

## **Abstract for the conference: Polar Tourism: A tool for regional development 21-25 August 2008, Nunavik**

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Title:

**Sustainable Polar tourism innovations through staging polar experiences for the experience economy, - applying the TEM product development concept.**

Already in 1970 Alvin Tofler in his book “Future Shock” introduced the concept of “Experience production”. The consequences of an experience society was further analysed by Shultze in 1992 and became more widely known by Pine and Gilmore in 1999 as the Experience Economy. Its cultural consequences as a “dream society”, “attention economy”, “Creative culture” etc. and understanding the “experiencescapes” for the tourist experience has since then been explored by several authors. The contemporary cultural shift from a post-modern to a trans-modern society with focus on glocal sustainability and interconnectedness by web 2.0 and modern communication technology, gives us new implications in staging tourist experiences. The same holds for fusing “entertainment industry” with both the educational and traditional tourism industries in the form of edutainment in the tourist experience.

Several models for staging or “producing” experiences within tourism have been proposed to give tourist entrepreneurs tools for innovative product development within the experience economy. This paper will explore the application of a product development concept “Total Experience Management”, TEM, within Polar Tourism with examples from Northern Scandinavia.