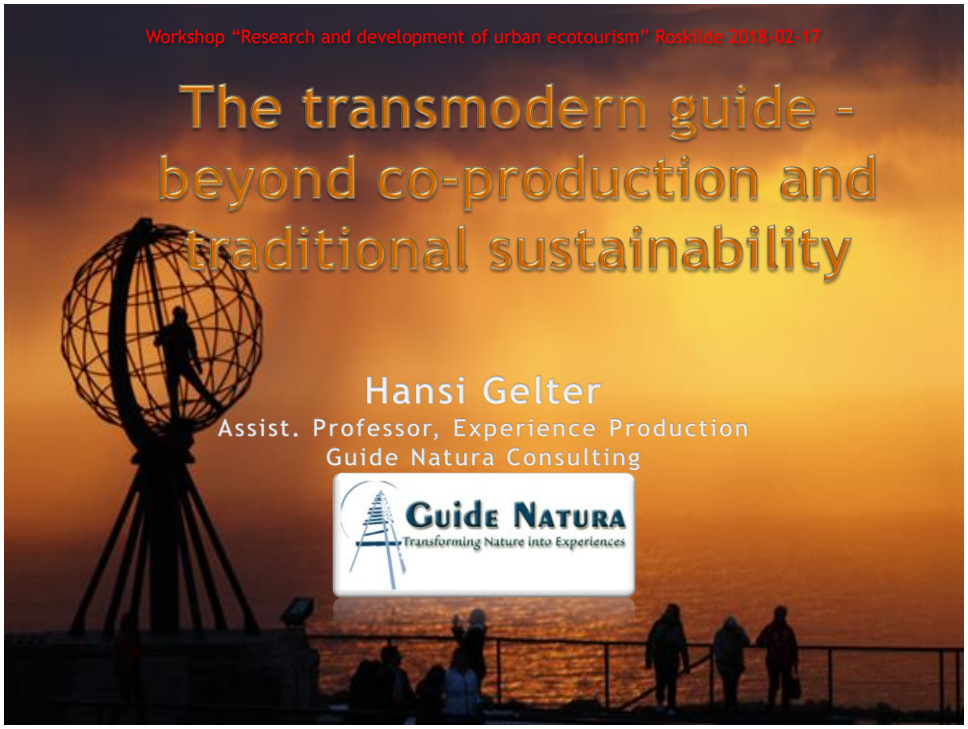

Workshop "Research and development of urban ecotourism" Roskilde 2018-02-17
The transmodern guide – beyond co-production and traditional sustainability
Hansi Gelter
Assist. Professor, Experience Production
Guide Natura Consulting
Guide Natura
Transforming Nature into Experiences

1

My Background
ACADEMIC:
• PhD Biology UU
• Senior Lecturer Teachers Education, LTU
• Docent, Assistant Professor Experience Production, LTU
PROFESSIONAL & LEISURE:
• Mountaineering expedition leader
• F.F. Ski instructor, Mountain leader, MTV, Kayak etc.
• STS Alpine Guide
• TEMA: Tour leder, Trekking guide, Safari guide
• CEO GUIDE NATURA
UPPSALA UNIVERSITET
LULEÅ UNIVERSITY OF TECHNOLOGY
Chuli Expedition 2001
Annapurna Himal, Nepal
TEMA
Guide Natura
Transforming Nature into Experiences
NATURE'S BEST

2

Guest House.
JOHNSON AIRPORT.

3

Research - Polartourism & guide pedagogics
TUNDRA ECOLOGY-94
Swedish Polar Res. Secret.
Российская Академия наук
ЭКОЛОГИЯ ТУНДРЫ-94
70°N
0°
180°
60°E
120°E
Wrangel Island
Bering strait
New Siberian Islands
Novaja Zemlja
Kolyma
Indigirka
Taymyr
Petjora
Yana
Lena
Ob
Swedish-Russian Tundra Ecology Expedition1994
North East passage in the steps of Nordenskiöld

4

Student-on-Ice University Antarctica Expedition 2009, 2011, 2013

5

Guide Ethics study

Questionnaire AECO polar Guides and Svalbard guide students:

- Main goal as guides was safety and their guests experiences
- Only a few addressed the importance of transforming tourists into ambassadors for the environment in their praxis
- Majority agreed transforming tourists into ambassadors for the Arctic was important
- Majority had an **anthropomorphic world view!**

Paulet Island

Baily Head, Deception Island

6

Categories of guides

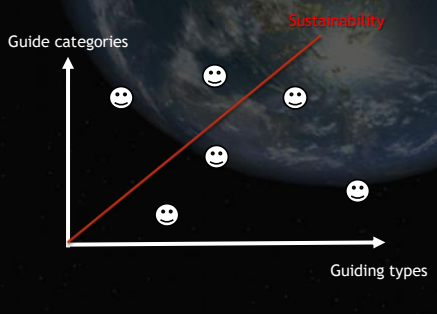
Focus on logistics	Focus in information/ knowledge	Focus on skills
Tour guide Tour leader Buss guide Transfer guide	Culture guide Heritage guide Nature guide National Park guide Safari guide Local guide City guide Tema guide Location guide Museum guide Etc.	Mountain guide Hunting guide Fishing guide Birding guide Ski guide Activity guide Canoeing/Kayak guide Rafting guide Snowmobile guide Diving guide Etc.

Gelter et al. 2007 ANCN

7

Guiding types:

- Path-finder
- Excursions leader
- Lecturer
- Storyteller
- Linnaean Discovery pedagogics
- Interpretator
- Experience producer



8

Outline of Presentation

Theoretical Framework

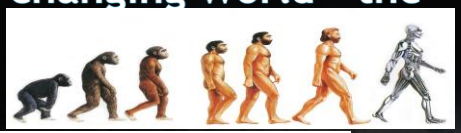
New Society emerging	New tourist behavior	New Economy & New offerings	New Production methods & Guiding praxis
Globalization	*Purpose, Meaning*	*Experience Economy*	*Meaning building experiences*
Digital transformation	*Personal branding*	*Transformative Experiences*	*Sustainability transformations*
Transmodernity	*Digital Micromoments*		*3H Interpretations*

Normative Framework for guides

Creating Meaningful experiences → Trough Sustainable Learning → Transformations of tourists for sustainability → Transmodern tourism

9

A changing World - the ”



Affluence
Technology
Globalization

Complexity

Transmodernity

Delivering services

Post - modernity

Information A
knowledge w
white-collar w

Producing goods

Modernity

Industrial Age
factory workers
blue-collar workers

Industrial

Extracting commodities

Pre - modernity

Agricultural Age
farmers
green-collar workers

Agricultural Society

Pre - historic

Living of the land

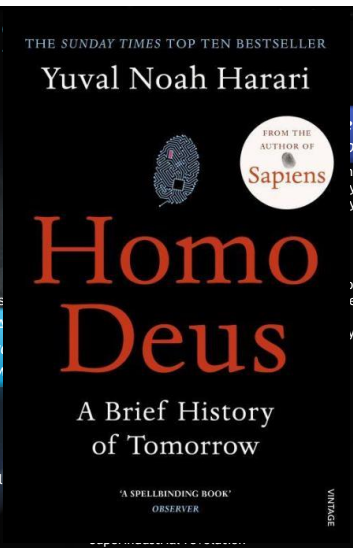
Pre-historic Age
hunters/collectors

Hunting - gathering Society

Time

18th century 19th century 20th century 21st century

Modified after Tofler 1970, Pine & Gilmore 1999, Florida 2003, Pink 2007, and others

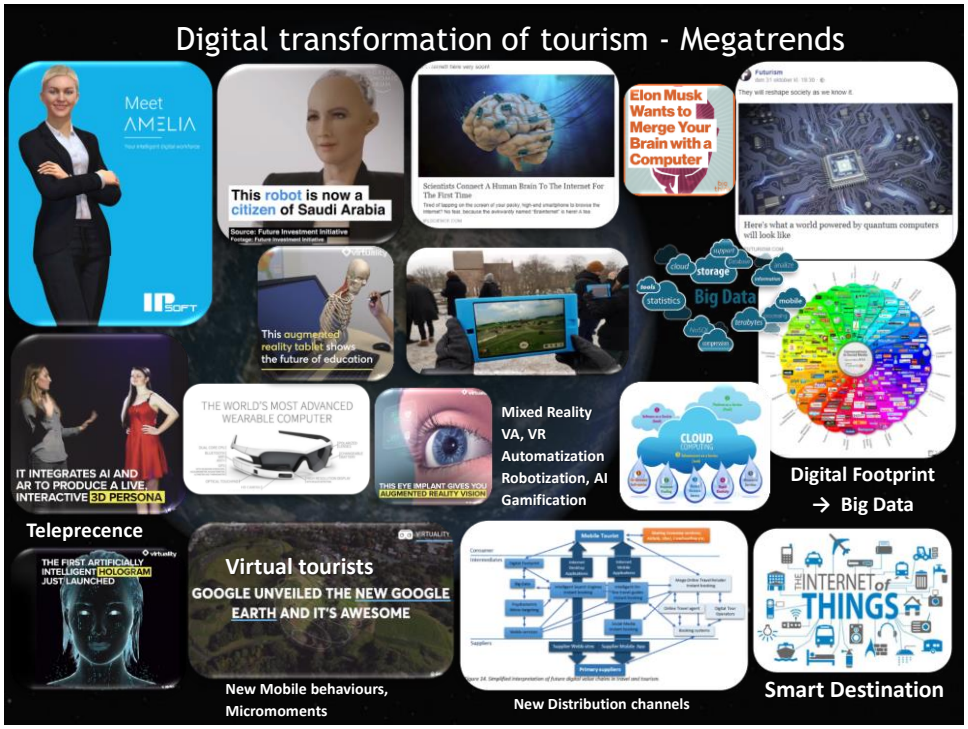


Service Society
Techno-society
Etc.

