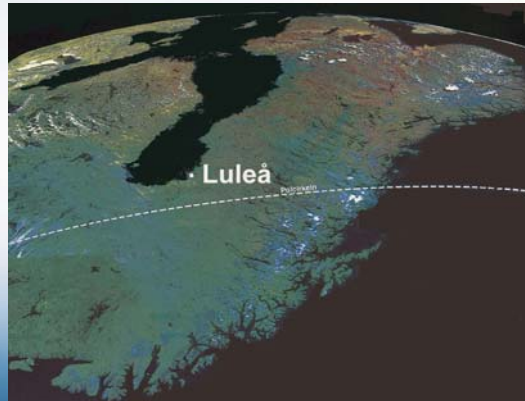


Seminar At RAMK 28th Oct. 2009

## TEM – a tool for Experience Production and Transmodern tourism

Hans Gelter  
Luleå University of technology

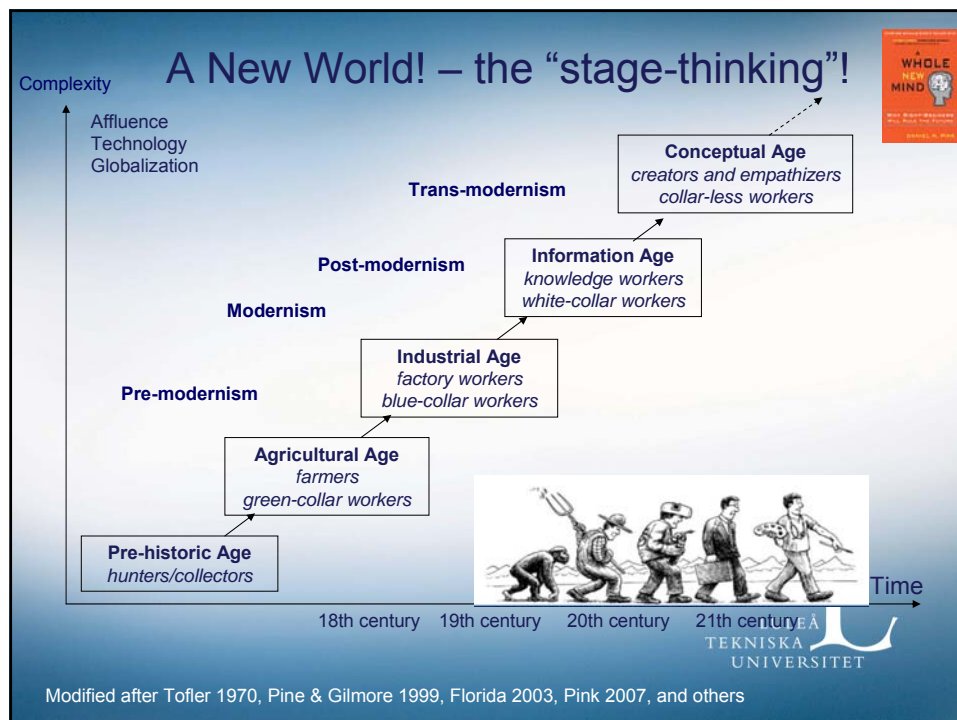
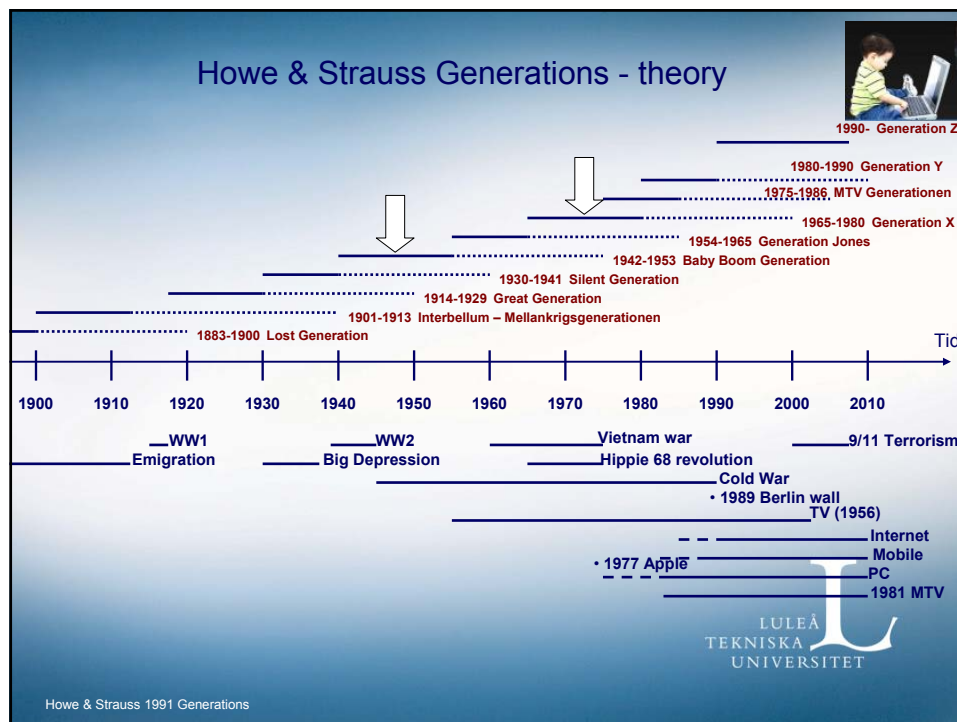


