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## My Background



**ACADEMIC:**

- PhD Biology UU
- Senior Lecturer Teachers Education, LTU
- Docent, Assistant Professor Experience Production, LTU

**PROFESSIONAL & LEISURE:**

- Mountaineering expedition leader
- Ski instructor, Mountain leader, MTV, Kayak etc.
- STS Alpine Guide
- TEMA: Tour leader, Trekking guide, Safari guide
- CEO GUIDE NATURA



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



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## 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 paxis
- Majority agreed transforming tourists into ambassadors for the Arctic was important
- Majority had an anthropomorphic world view!



Paulet Island



Baily Head, Deception Island

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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


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### Guiding types:

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

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# Outline of Presentation



The first panel shows a character looking shocked with the speech bubble "GASP!". The second panel shows the character looking thoughtful with "Hi, world!". The third panel shows the character looking resigned with "Entertain me now, ehh..."

## Theoretical Framework

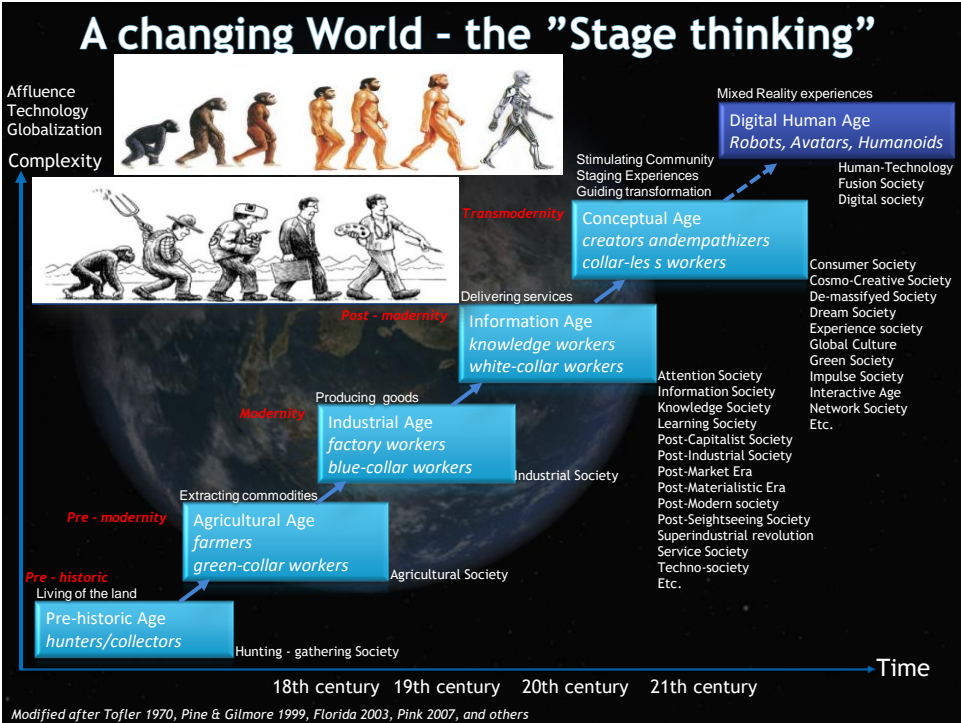
New Society emerging	➔	New tourist behavior	➔	New Economy & New offerings	➔	New Production methods & Guiding praxis
Globalization		Purpose, Meaning		Experience Economy		Meaning building experiences
Digital transformation		Personal branding		Transformative Experiences		Sustainability transformations
Transmodernity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

## Normative Framework for guides

Creating Meaningful experiences	➔	Trough Sustainable Learning	➔	Transformations of tourists for sustainability	➔	Transmodern tourism
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# A changing World - the "Stage thinking"



The diagram illustrates the progression of human societies over time, categorized into four main stages: Pre-historic, Pre-modernity, Modernity, and Post-modernity. Each stage is represented by a set of illustrations and a corresponding box describing the society and its characteristics.

- Pre-historic Age:** hunters/collectors. Hunting - gathering Society. Living of the land.
- Pre-modernity:** Agricultural Age farmers green-collar workers. Agricultural Society. Extracting commodities.
- Modernity:** Industrial Age factory workers blue-collar workers. Industrial Society. Producing goods.
- Post-modernity:** Information Age knowledge workers white-collar workers. Delivering services.
- Digital Human Age:** Robots, Avatars, Humanoids. Mixed Reality experiences. Stimulating Community Staging Experiences Guiding transformation.

The diagram also includes a list of various societies and eras on the right side, such as Consumer Society, Cosmo-Creative Society, De-massified Society, Dream Society, Experience society, Global Culture, Green Society, Impulse Society, Interactive Age, Network Society, etc.