10

Paradigm shifts in tourism
Sustainability demands in tourism
Experiential turn of tourism
Tourguide
Digital transformation of tourism
THE NEXT BIG THING
⇒new business practices – new guide practices

11


Digital transformation of tourism - Megatrends
Meet AMELIA
This robot is now a citizen of Saudi Arabia
Source: Future Investment Initiative
Scientists Connect A Human Brain To The Internet For The First Time
Elon Musk Wants to Merge Your Brain with a Computer
Here's what a world powered by quantum computers will look like
This augmented reality tablet shows the future of education
Big Data
IT INTEGRATES AI AND AR TO PRODUCE A LIVE, INTERACTIVE 3D PERSONA
Teleprecence
THE WORLD'S MOST ADVANCED WEARABLE COMPUTER
THIS EYE IMPLANT GIVES YOU AUGMENTED REALITY VISION
Mixed Reality
VA, VR
Automatization
Robotization, AI
Gamification
CLOUD COMPUTING
Digital Footprint
→ Big Data
THE FIRST ARTIFICIALLY INTELLIGENT HOLOGRAM JUST LAUNCHED
Virtual tourists
GOOGLE UNVEILED THE NEW GOOGLE EARTH AND IT'S AWESOME
New Mobile behaviours, Micromoments
New Distribution channels
THE INTERNET of THINGS
Smart Destination

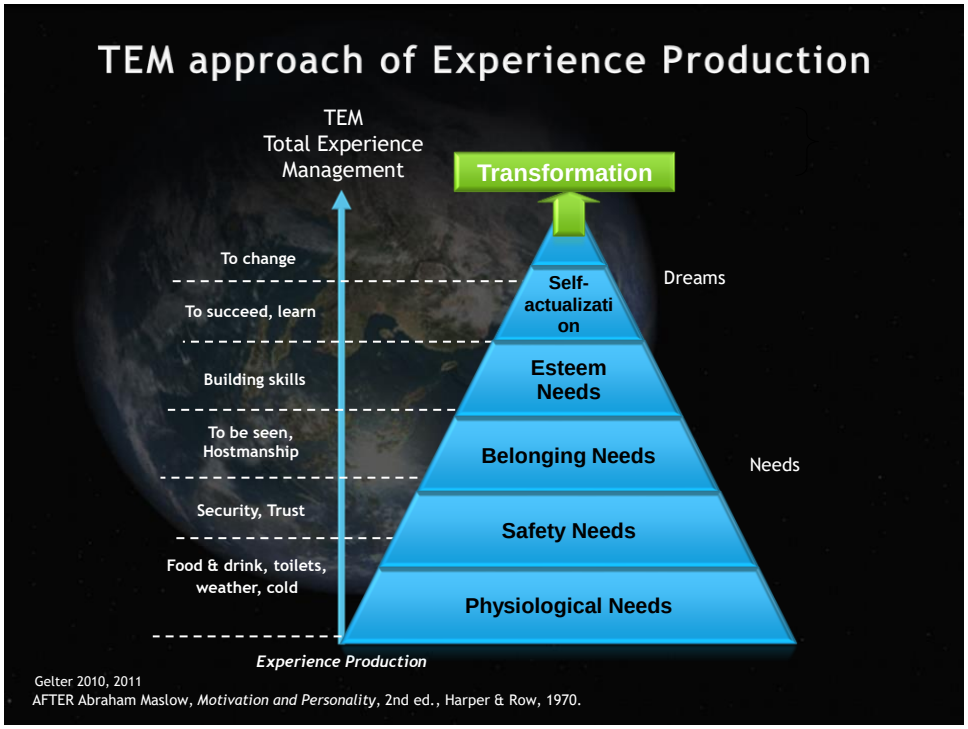
12

Paradigm shifts in tourism
Sustainability demands in tourism
Experiential turn of tourism
Tourguide
Digital transformation of tourism
⇒new business practices – new guide practices

13

New tourism offerings
Progression of economic value, Pine &Gilmore 1999
2-5$/cup
Guiding transformations
50 cents- 1$/cup
Staging experiences
Competitive position
Customer needs
5-25 cents/cup
Delivering services
1-2 cents/cup
Producing goods
Extracting commodities
Price

14



15

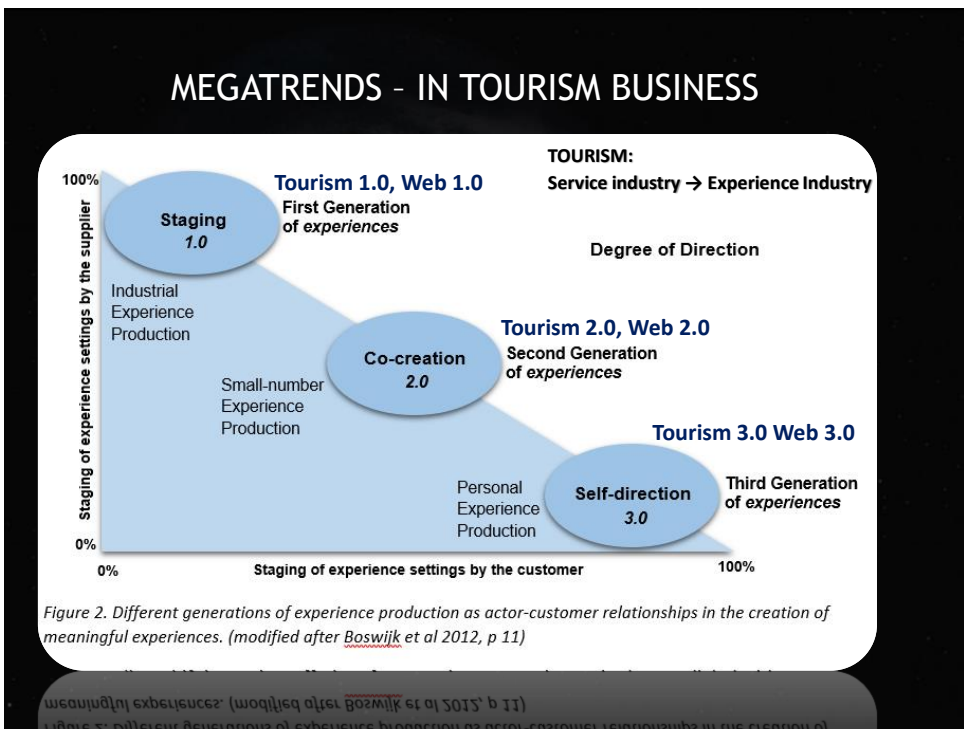
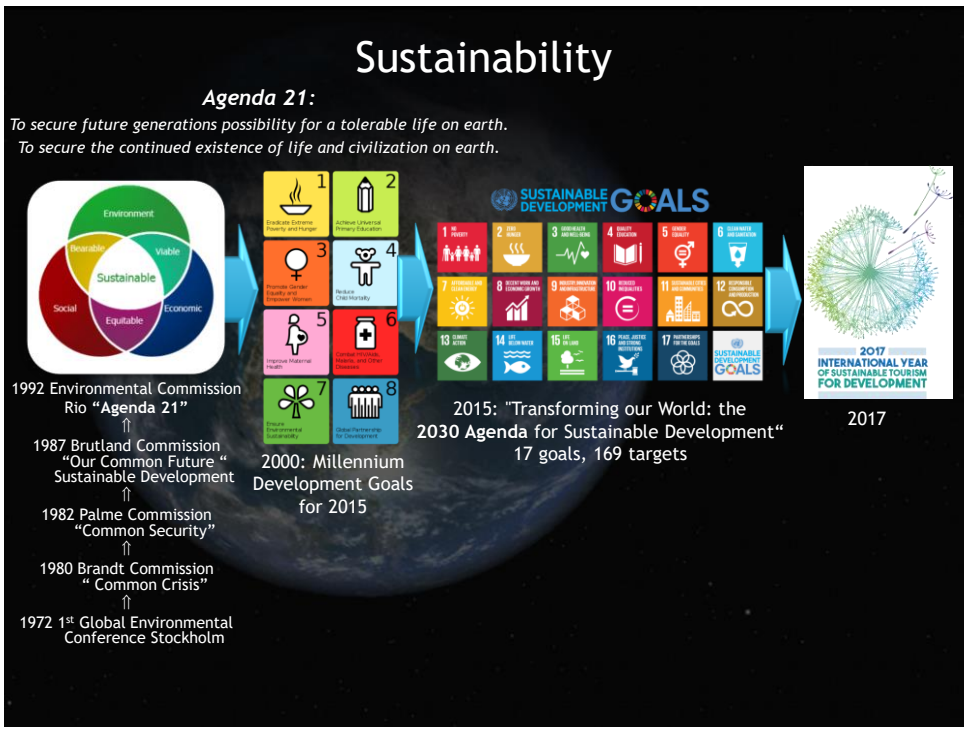


Figure 2. Different generations of experience production as actor-customer relationships in the creation of meaningful experiences. (modified after Boswijk et al 2012, p 11)

16

Paradigm shifts in tourism
Sustainability demands in tourism
Theme of todays workshop
tourism
Tourguide
Digital transformation of tourism
⇒new business practices – new guide practices

17


Sustainability
Agenda 21:
To secure future generations possibility for a tolerable life on earth.
To secure the continued existence of life and civilization on earth.
Environment
Bearable
Viable
Sustainable
Social
Equitable
Economic
1992 Environmental Commission Rio "Agenda 21"
1987 Brutland Commission "Our Common Future " Sustainable Development
1982 Palme Commission "Common Security"
1980 Brandt Commission " Common Crisis"
1972 1st Global Environmental Conference Stockholm
2000: Millennium Development Goals for 2015
SUSTAINABLE DEVELOPMENT GOALS
2015: "Transforming our World: the 2030 Agenda for Sustainable Development" 17 goals, 169 targets
2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT
2017