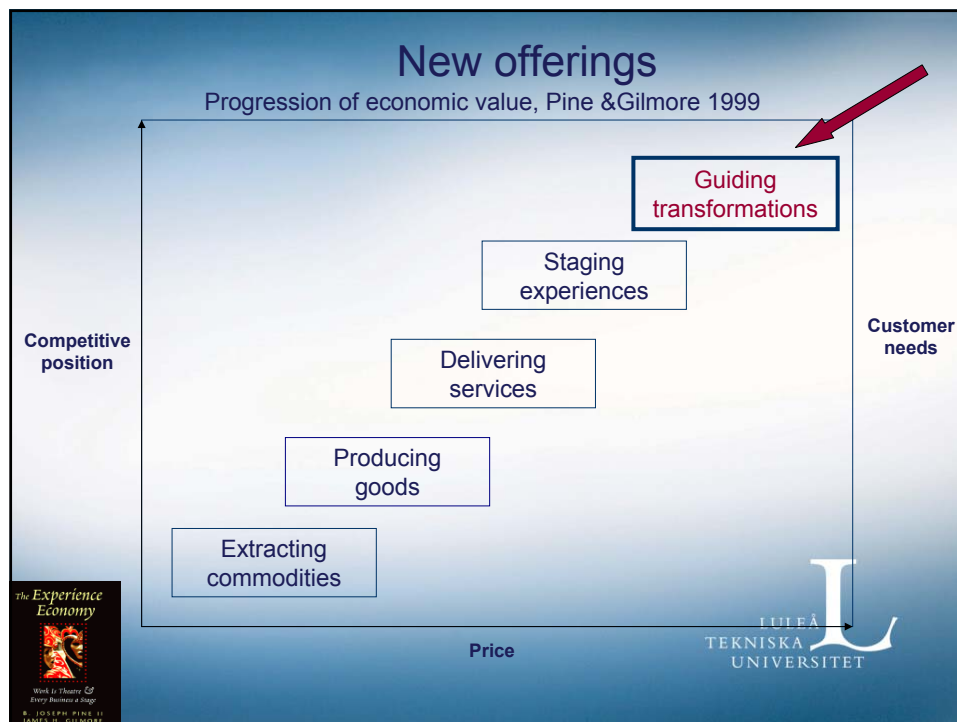
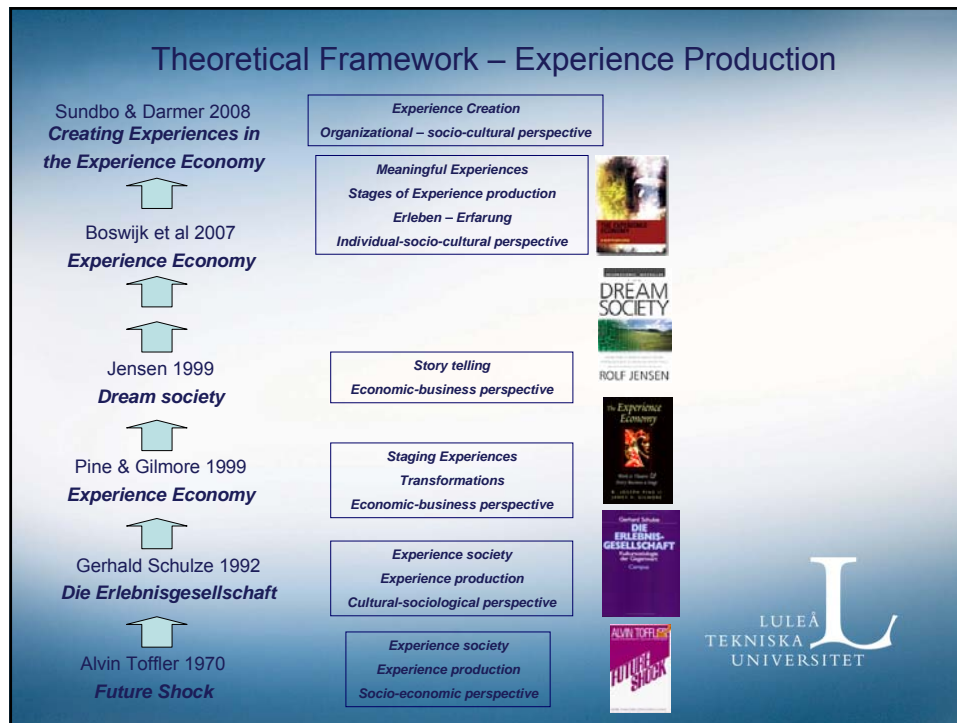
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## Topics:

1. Business in a New World!
2. What is Experience Production?
3. What is Total Experience Management?
4. Transmodern tourism & Sustainability