Time: 18th century 19th century 20th century 21th century

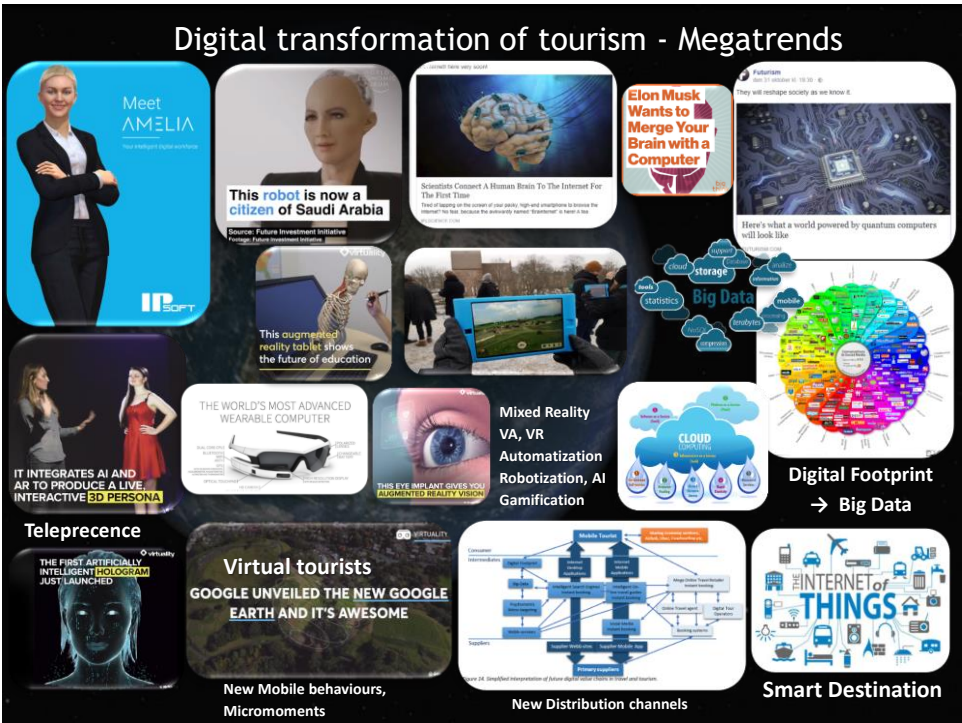
Modified after Tofler 1970, Pine & Gilmore 1999, Florida 2003, Pink 2007, and others

