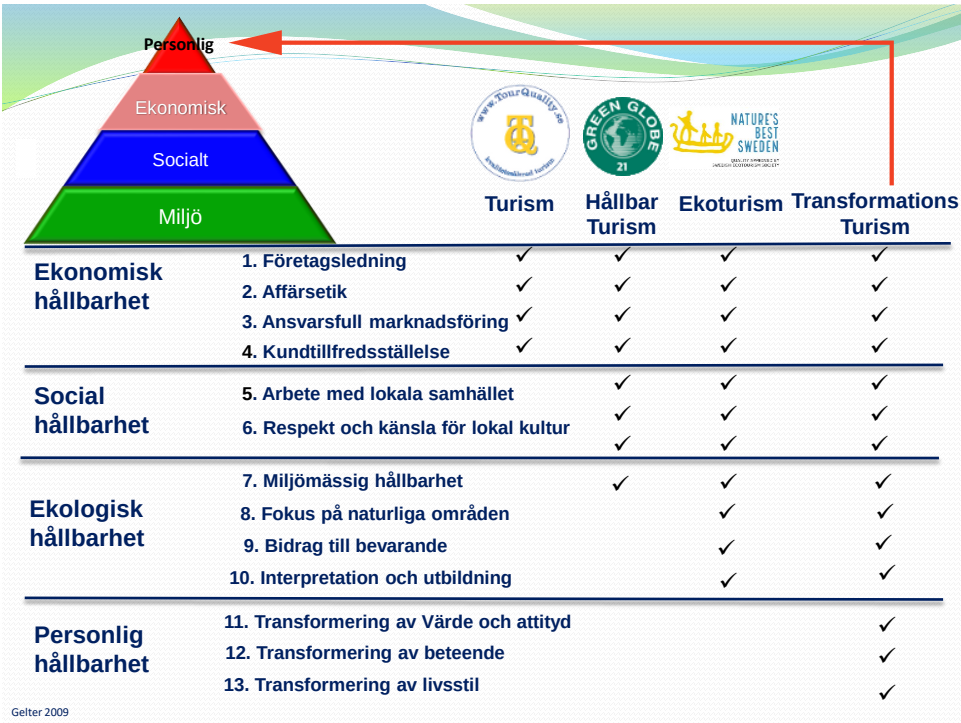
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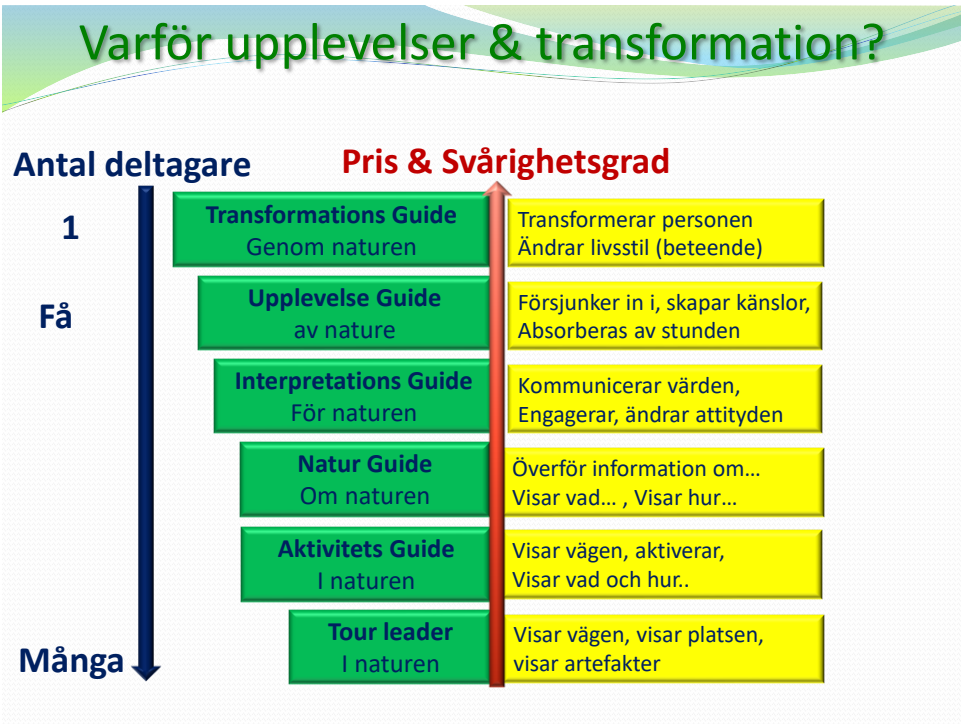
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Tack för att ni lyssnat



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