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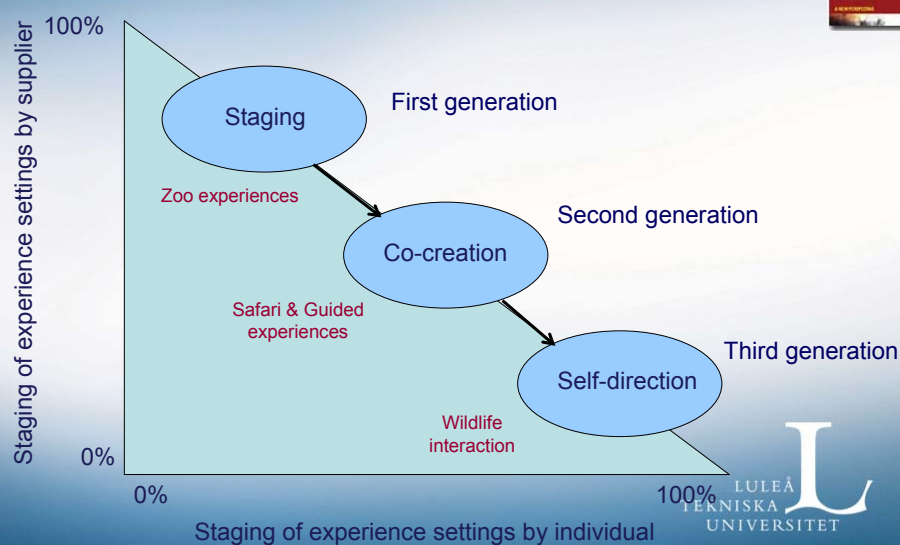


## New Business Qualities

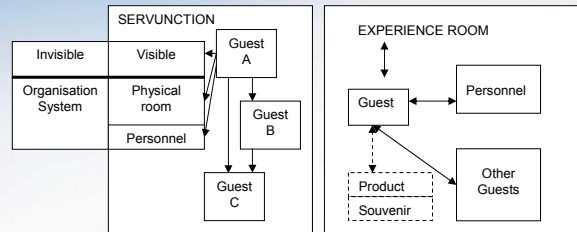
- **Service industry**
  - Technical quality – what the customer gets
  - Functional quality – how the customer gets it
  - Quality of Service
- **Experience industry**
  - Quality of Experience (?) – how the guest experiences the offering
- **Transformation industry**
  - Change sustainability – how well the prospects has changed



Actors in the creation of meaningful experiences, after Boswijk et al. 2007



## Experiencescapes

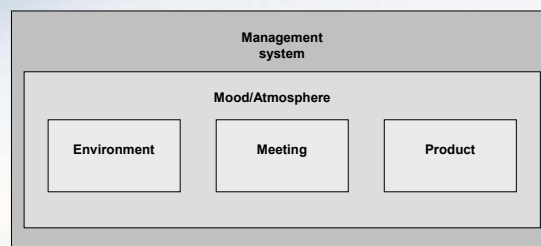


Comparison of the **Servunction system** (left) and **Experience Room Model** of Mossberg (right) (Modified after Mossberg 2003, p. 17 and 28, and Mossberg 2006, p. 37)



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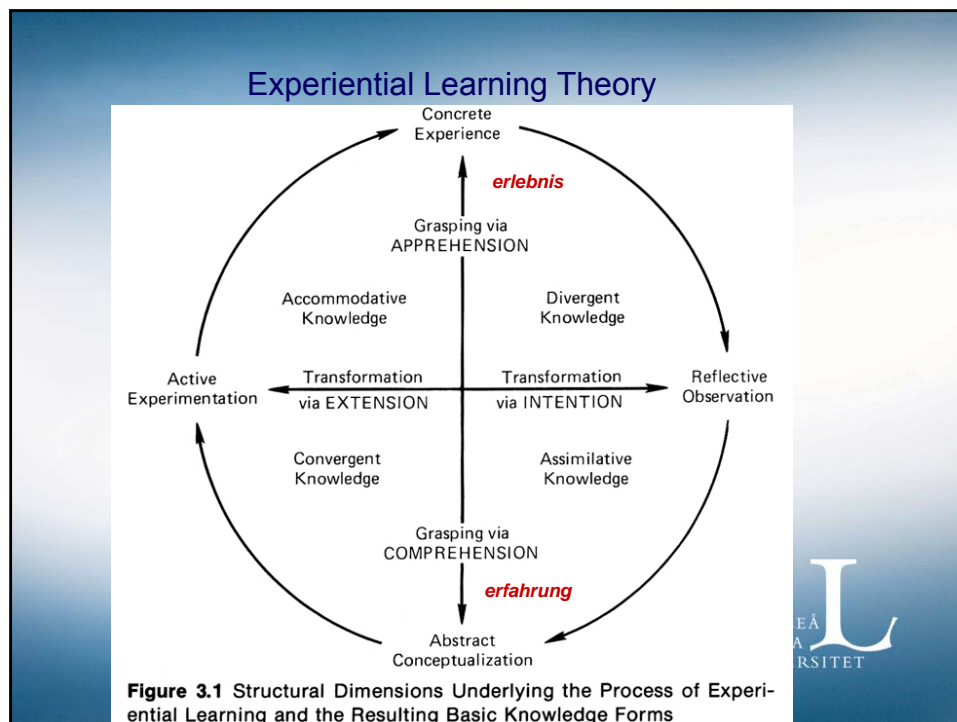
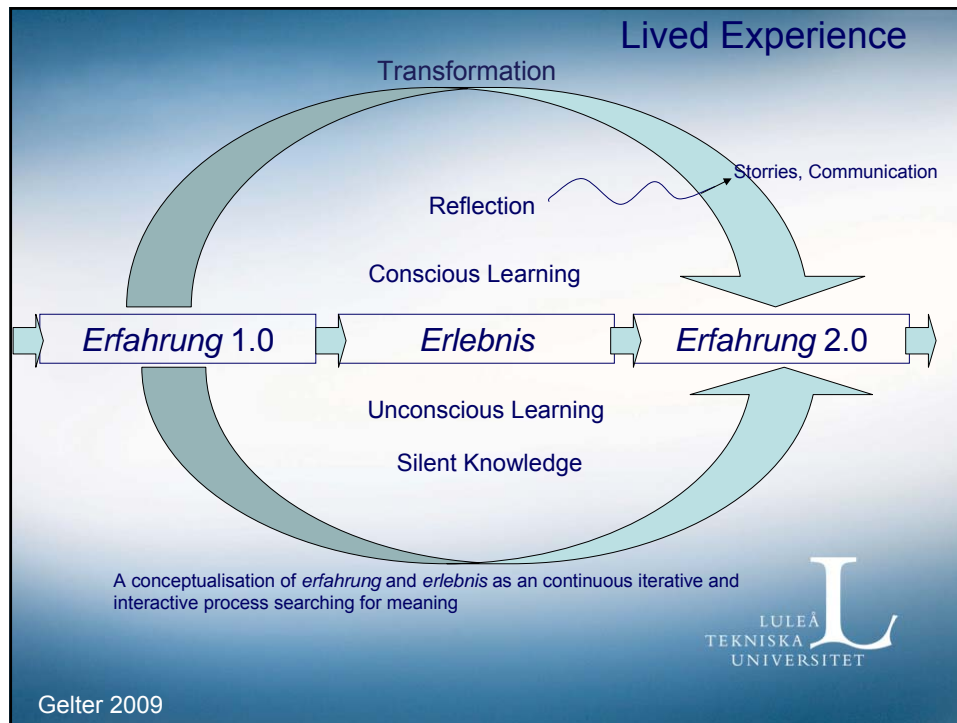
## Five Aspect Model from Grythyttan



