

Nordic Conference on Experience

Vaasa, Finland 26 – 28. November 2008

Name of presenter(s): Hans Gelter
Co-author(s):
E-mail: Hans.Gelter@ltu.se
Institution: Dep. of Music and Media, Div. Media and Experience Production, Luleå Univ. of technology
Address: Box 744, 94128 Piteå
Title of paper: Total Experience Management (TEM) as innovative methods for sustainable nature based tourism.

The future of tourism in a Transmodern society may imply its transformation into meaningful and learning experiences that contribute to a sustainable world. Based on the methods of Tildenian interpretation and Maslow's hierarchy of human needs and TQM a model of experience production has been developed for meaningful experience production. This model of Total Experience Management could be a tool to transform the *erlebnis* aspects of the experience into meaningful *erfarung* and life experiences. In the context of sustainability and the intention of Agenda 21 the transformational aspects of experiences can be applied to transform tourists from just gazing at destinations to in a deeper way learn about local and global issues without a educational curriculum associated to the experience. Nature based tourism can thereby develop innovative themes of transformations within the transformational offerings and economy proposed by Pine and Gilmore 1999.

This model of TEM was used to develop a hypothetical guided experience which was compared to the real guided tour offered at the location. A benchmark analysis indicate that both Tildenian interpretation and the concept of experience production has yet not been applied in the guided tours. Within two projects for developing guiding quality we surveyed 115 entrepreneurs and tourism organisations in Finland, Sweden and Norway about their view on "guide competence" and quality certification of guides. This survey indicate that interpretation and experience production are still not concepts used within tourism guiding and there is a potential to introduce TEM and transformational offerings within tourism and especially nature based tourism.