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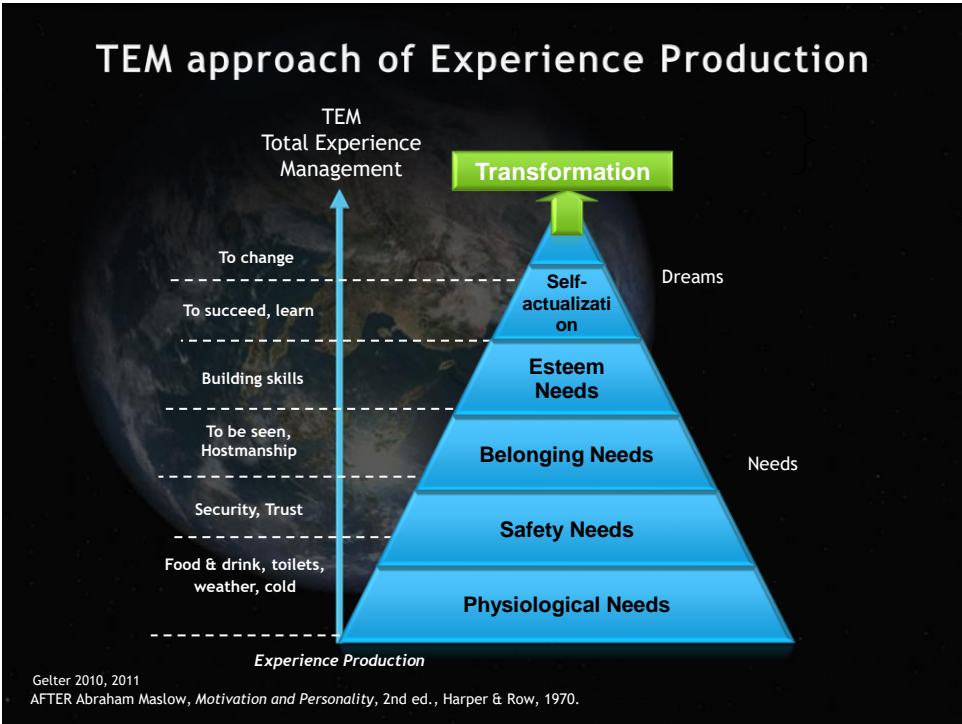
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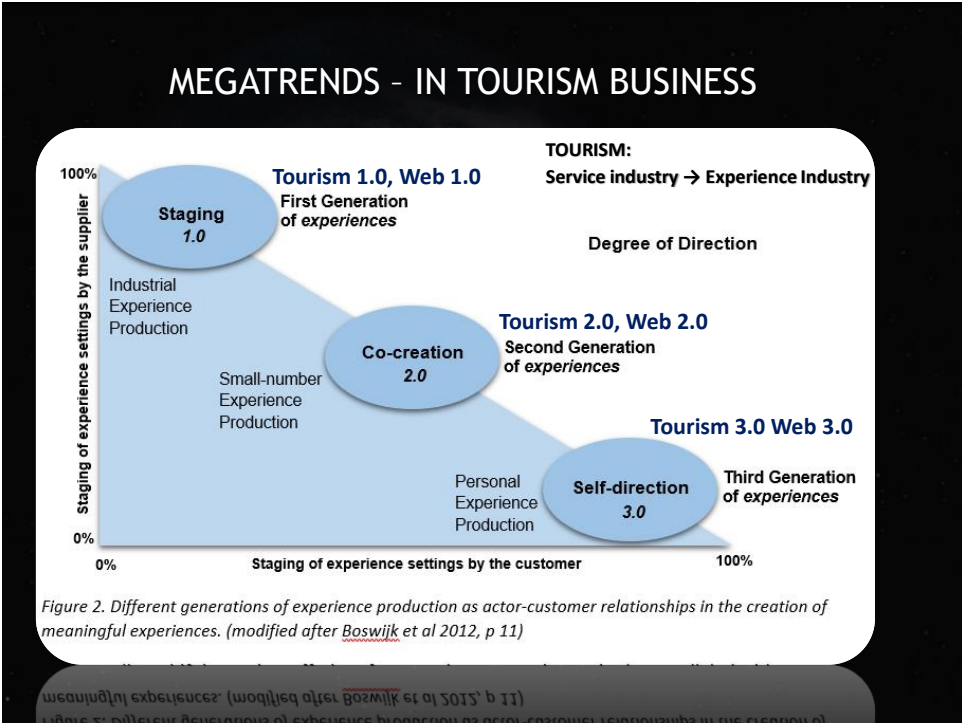
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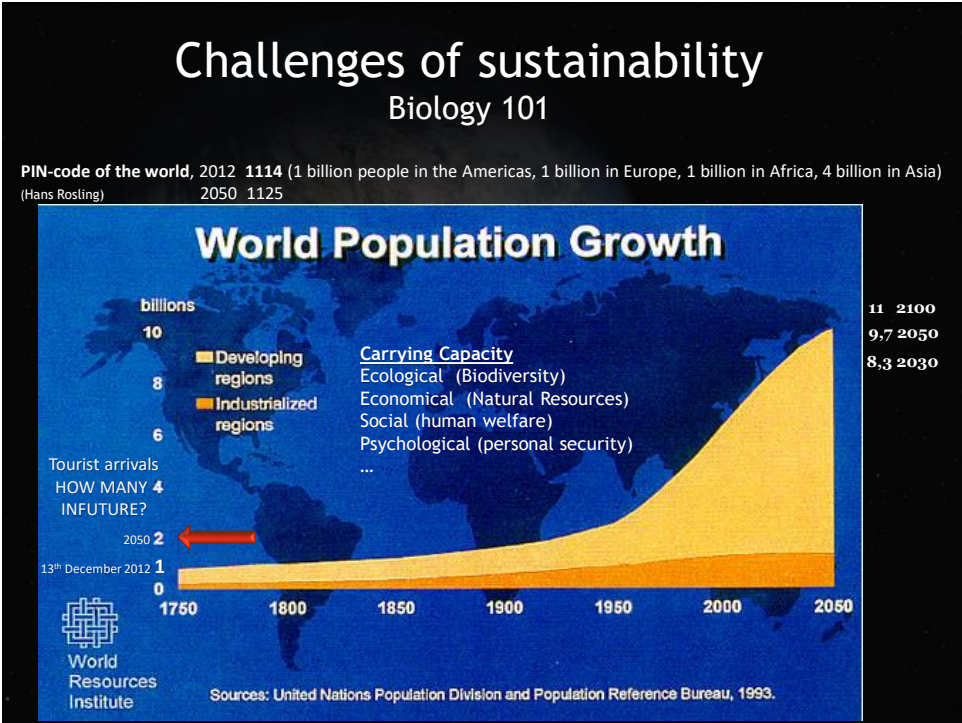