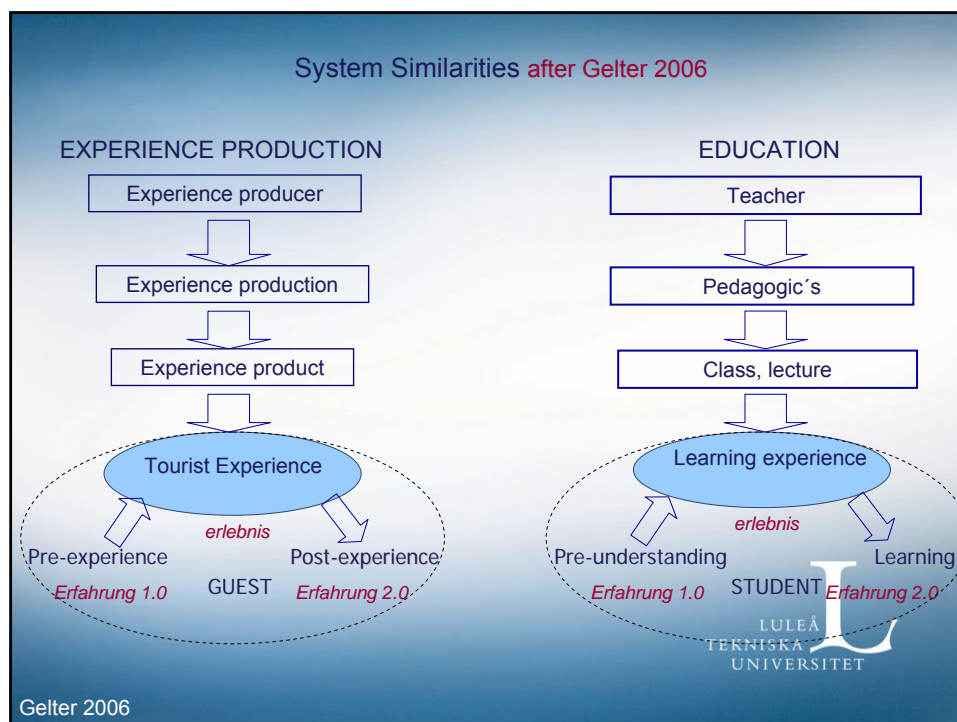
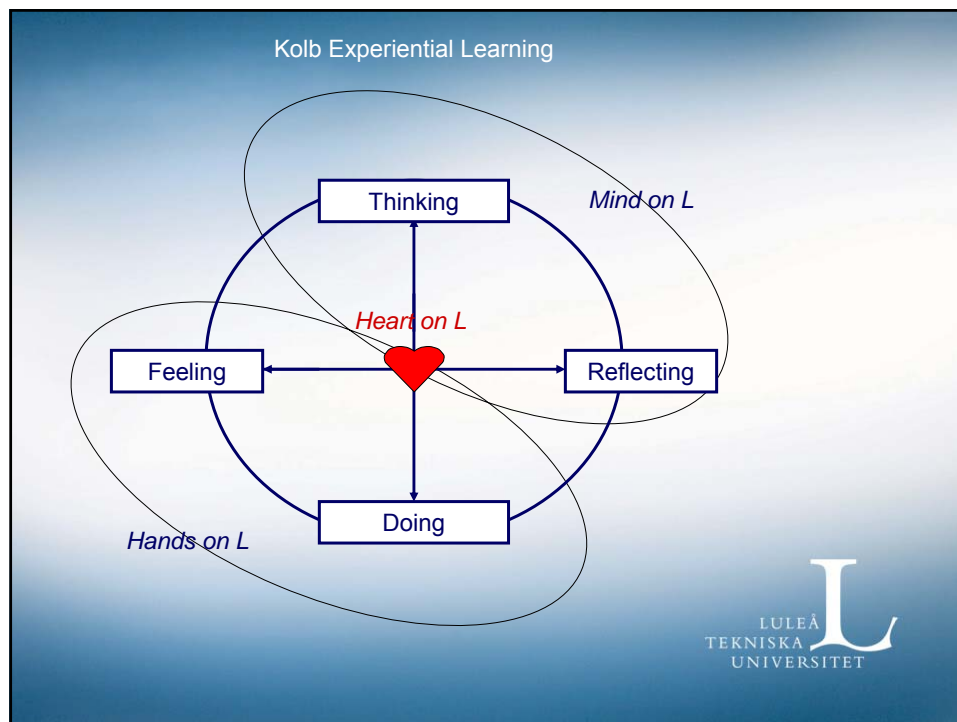
1. The meeting
2. The environment - the restaurant
3. The mode/ atmosphere
4. The product (meal)
5. The management system (business)