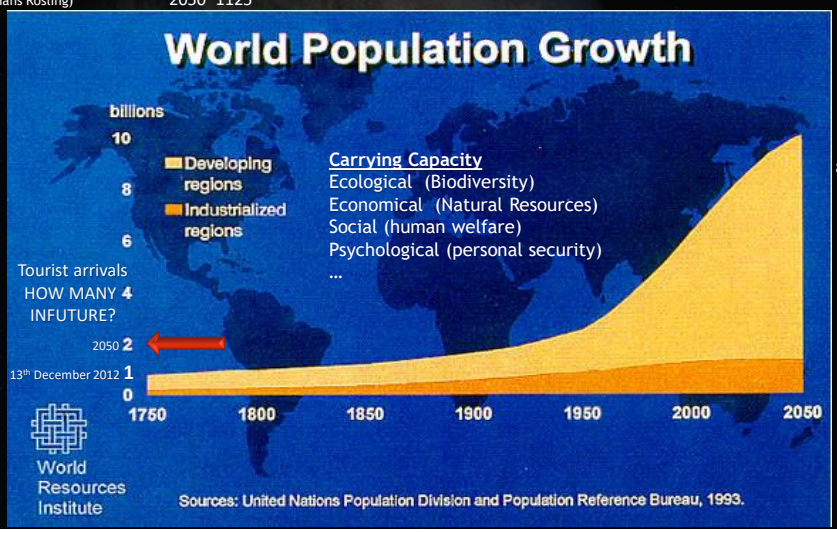
18

19

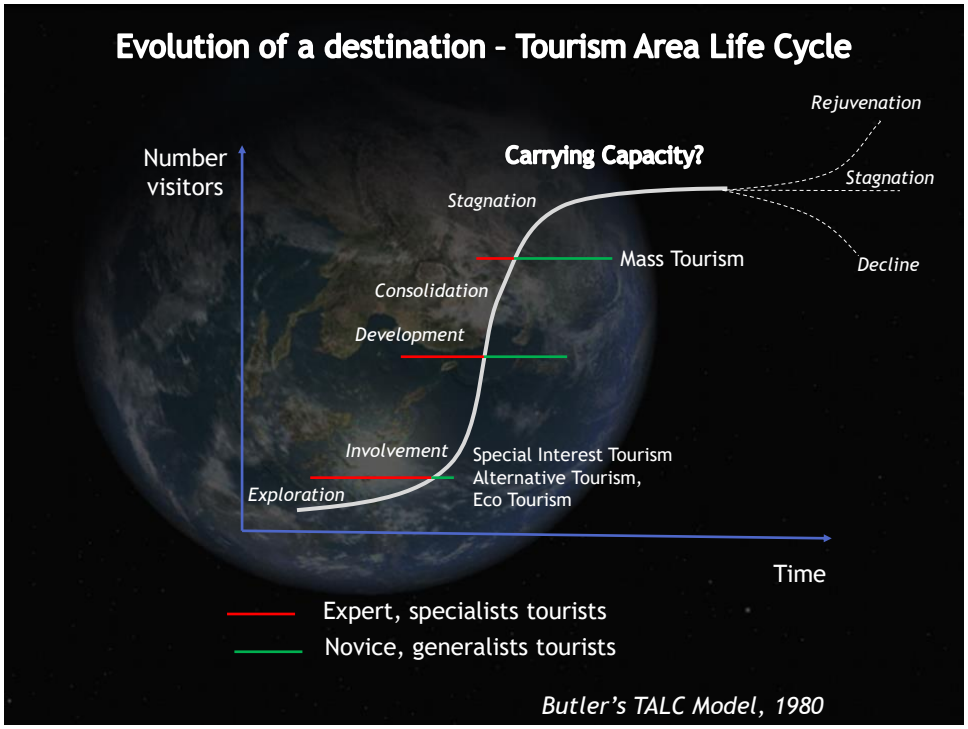
Challenges of sustainability

Biology 101

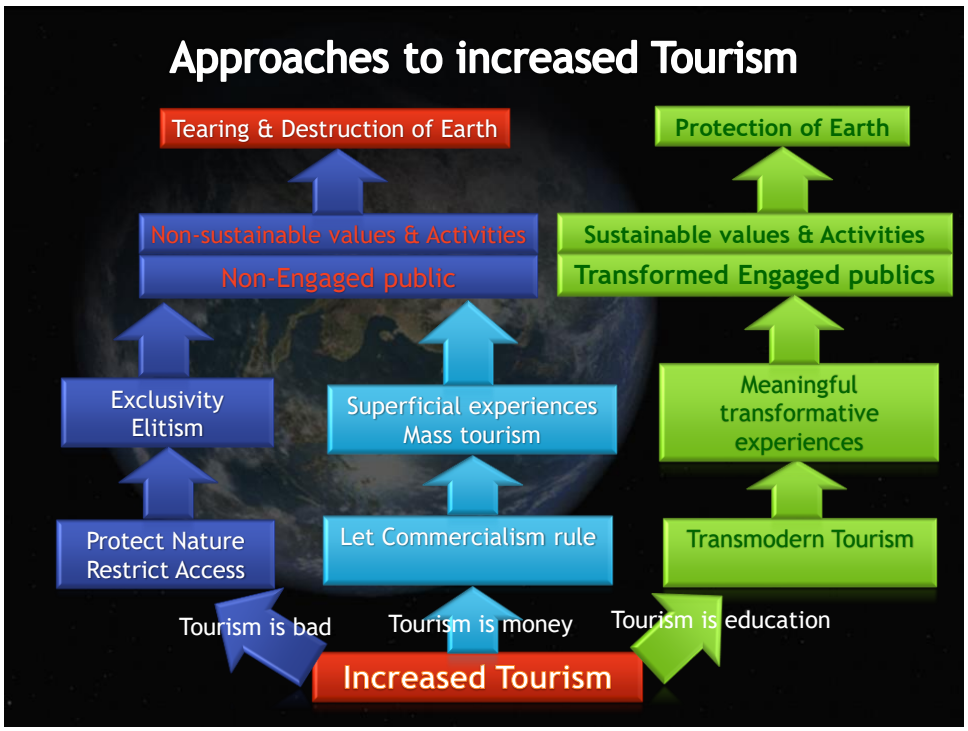
PIN-code of the world, 2012 **1114** (1 billion people in the Americas, 1 billion in Europe, 1 billion in Africa, 4 billion in Asia)
(Hans Rosling) 2050 1125



20


Evolution of a destination - Tourism Area Life Cycle
Rejuvenation
Number visitors
Carrying Capacity?
Stagnation
Stagnation
Mass Tourism
Decline
Consolidation
Development
Involvement
Special Interest Tourism
Alternative Tourism,
Eco Tourism
Exploration
Time
Expert, specialists tourists
Novice, generalists tourists
Butler's TALC Model, 1980

21

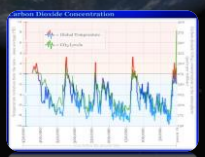

Approaches to increased Tourism
Tearing & Destruction of Earth
Protection of Earth
Non-sustainable values & Activities
Non-Engaged public
Sustainable values & Activities
Transformed Engaged publics
Exclusivity
Elitism
Superficial experiences
Mass tourism
Meaningful
transformative
experiences
Protect Nature
Restrict Access
Let Commercialism rule
Transmodern Tourism
Tourism is bad
Tourism is money
Tourism is education
Increased Tourism

22

Sustainability & Green Washing

New language to describe companies & products

- Sustainable
- Eco-friendly
- Green
- Carbon-neutral
- Renewable
- Cradle-to-cradle
- Natural
- Certified
- Bioplastic
- Wind-powered
- Ecomagination (GE)
- Environmentology (Honda)



23

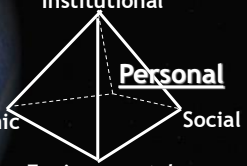
Sustainability models

Traditional EES
triangle model

IEES
Prism model

Wuppertal Institute
(Spangenberg & Valentin 1999)

IEESP
Pyramide model



Sustainable Tourism – narrow sense (traditional)

Difficult to understand
(lack of implementing models beyond compost-modernism)

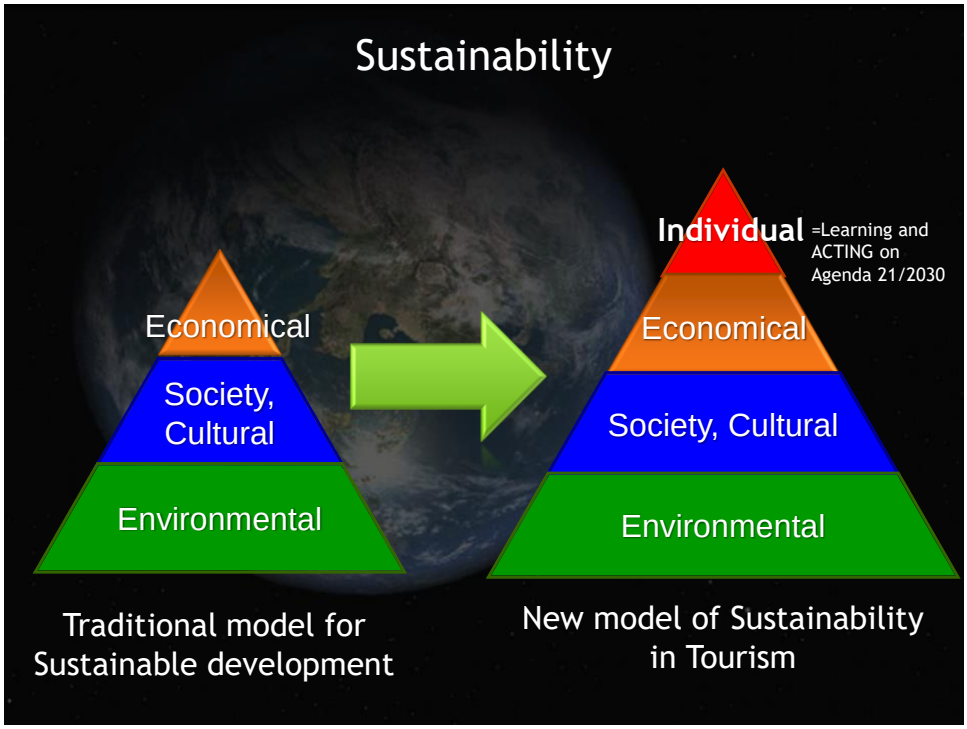
⇒Difficult to implement

Sustainable Tourism – broad sense (Agenda 21(2030)

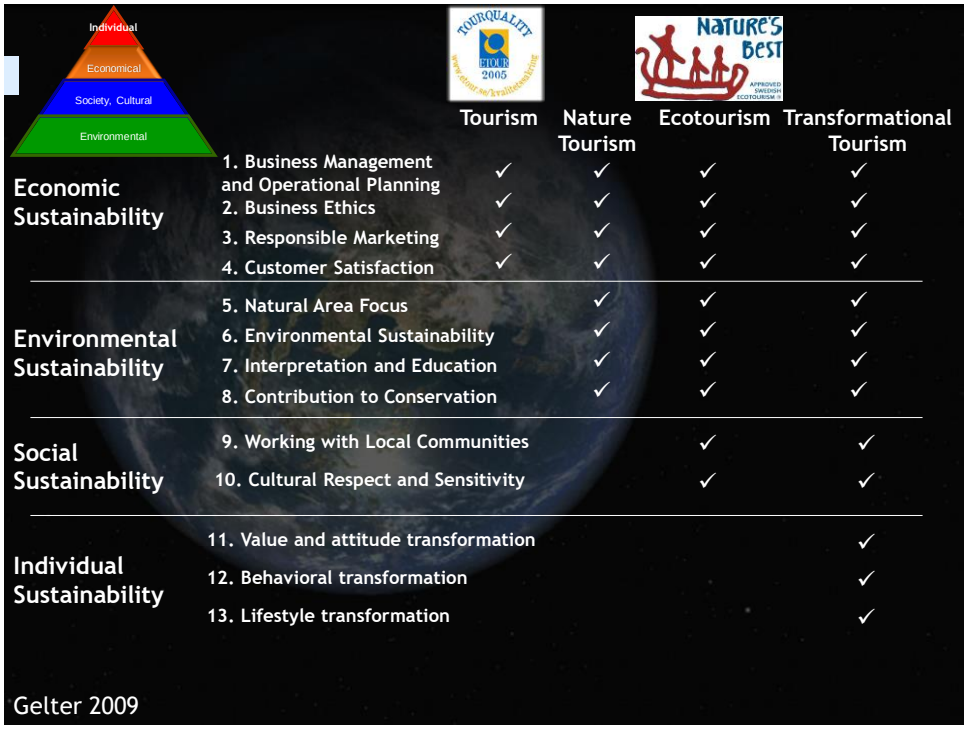
Everyone understand personal responsibility

More easy to implement

24


Sustainability
Economical
Society, Cultural
Environmental
Traditional model for Sustainable development
Individual
=Learning and ACTING on Agenda 21/2030
Economical
Society, Cultural
Environmental
New model of Sustainability in Tourism

25


Individual
Economical
Society, Cultural
Environmental
Tourism
Nature Tourism
Ecotourism
Transformational Tourism
Economic Sustainability
1. Business Management and Operational Planning
2. Business Ethics
3. Responsible Marketing
4. Customer Satisfaction
Environmental Sustainability
5. Natural Area Focus
6. Environmental Sustainability
7. Interpretation and Education
8. Contribution to Conservation
Social Sustainability
9. Working with Local Communities
10. Cultural Respect and Sensitivity
Individual Sustainability
11. Value and attitude transformation
12. Behavioral transformation
13. Lifestyle transformation
Gelter 2009

26

Nature's Best six basic principles:

1. Respect the limitations of the destination – minimise the negative impacts on local nature and culture.
2. Support the local economy.
3. Make all the operators activities environmentally sustainable.
4. Contribute actively to nature and cultural conservation.
5. Promote knowledge and respect and the joy of discovery.
6. Quality and safety all the way.