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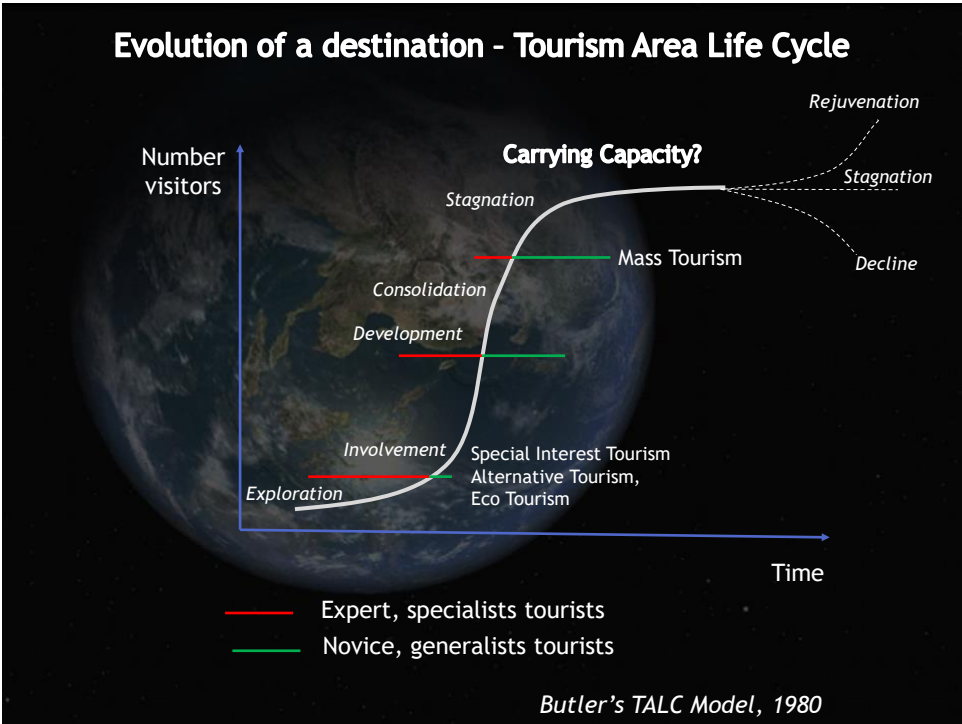
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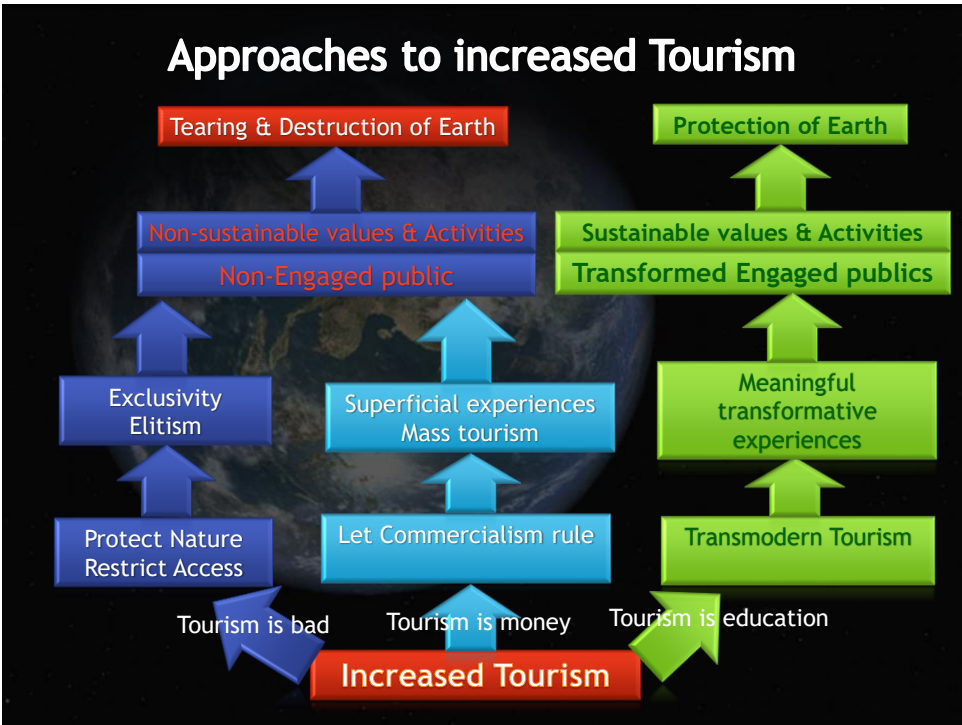
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# Sustainability & Green Washing