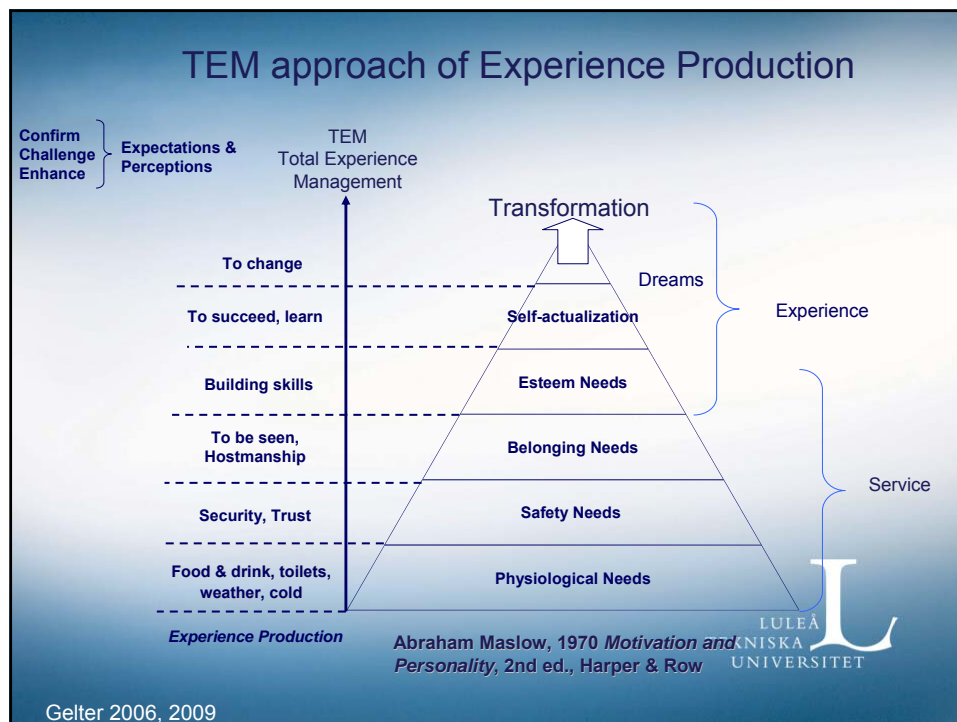
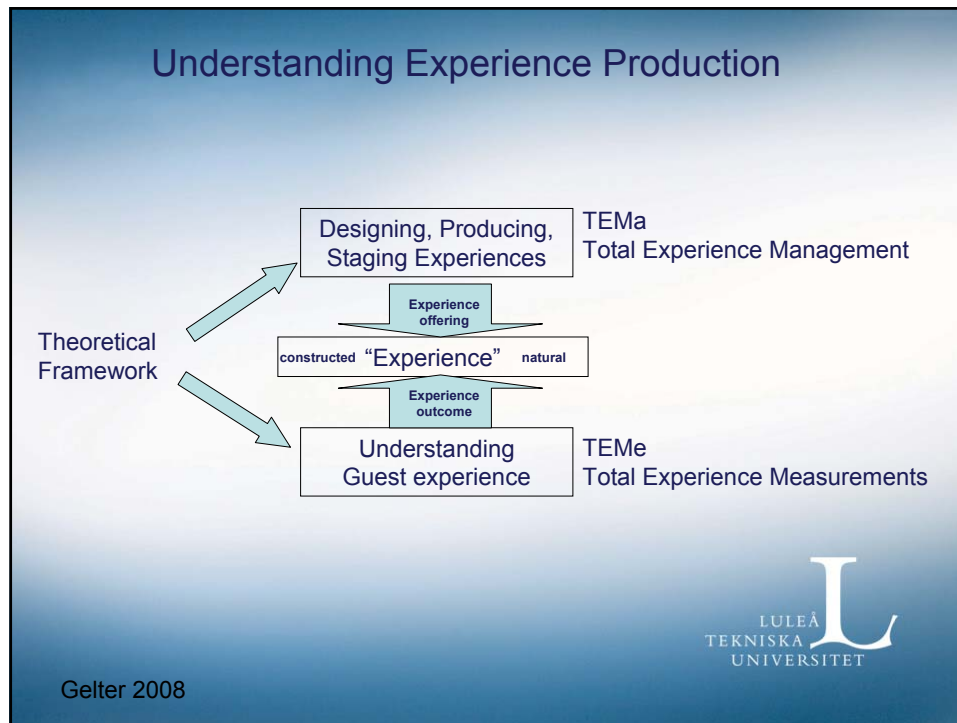
After Gustafsson 2006