27

Transformation to what?
To Agenda21/2030 awareness (Transmodernity)

Mission:
To secure the future existence of life on earth

Through transformation to:
- Awareness
- Engagement (♥)
- Bioethics
- Biophilia
- Ethnophilia
- Etc.

BUT HOW?

28

First - what is TRANSMODERNITY?

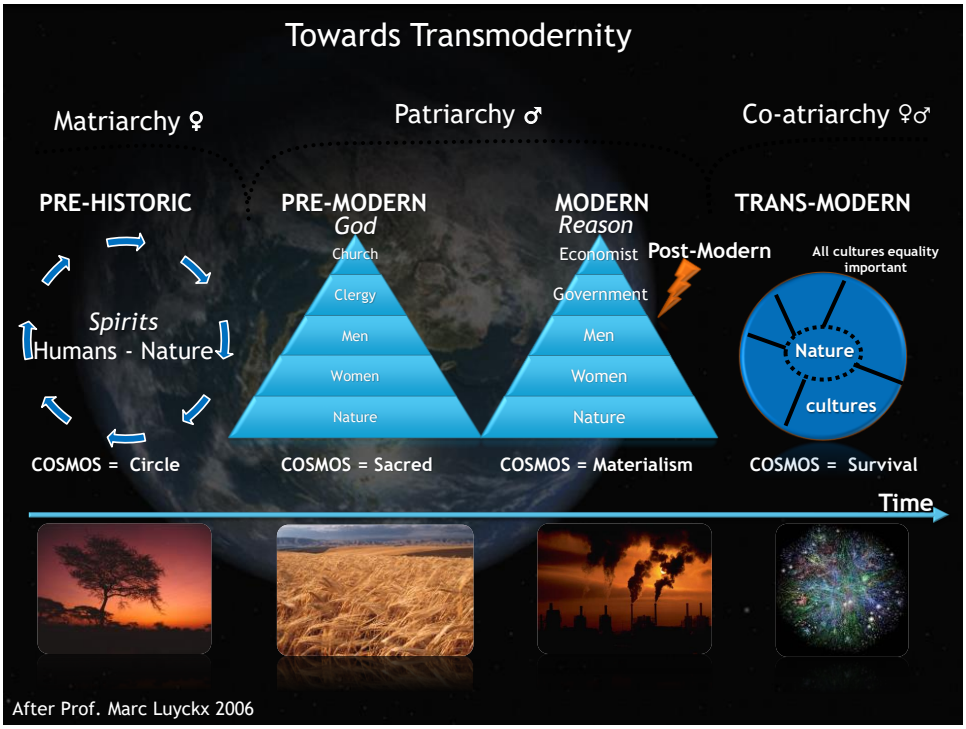
- Nordic Symposium on Tourism and Hospitality in Savonlinna, Finland 2006 Theme: **Visions on Transmodern Tourism**
- Dr. Marc Luyckx Ghisi keynote presentation: **"Transmodernity and Transmodern Tourism in the 21st Century"**
- Thesis of Ghisi: The emerging transmodernity could reorient society towards sustainability
- Ghisi got criticizes for **lacking relevance for tourism** by not having an empirical or conceptual clear approach

29

First - what is TRANSMODERNITY?

- Intruduced by Rodriguez Magda (1989) (Latin America) and Luyckx Ghisi (1999) (Europe)
- A Synthesis of modernity (thesis) and pre-modernity (anti-thesis)
- Philosophy originating from the crisis of the dominating western modernity (dominance & imperialism of the west, materialism & consumtionalism, cultural imperialism & hegmony)
- Basic Values:
  - Equality of the sexes (coatriarcate ♀♂)
  - Glocal cultural & ethnic equality
  - Sustainability and survival of humankind (Agenda 21)
  - Individuality & globalism, interconnectedness

30



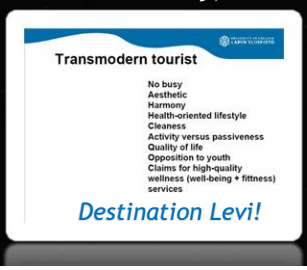
31

What is TRANSMODERN Tourism?

No concepts or theories developed yet!

Deductive answer:
Tourism with the goal (*telos*) of sustainability and survival of humanity
Tourism that implement Agenda21/2030

Implication 1: Normative tourism (*how to do*)
Implication 2: Transformative tourism (*change to*)
Implication 3: Tourism with clear learning goals (*i.e. sustainability*)



32

Transmodern tourism – How?

Learning “about” nature (traditional teaching & guiding)

Learning “in” nature
Learning “with” nature
Learning “from” nature
Learning “through” nature
Learning “for” nature

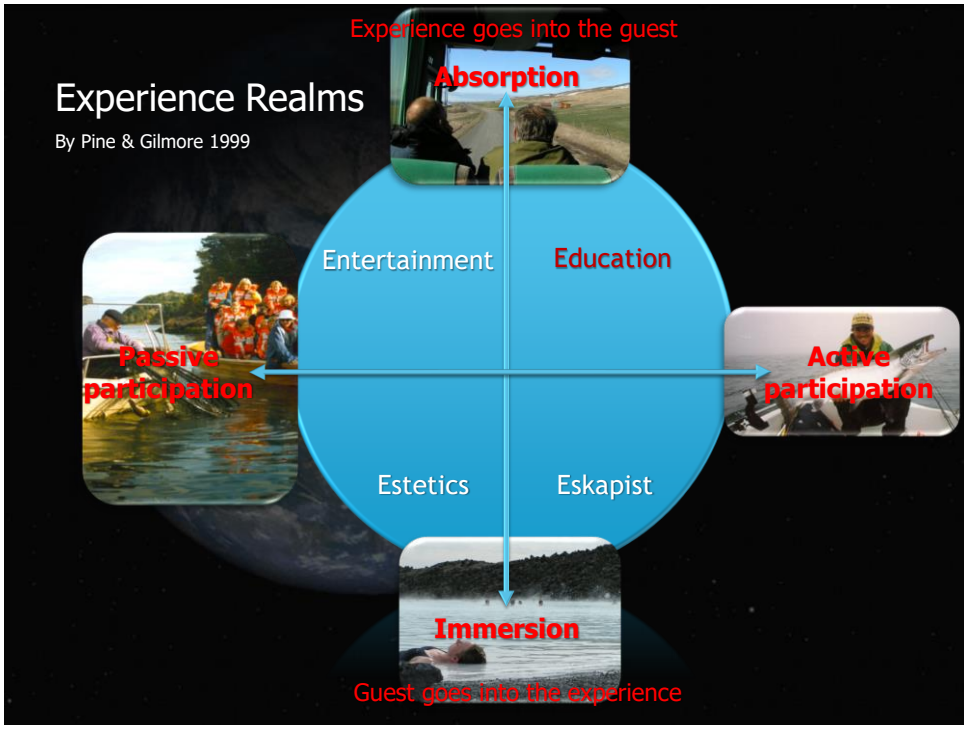
Moving from: facts → knowledge → awareness → feelings → actions

Gelter 2009

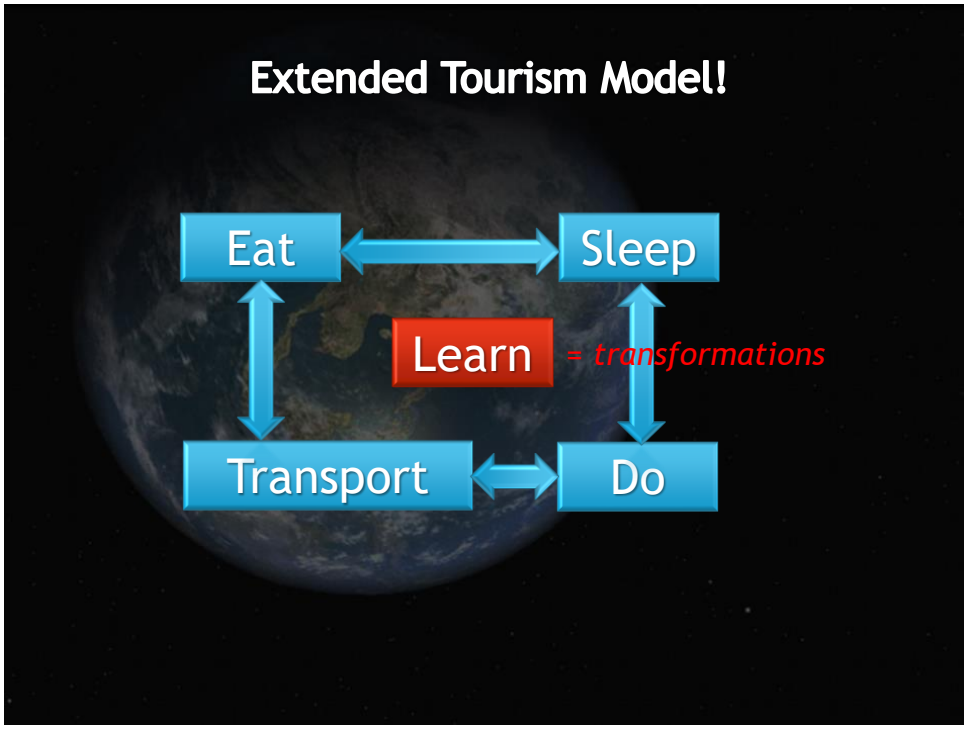
33

Experience Realms

By Pine & Gilmore 1999



34


Extended Tourism Model!
Eat
Sleep
Learn
= transformations
Transport
Do

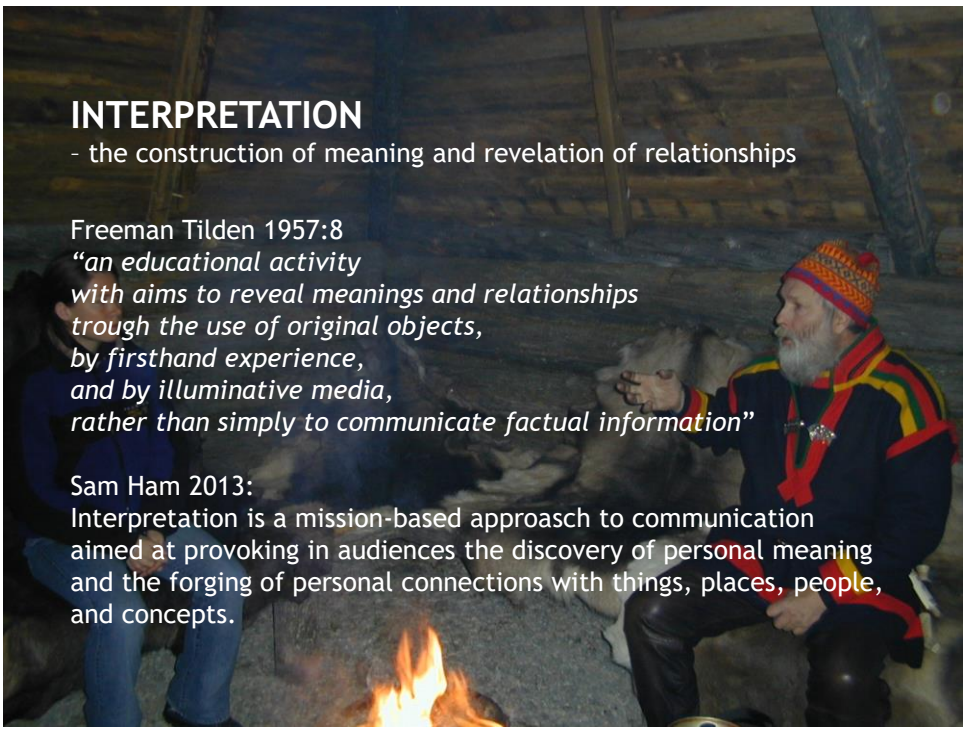
35

Information
Selection
Improvisation
Script?
One-way communication
information
Receiver
Feed-back
Sender
Traditional guiding