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)



## DAGENS NYHETER.

En utvärld från Dagens Nyheter utsläpp, DN.se.

Publicerat 25 sep 2007 13:30

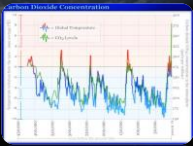



Forskare varnar i en ny rapport för turistindustrins effekter på klimatet. I stället för att förstå att man ökar utsläppen av koldioxid.

Foto: Laila Elom/Staffan Sauer/ATP

### Turismen ett växande klimathot

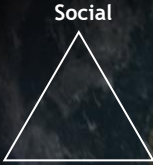
Världsturismen är ett av de allvarigaste hoten mot klimatet. Den globala turistindustrin står för 6 procent av de totala utsläppen av koldioxid i atmosfären. Med nuvarande tillväxtprognoser kommer turistens totala utsläpp nästan att tredubblas fram till år 2036.



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# Sustainability models

### Traditional EES triangle model



Social  
Economic  
Environmental

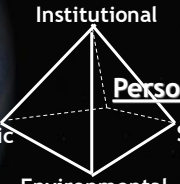
### IEES Prism model



Institutional  
Social  
Economic  
Environmental

Wuppertal Institute  
(Spangenberg & Valentin 1999)

### IEESP Pyramide model



Institutional  
Personal  
Social  
Environmental

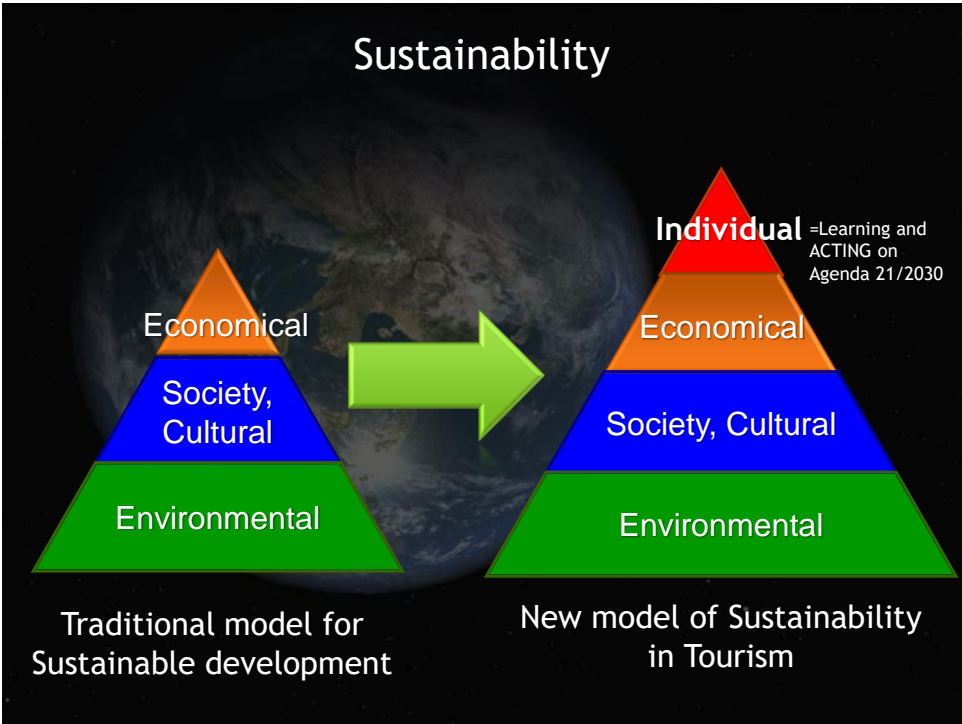
#### Sustainable Tourism - narrow sense (traditional)

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

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

Gelter 2009

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## 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.

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

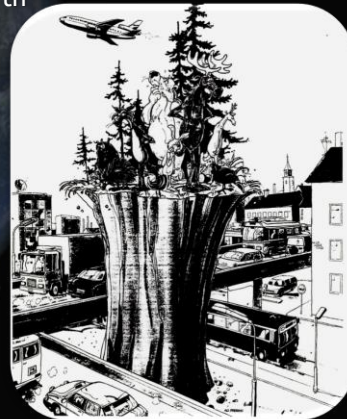
### Mission:

To secure the future existence of life on earth

### Through transformation to:

Awareness  
Engagement (♥)  
Bioethics  
Biophilia  
Ethnophilia  
Etc.

BUT HOW?



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## First - what is TRANSMODERNITY?

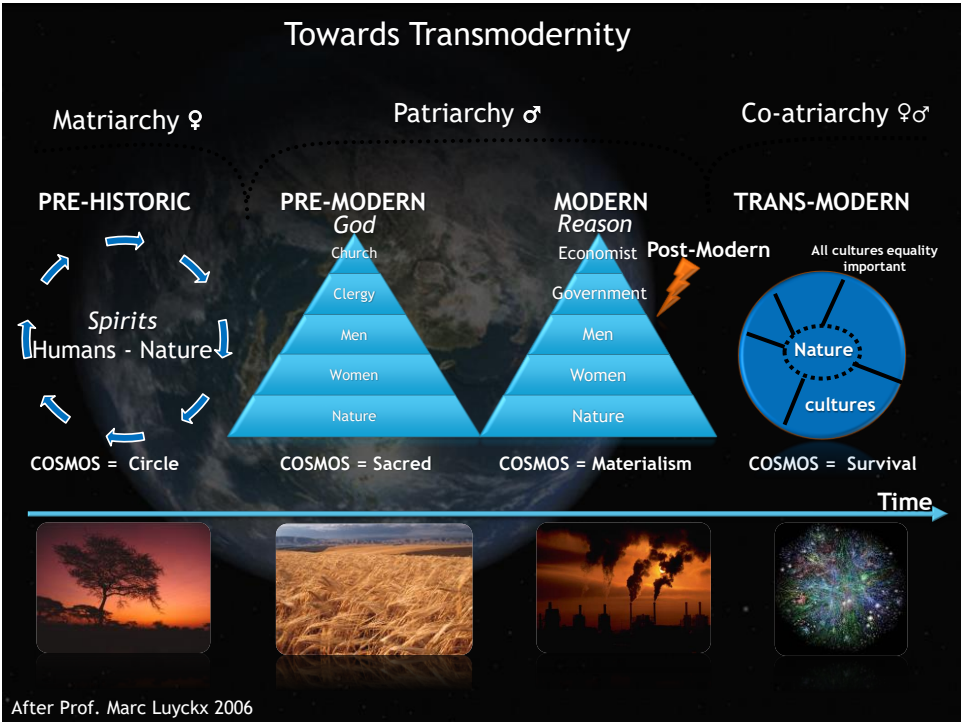
- Nordic Symposium on Tourism and Hospitality in Savonlinna, Finland 2006 Theme: **Visions on Transmodern Tourism**
- Dr. Marc Luyckx Ghisi keynote presentation: “**Transmodernity and Transmodern Tourism in the 21st Century**”
- Thesis of Ghisi: The emerging transmodernity could reorient society towards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

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## First - what is TRANSMODERNITY?