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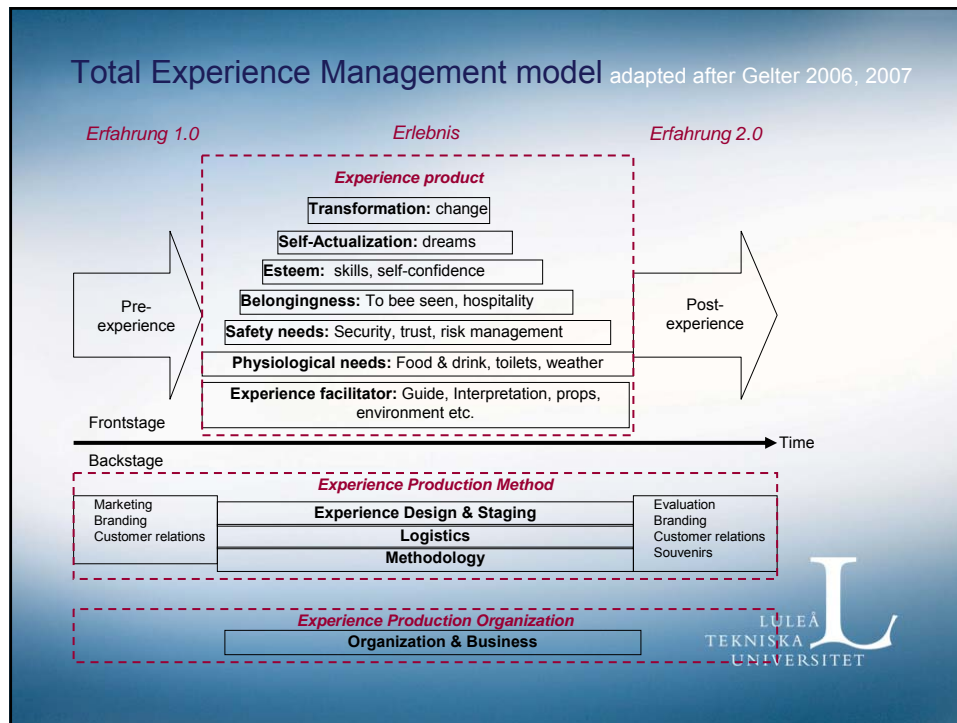