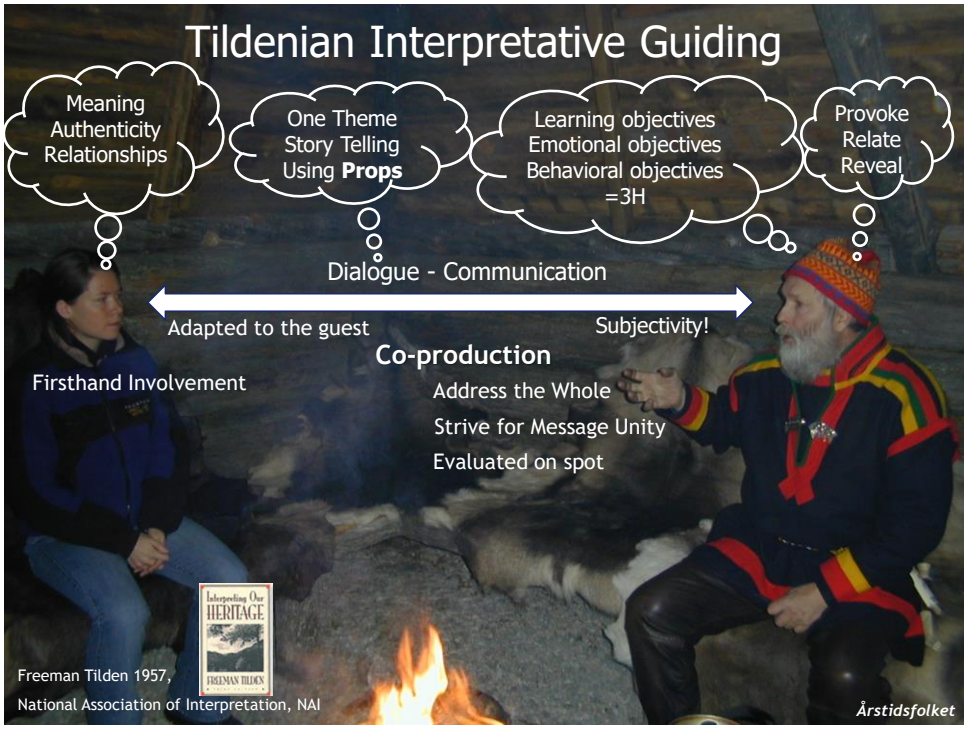
36

Information Overload!
So What?

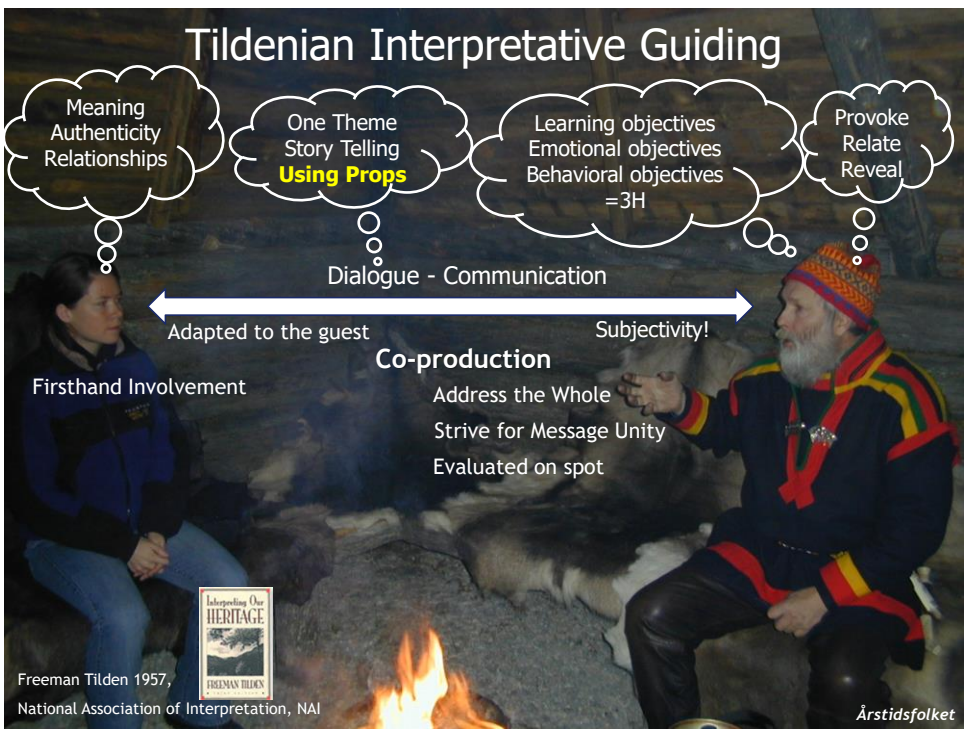
37


INTERPRETATION
- the construction of meaning and revelation of relationships
Freeman Tilden 1957:8
"an educational activity
with aims to reveal meanings and relationships
trough the use of original objects,
by firsthand experience,
and by illuminative media,
rather than simply to communicate factual information"
Sam Ham 2013:
Interpretation is a mission-based approasch to communication aimed at provoking in audiences the discovery of personal meaning and the forging of personal connections with things, places, people, and concepts.

38


Tildenian Interpretative Guiding
Meaning
Authenticity
Relationships
One Theme
Story Telling
Using **Props**
Learning objectives
Emotional objectives
Behavioral objectives
=3H
Provoke
Relate
Reveal
Dialogue - Communication
Adapted to the guest
Subjectivity!
Co-production
Firsthand Involvement
Address the Whole
Strive for Message Unity
Evaluated on spot
Freeman Tilden 1957,
National Association of Interpretation, NAI
Årstidsfolket

39


Tildenian Interpretative Guiding
Meaning
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Relationships
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Story Telling
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Learning objectives
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Relate
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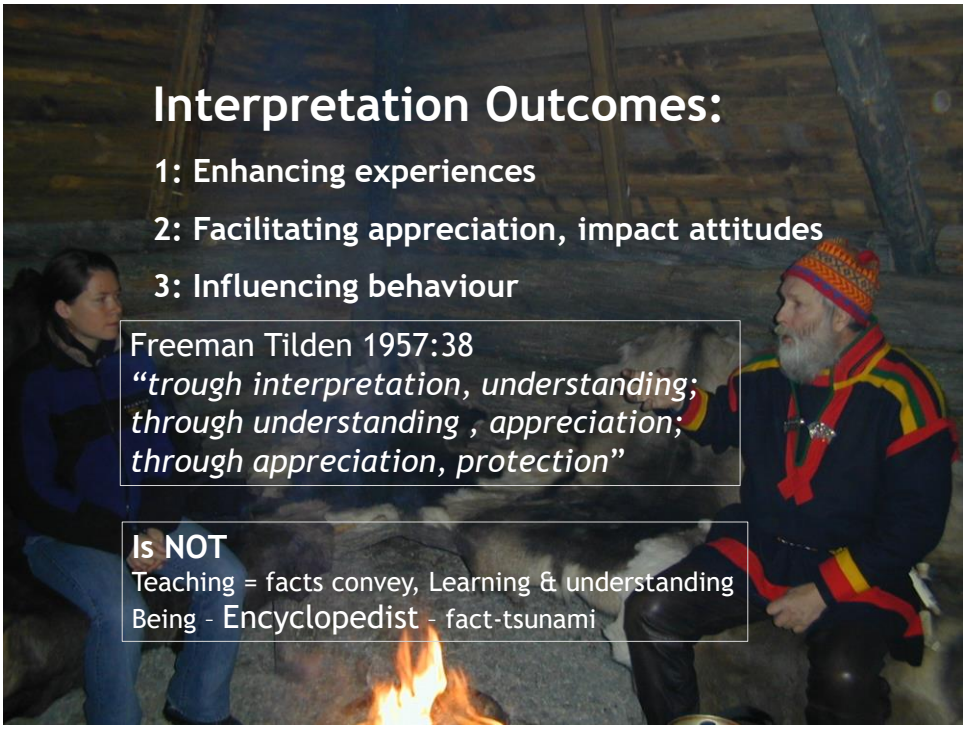
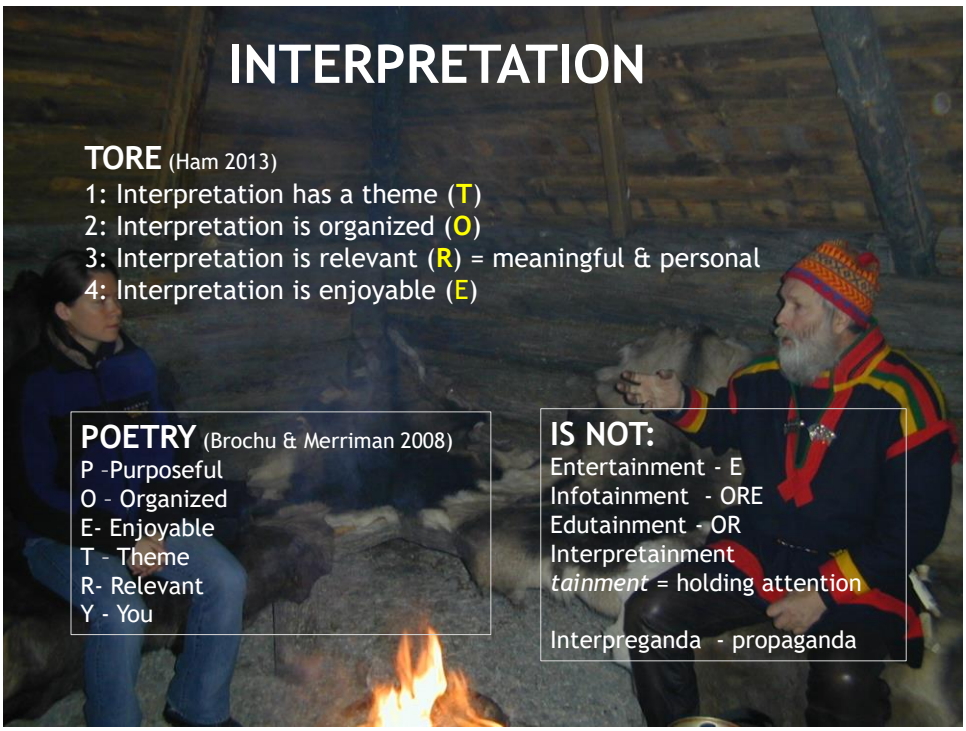
Evaluated on spot
Freeman Tilden 1957,
National Association of Interpretation, NAI
Årstidsfolket