- Introduced 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 & consumerism, cultural imperialism & hegemony)
- Basic Values:
  - Equality of the sexes (coatriarcate ♀♂)
  - Glocal cultural & ethnic equality
  - Sustainability and survival of humankind (Agenda 21)
  - Individuality & globalism, interconnectedness

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**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*)

**Transmodern tourist**

- No busy
- Aesthetic
- Harmony
- Health-oriented lifestyle
- Cleanliness
- Activity versus passiveness
- Quality of life
- Opposition to youth
- Claims for high-quality wellness (well-being + fitness) services

*Destination Levi!*

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# Transmodern tourism - How?

Learning “about” nature (traditional 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

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# Experience Realms

By Pine & Gilmore 1999

Experience goes into the guest

**Absorption**

Entertainment Education

Passive participation Active participation

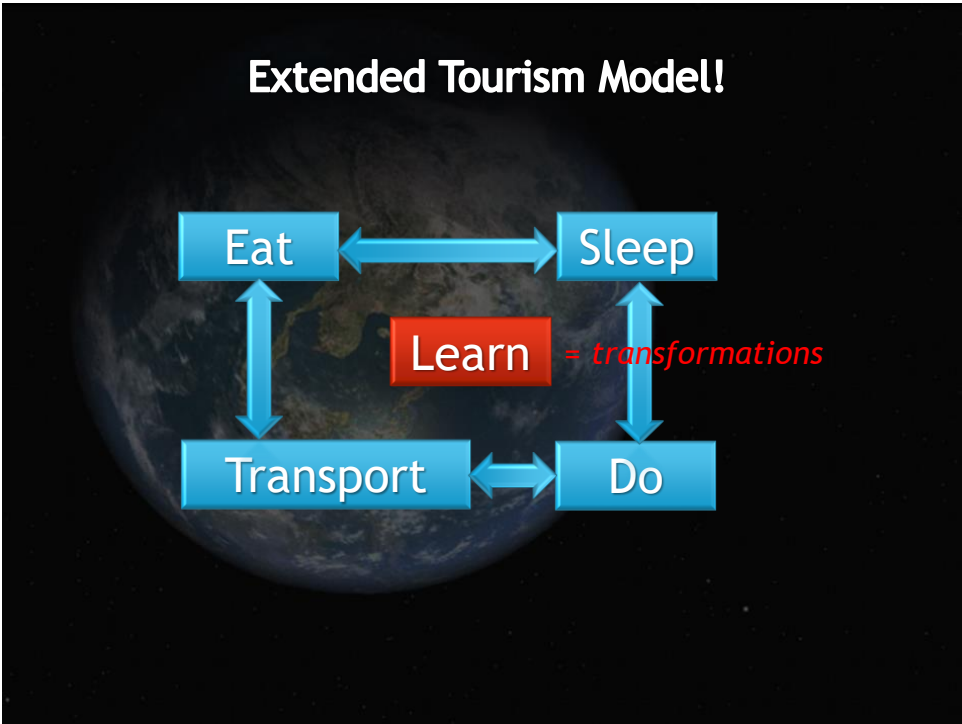
Esthetics Eskapist

**Immersion**

Guest goes into the experience

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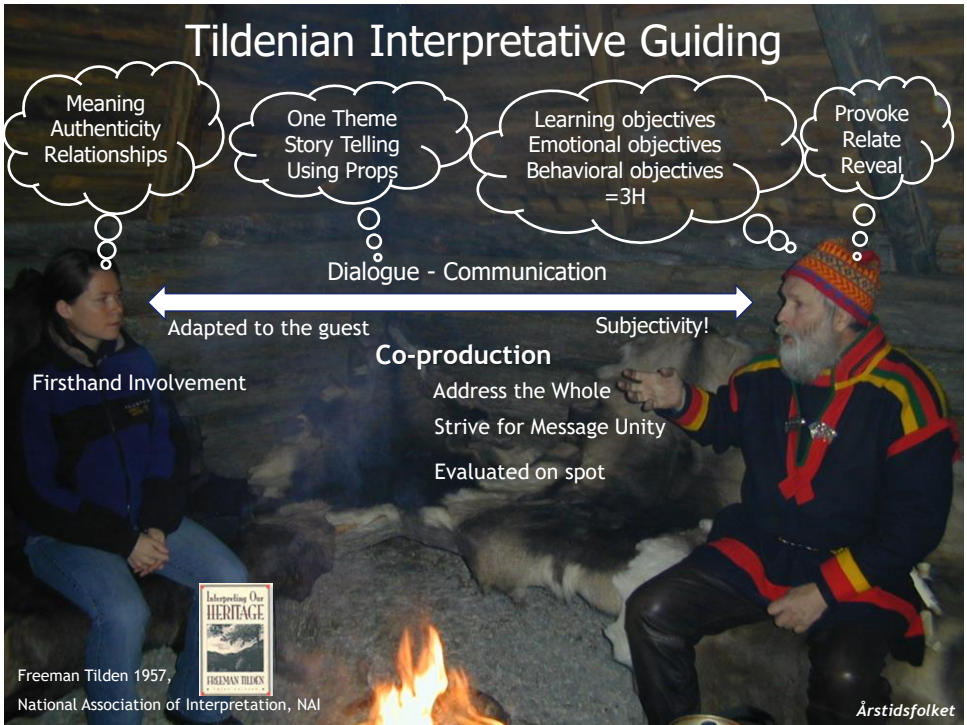
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### Interpretative Guide types:


I am...

1st Person Guide




I look like...  
Talk about them...

2nd Person Guide



I talk about...

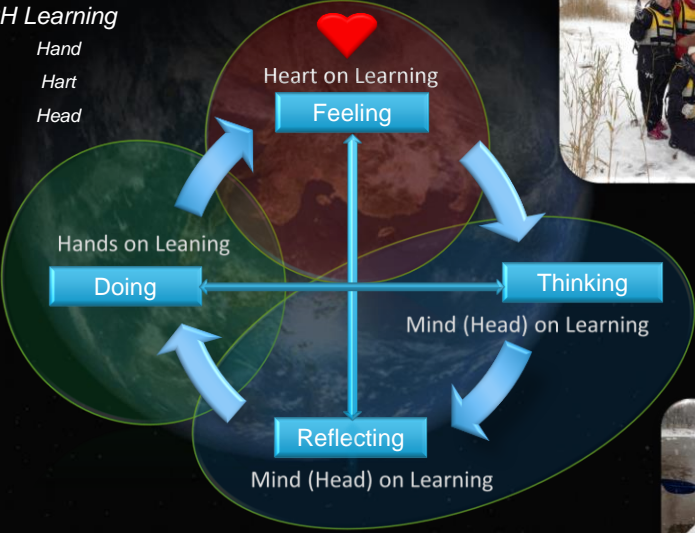
3rd Person Guide





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### Experiential learning in Interpretation