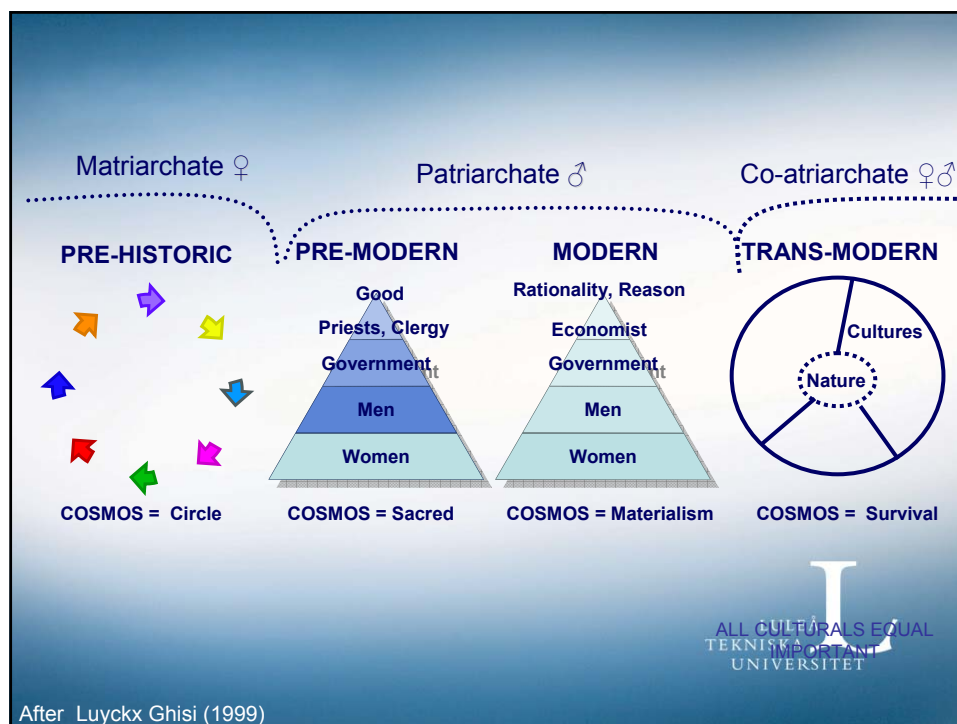






## Concept of transmodernity

- Introduced by Rodriguez Magda (1989) and Luyckx Ghisi (1999)
- Synthesis of modern (*thesis*) and post-modern (*anti-thesis*) thinking from the critics of the prevailing modernity (*western hegemony, materialism & cultural imperialism*) of the contemporary western society.
- Main values:
  - Equality of sex (Coatriarkat ♀♂)
  - Glocal cultural & ethnic equality
  - Sustainability & survival of humanity
  - Individuality & Globality, interconnectedness



## 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

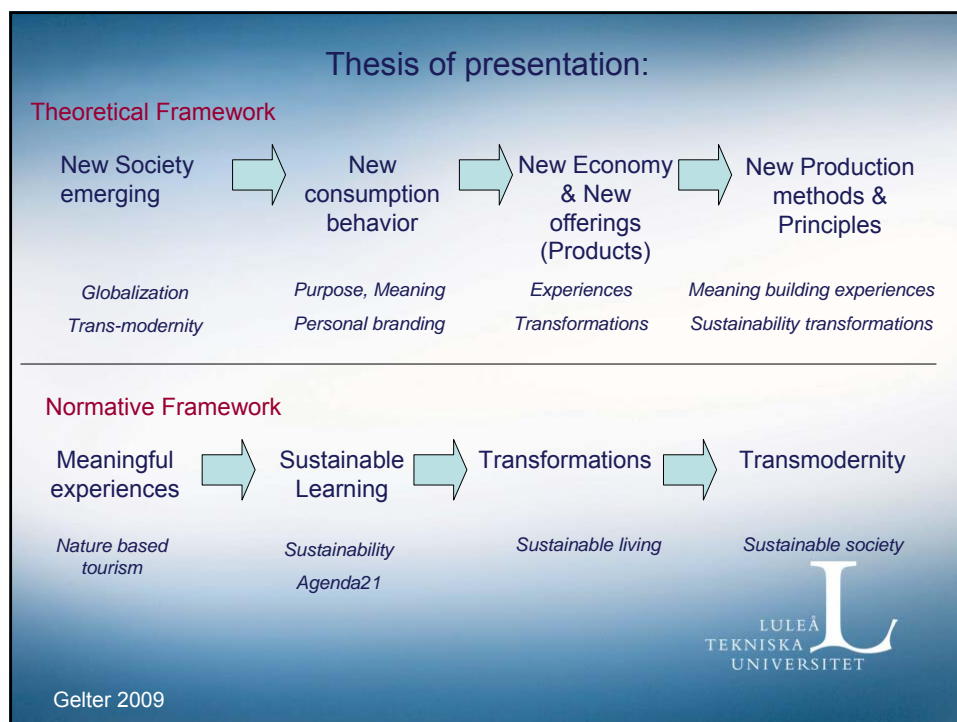
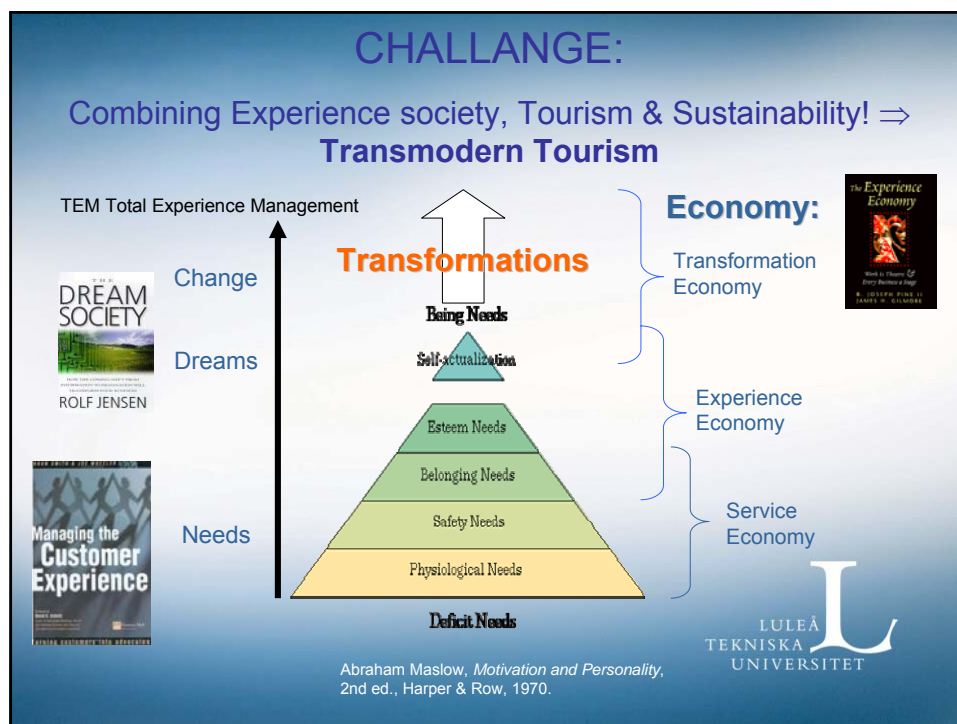
Implication 1: Normative tourism (*how to do*)