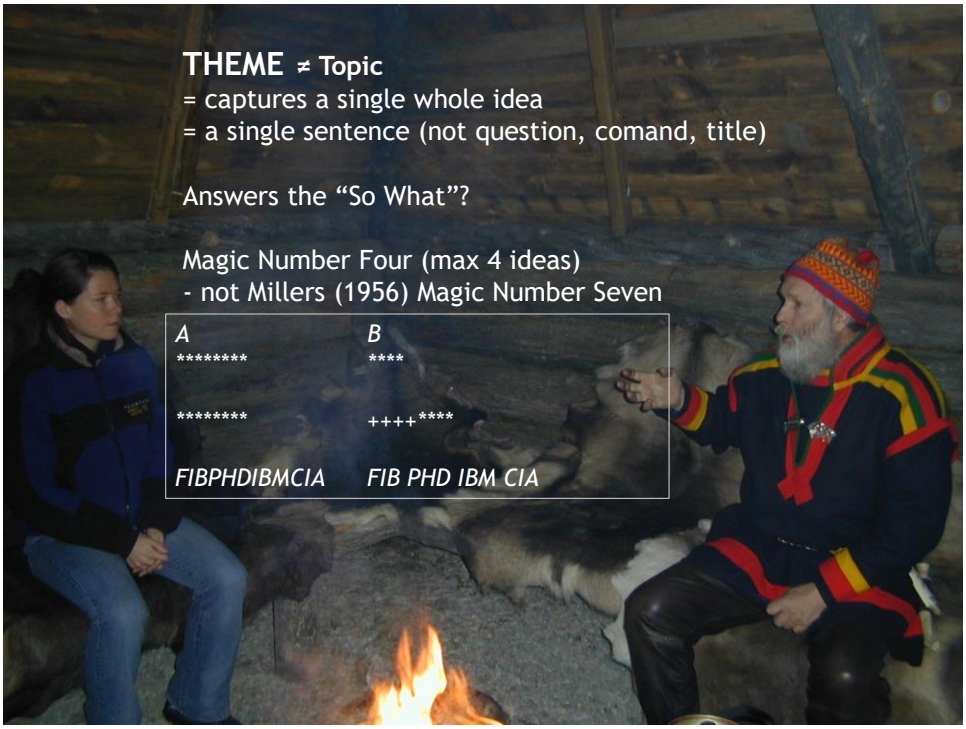
40


Interpretation Outcomes:
1: Enhancing experiences
2: Facilitating appreciation, impact attitudes
3: Influencing behaviour
Freeman Tilden 1957:38
"trough interpretation, understanding;
through understanding , appreciation;
through appreciation, protection"
Is NOT
Teaching = facts convey, Learning & understanding
Being - Encyclopedist - fact-tsunami

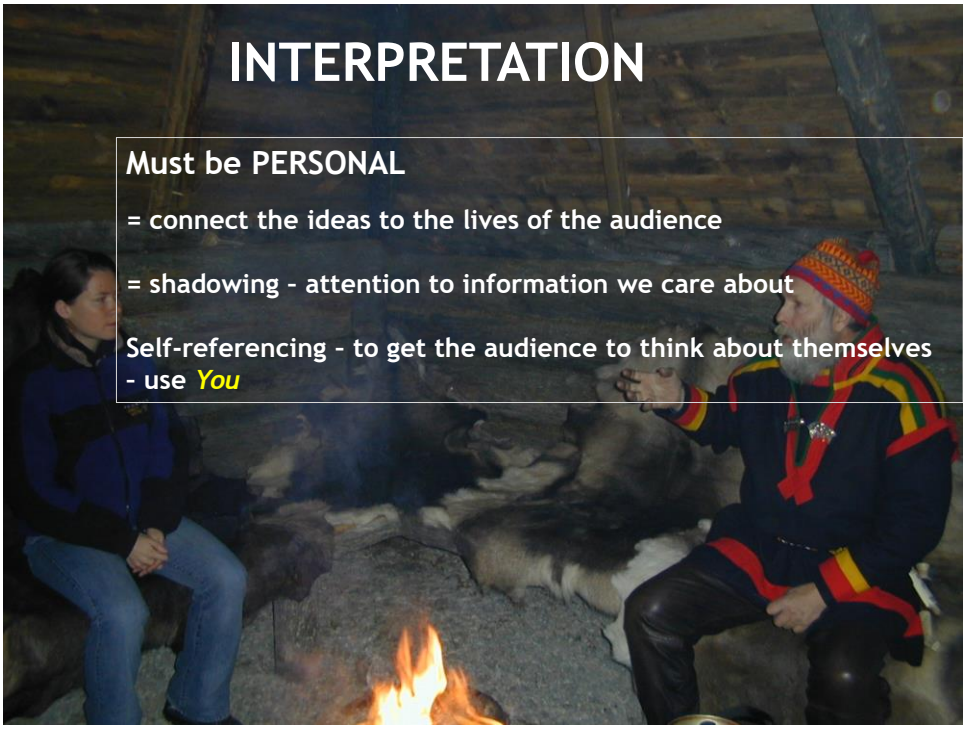
41


INTERPRETATION
TORE (Ham 2013)
1: Interpretation has a theme (T)
2: Interpretation is organized (O)
3: Interpretation is relevant (R) = meaningful & personal
4: Interpretation is enjoyable (E)
POETRY (Brochu & Merriman 2008)
P -Purposeful
O - Organized
E- Enjoyable
T - Theme
R- Relevant
Y - You
IS NOT:
Entertainment - E
Infotainment - ORE
Edutainment - OR
Interpretainment
tainment = holding attention
Interpreganda - propaganda

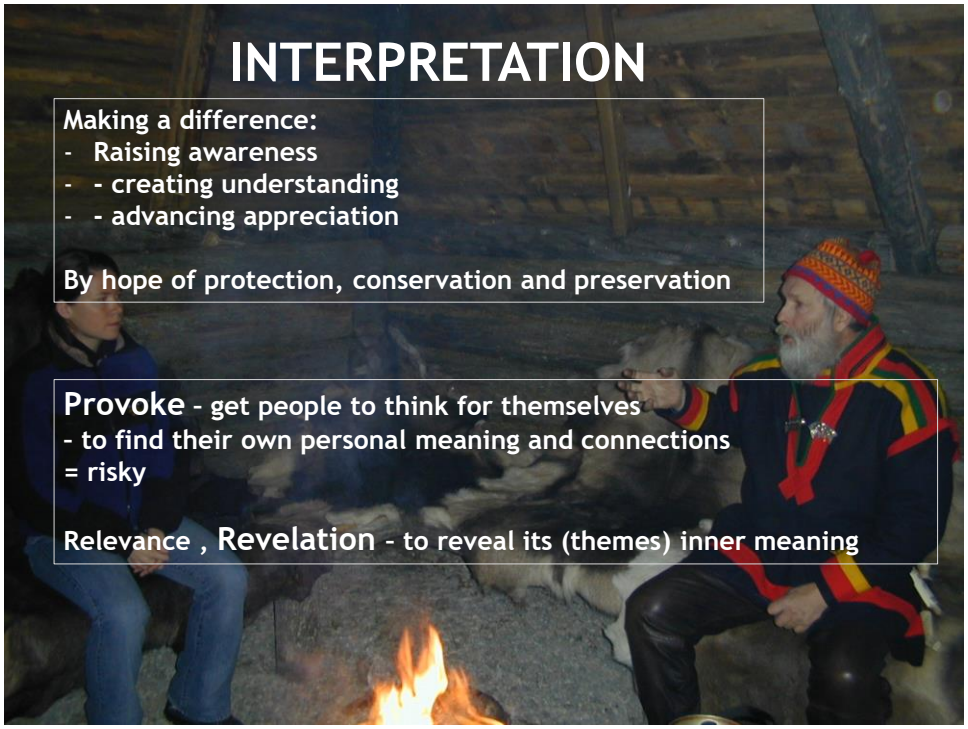
42


THEME ≠ Topic
= captures a single whole idea
= a single sentence (not question, comand, title)
Answers the "So What"?
Magic Number Four (max 4 ideas)
- not Millers (1956) Magic Number Seven
A
****
****
FIBPHDIBMCIA
B
****
++++****
FIB PHD IBM CIA

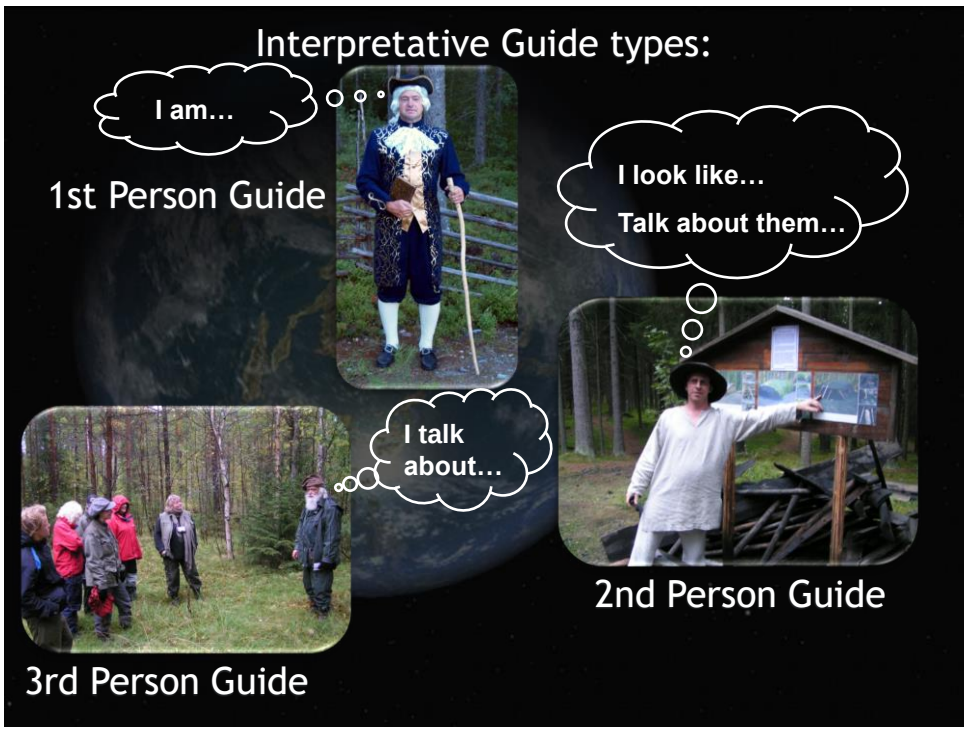
43


INTERPRETATION
Must be PERSONAL
= connect the ideas to the lives of the audience
= shadowing - attention to information we care about
Self-referencing - to get the audience to think about themselves
- use You