3H Learning  
Hand  
Hart  
Head

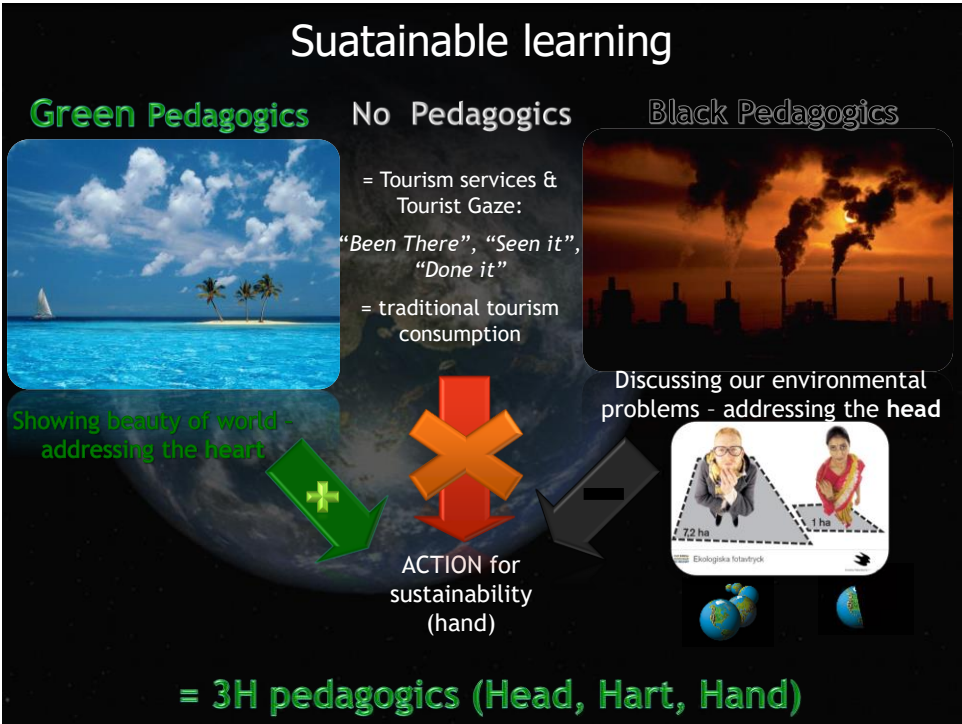


Kolb 1994

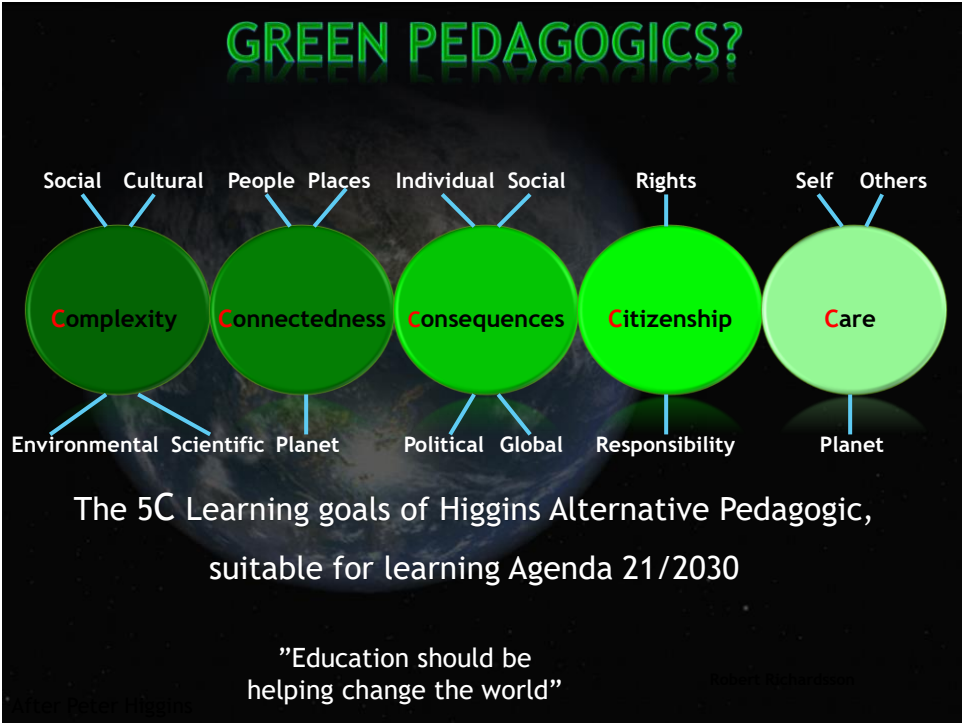


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## Transformative CO<sub>2</sub> Compensation:


Your average tourist uses 500 kg CO<sub>2</sub> to travel to Svalbard and another 1000 kg CO<sub>2</sub> during the visit - TOTAL 1 500 kg CO<sub>2</sub> 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<sub>2</sub>

Your new Ambassador for sustainability influences 10 persons for a more sustainable lifestyle saving 100kg/year during 10 years = 10 000 kg CO<sub>2</sub>

Total Cost 1 500 kg,  
Total gain 14 000 kg = Netto + 12 500 kg

You transform 500 guests/year ⇒ 6 250 000 kg CO<sub>2</sub> saved!



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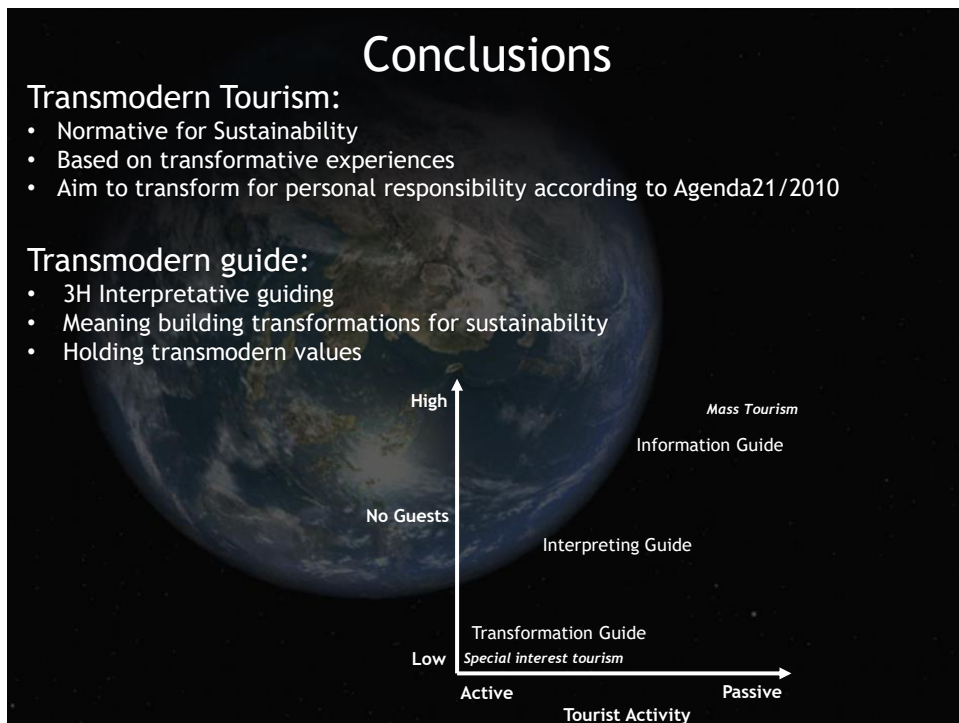
## Conclusions

### 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



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Deception Island, Antarctica

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