Implication 2: Transformative tourism (*change to*)

Implication 3: Tourism with clear learning goals (*i.e. sustainability*)

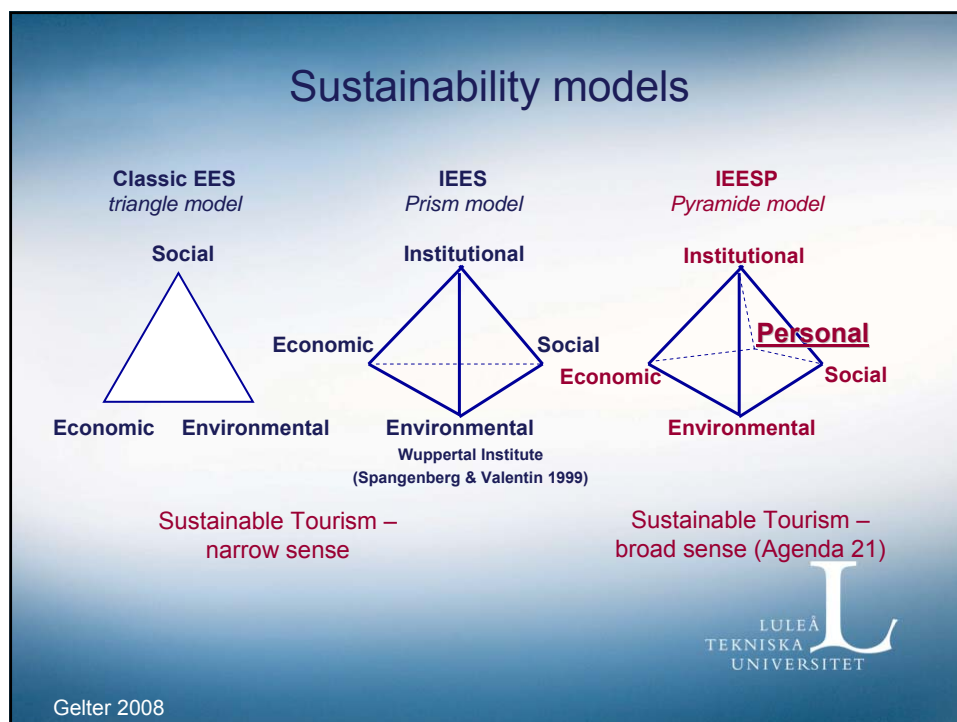
## Can tourism contribute to the transformation towards Transmodernity?

YES, thorough meaningful **transformative experiences** with the **normative goals** of transforming tourists towards **sustainable lifestyle**.



					
		Tourism	Nature Tourism	Ecotourism	Transformation 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			✓	✓
Personal Sustainability	11. Value and attitude transformation				✓
	12. Behavioral transformation				✓
	13. Lifestyle transformation				✓

Gelter 2009



## Transformation to what? Agenda 21 (Transmodernity)

### Mission:

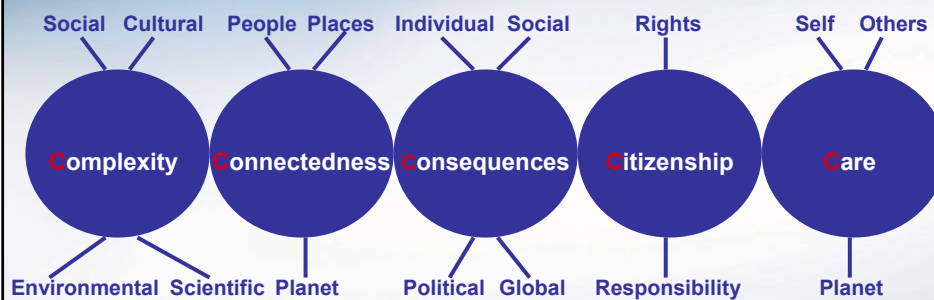
- To secure the future existence of life on earth

### Through transformation to:

- Awareness
- Engagement (♥)
- Bioethics
- Biophilia
- Ecophilia
- Ethnophilia



## Learning the (5 x C) of Agenda 21 (Environmental Education)



"Education should be helping change the world"  
Robert Richardsson







**Transmodern Tourism:**

- Sustainability
- Learning for Agenda21
- Acting for Agenda21

**TRANSMODERN GUIDE = Experience Guide**  
with the mission to save the world

## CONCLUSSIONS 2

**1) Global trends:**

- Transmodernity,
- Experience Economy & Transformation Economy,
- Experience production,
- Sustainability

**2) Tourism Consequences:**

- Sustainability transformation
- Tildenian Interpretation & guiding principles.
- Guiding objectives of transformations

**3) Ethical Consequences:** From Objective → Subjective experiences

**4) Need to discuss** "New Ethics" for transformational guiding





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