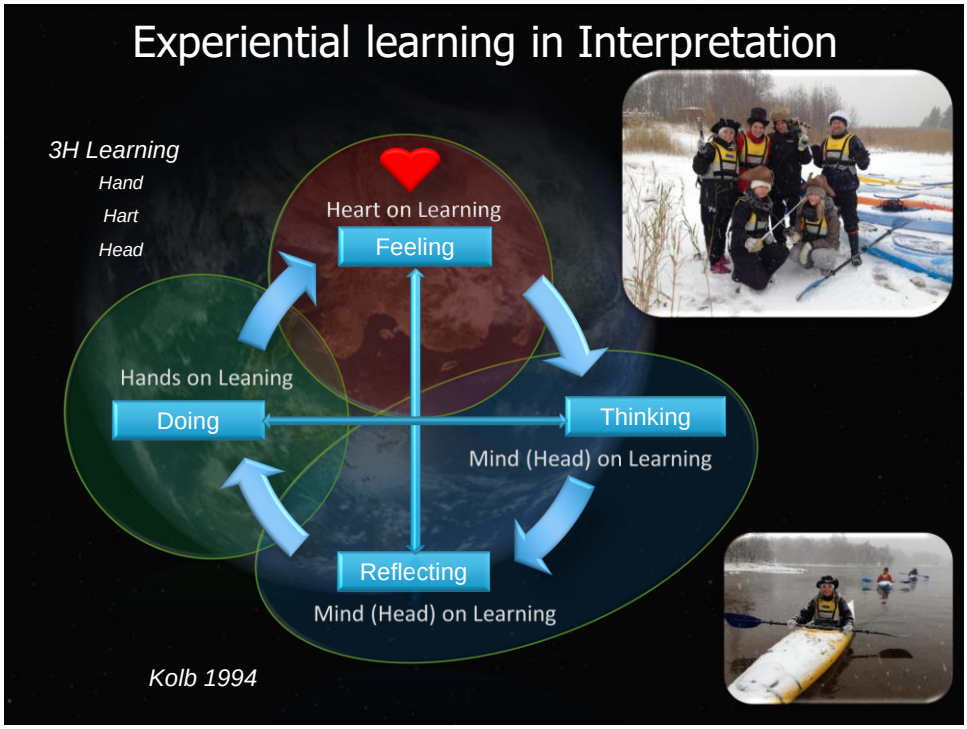
44


INTERPRETATION
Making a difference:
- Raising awareness
- - creating understanding
- - advancing appreciation
By hope of protection, conservation and preservation
Provoke - get people to think for themselves
- to find their own personal meaning and connections
= risky
Relevance , Revelation - to reveal its (themes) inner meaning

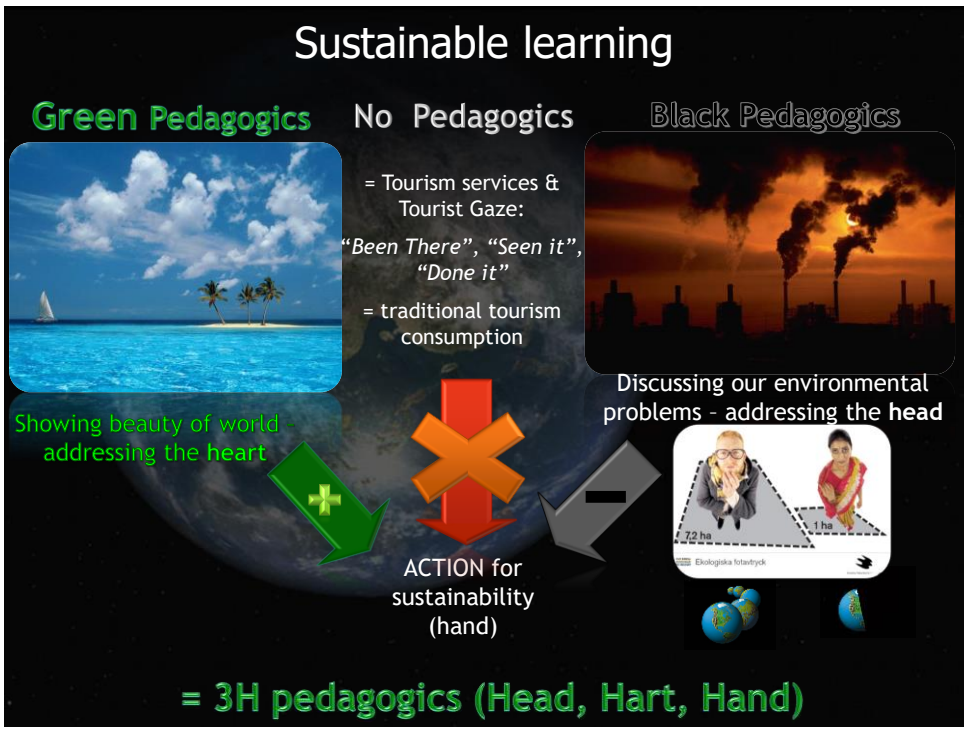
45


Interpretative Guide types:
I am...
1st Person Guide
I look like...
Talk about them...
I talk about...
2nd Person Guide
3rd Person Guide

46


Experiential learning in Interpretation
3H Learning
Hand
Hart
Head
Heart on Learning
Feeling
Hands on Leaning
Doing
Thinking
Mind (Head) on Learning
Reflecting
Mind (Head) on Learning
Kolb 1994

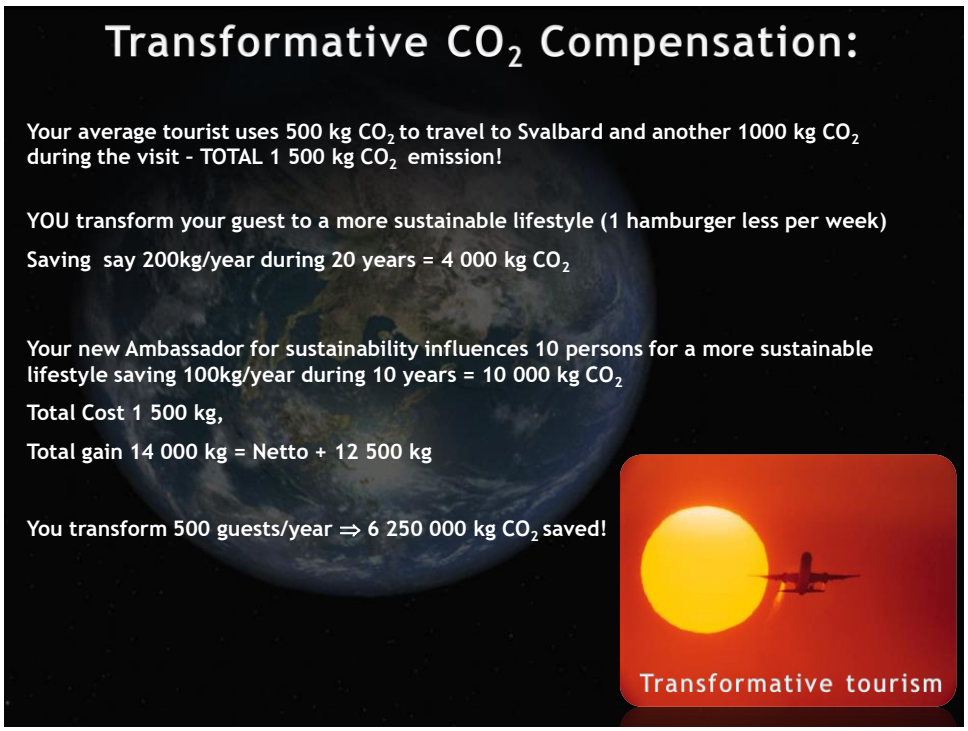
47


Sustainable learning
Green Pedagogics
No Pedagogics
Black Pedagogics
= Tourism services & Tourist Gaze:
"Been There", "Seen it", "Done it"
= traditional tourism consumption
Showing beauty of world - addressing the heart
Discussing our environmental problems - addressing the head
ACTION for sustainability (hand)
= 3H pedagogics (Head, Hart, Hand)

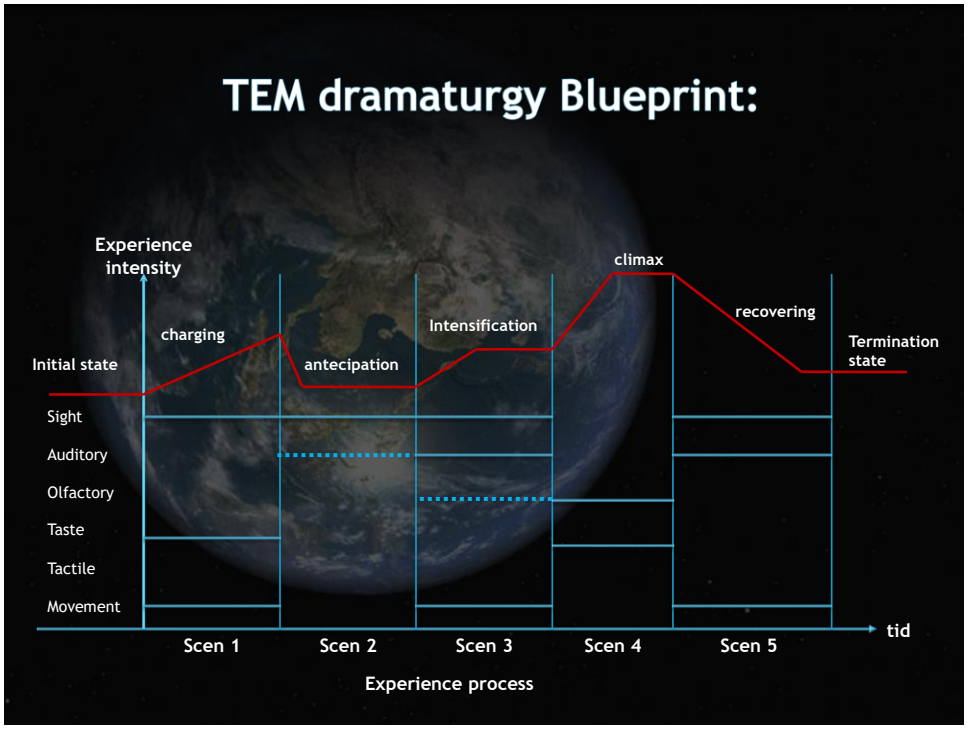
48

GREEN PEDAGOGICS?
Social Cultural
People Places
Individual Social
Rights
Self Others
Complexity
Connectedness
Consequences
Citizenship
Care
Environmental Scientific Planet
Political Global
Responsibility
Planet
The 5C Learning goals of Higgins Alternative Pedagogic, suitable for learning Agenda 21/2030
"Education (and tourism) should be helping change the world"
After Peter Higgins
Robert Richardson

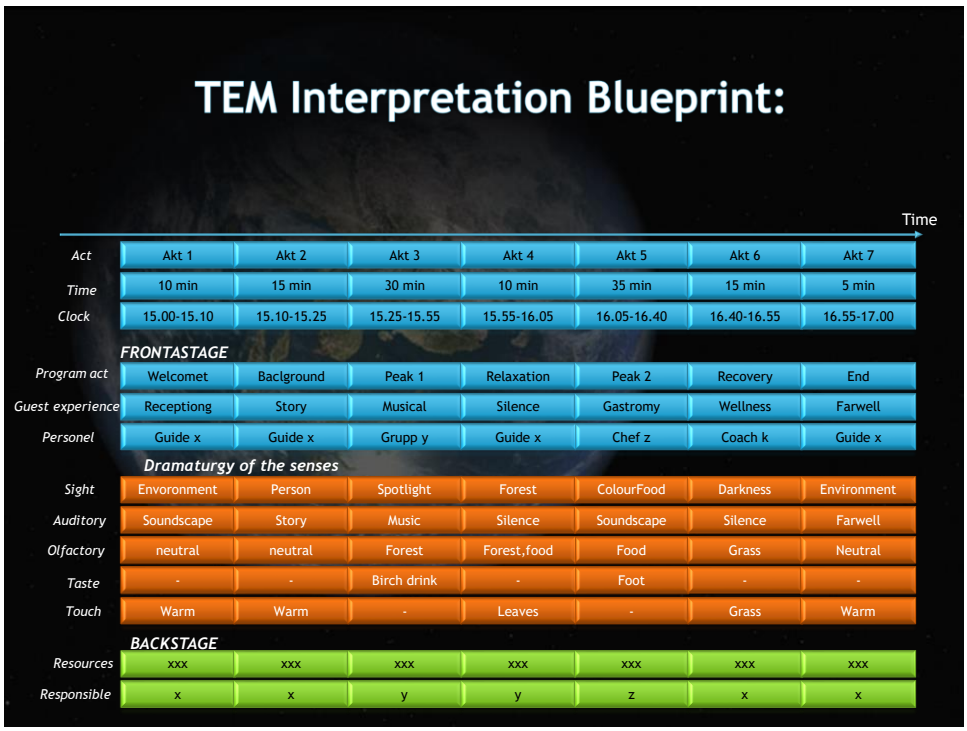
49


Transformative CO_2 Compensation:
Your average tourist uses 500 kg CO_2 to travel to Svalbard and another 1000 kg CO_2 during the visit - TOTAL 1 500 kg CO_2 emission!
YOU transform your guest to a more sustainable lifestyle (1 hamburger less per week)
Saving say 200kg/year during 20 years = 4 000 kg CO_2
Your new Ambassador for sustainability influences 10 persons for a more sustainable lifestyle saving 100kg/year during 10 years = 10 000 kg CO_2
Total Cost 1 500 kg,
Total gain 14 000 kg = Netto + 12 500 kg
You transform 500 guests/year ⇒ 6 250 000 kg CO_2 saved!
Transformative tourism

50

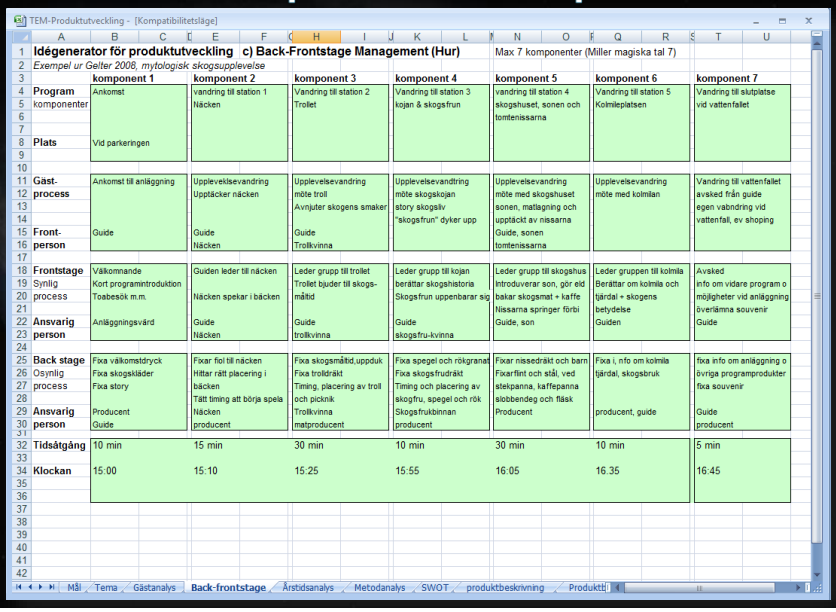

TEM dramaturgy Blueprint:
Experience intensity
climax
recovering
charging
Intensification
Termination state
Initial state
antecipation
Sight
Auditory
Olfactory
Taste
Tactile
Movement
tid
Scen 1
Scen 2
Scen 3
Scen 4
Scen 5
Experience process

51


TEM Interpretation Blueprint:
Time
Act
Akt 1
Akt 2
Akt 3
Akt 4
Akt 5
Akt 6
Akt 7
Time
10 min
15 min
30 min
10 min
35 min
15 min
5 min
Clock
15.00-15.10
15.10-15.25
15.25-15.55
15.55-16.05
16.05-16.40
16.40-16.55
16.55-17.00
FRONTASTAGE
Program act
Welcomet
Baclground
Peak 1
Relaxation
Peak 2
Recovery
End
Guest experience
Receptiong
Story
Musical
Silence
Gastromy
Wellness
Farwell
Personel
Guide x
Guide x
Grupp y
Guide x
Chef z
Coach k
Guide x
Dramaturgy of the senses
Sight
Envoronment
Person
Spotlight
Forest
ColourFood
Darkness
Environment
Auditory
Soundscape
Story
Music
Silence
Soundscape
Silence
Farwell
Olfactory
neutral
neutral
Forest
Forest,food
Food
Grass
Neutral
Taste
-
-
Birch drink
-
Foot
-
-
Touch
Warm
Warm
-
Leaves
-
Grass
Warm
BACKSTAGE
Resources
xxx
xxx
xxx
xxx
xxx
xxx
xxx
Responsible
x
x
y
y
z
x
x

52

TEM Interpretation Blueprint:



TEM-Produktutveckling - [Kompatibilitetsläge]

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	**Idégenerator för produktutveckling c) Back-Frontstage Management (Hur)**													Max 7 komponenter (Miller magiska tal 7)							
2	*Exempel ur Gelter 2008, mytologisk skogsupplevelse*																				
3		**komponent 1**		**komponent 2**		**komponent 3**		**komponent 4**		**komponent 5**		**komponent 6**		**komponent 7**							
4	**Program**	Ankomst		vandring till station 1		Vandring till station 2		Vandring till station 3		vandring till station 4		Vandring till station 5		Vandring till slutplatse							
5	komponenter			Näcken		Trollet		kojan & skogsfrun		skogshuset, sonen och		Kolmileplatsen		vid vattenfallet							
6										tomtenissarna											
7																					
8	**Plats**	Vid parkeringen																			
9																					
10																					
11	**Gäst-**	Ankomst till anläggning		Upplevelsevandring		Upplevelsevandring		Upplevelsevandtring		Upplevelsevandring		Upplevelsevandring		Vandring till vattenfallet							
12	**process**			Upptäcker näcken		möte troll		möte skogskojan		möte med skogshuset		möte med kolmilan		avsked från guide							
13						Avnjuter skogens smaker		story skogsliv		sonen, mattagning och				egen vandring vid							
14								"skogsfrun" dyker upp		upptäckt av nissarna				vattenfall, ev shoping							
15	**Front-**	Guide		Guide		Guide				Guide, sonen											
16	**person**			Näcken		Trollkvinna				tomtenissarna											
17																					
18	**Frontstage**	Välkomnande		Guiden leder till näcken		Leder grupp till trollet		Leder grupp till kojan		Leder grupp till skogshus		Leder gruppen till kolmila		Avsked							
19	Synlig	Kort programintroduktion				Trollet bjuder till skogs-		berättar skogshistoria		Introduverar son, gör eld		Berättar om kolmila och		info om vidare program o							
20	process	Toabesök m.m.		Näcken spekar i bäcken		måltid		Skogsfrun uppenbarar sig		bakar skogsmat + kaffe		tjärdal + skogens		möjligheter vid anläggning							
21										Nissarna springer förbi		betydelse		överlämna souvenir							
22	**Ansvarig**	Anläggningsvärd		Guide		Guide		Guide		Guide, son		Guiden		Guide							
23	**person**			Näcken		trollkvinna		skogsfru-kvinna													
24																					
25	**Back stage**	Fixa välkomstdryck		Fixar fiol till näcken		Fixa skogsmåltid,uppduk		Fixa spegel och rökgranat		Fixar nissedräkt och barn		Fixa i, nfo om kolmila		fixa info om anläggning o							
26	Osynlig	Fixa skogskläder		Hittar rätt placering i		Fixa troldräkt		Fixa skogsfrudräkt		Fixarflint och stål, ved		tjärdal, skogsbruk		övriga programprodukter							
27	process	Fixa story		bäcken		Timing, placering av troll		Timing och placering av		stekpanna, kaffepanna				fixa souvenir							
28				Tätt timing att börja spela		och picknik		skogfru, spegel och rök		slobbendeg och fläsk											
29	**Ansvarig**	Producent		Näcken		Trollkvinna		Skogsfrukbinnan		Producent		producent, guide		Guide							
30	**person**	Guide		producent		matproducent		producent						producent							
31																					
32	**Tidsåtgång**	10 min		15 min		30 min		10 min		30 min		10 min		5 min							
33																					
34	**Klockan**	15:00		15:10		15:25		15:55		16:05		16.35		16:45							
35																					
36																					
37																					
38																					
39																					
40																					
41																					
42																					

Mål | Tema | Gästanalys | **Back-frontstage** | Årstidsanalys | Metodanalys | SWOT | produktbeskrivning | Produktfl

53

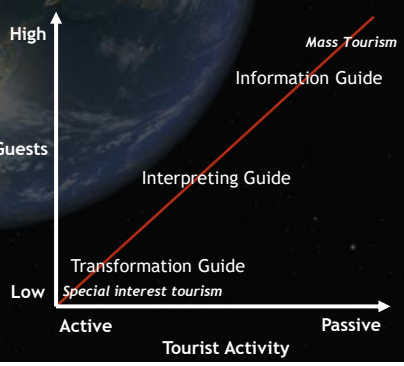
Conclusions

Transmodern Tourism:

- Normative for Sustainability
- Based on transformative experiences
- Aim to transform for personal responsibility according to Agenda21/2010

Transmodern guide:

- 3H Interpretative guiding
- Meaning building transformations for sustainability
- Holding transmodern values



54

Life changing experiences
(c) Hans Gelter, 2018
Deception Island, Antarctica

55

Thanks for your attention
Hansi Gelter
contact@guide-natura.com
Nobody can do everything
But everybody can do something

56