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Aesthetics and National Tourist Routes

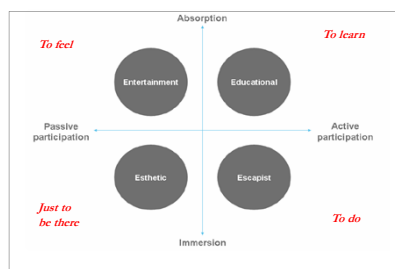
Associate professor
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Agenda

1. What is aesthetics?
2. National Tourist Routes in Norway
3. Results from my research
4. Implications for the tourist providers

Figure 1: The experience realms



Aesthetics –
the passively receiving or the actively sensing?

Pine, B.J. & Gilmore, J.H. (1999).

Impressions in the daily life..





1. What is aesthetics? Theories from philosophy



Theories from environmental psychology



Aesthetics in nature-based tourism

- Aesthetics refers to what we find “attractive” at a nature-based tourist destination.
- It implies multi-sensory lived experiences.
- The aesthetic experience has experiential dimensions, and may provide the tourist with added value.
- Aesthetic elements can engage both the man-made and the natural environments. Attractiveness occurs when the elements fit together in a holistic environment.

2. National Tourist Routes



www.turistveg.no

"The National Tourist Routes will be stretches of road along which tourists are presented with the best of Norwegian scenery..."

The original scenery is embellished with traces of our own time through innovative architecture, art and design, characterised by quality..."
(Berre & Lysholm, 2008, p.10).



National Tourist Route Hardanger (www.turistveg.no)

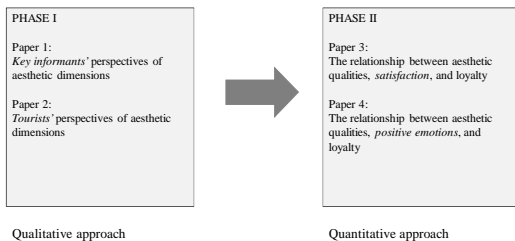
3. Results from my research

One of the research questions:

How can we understand the concept of aesthetics in nature-based tourism experiences, and what are the central aesthetic dimensions in such a context?

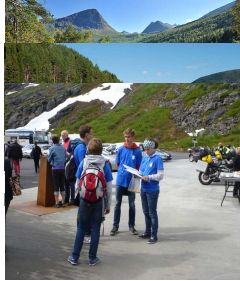
The method

Nature-based tourism experiences



The quantitative survey

- Sample: Individual round-trip tourists
- The collection places: Nature-based attractions and ferries
- Self-administered questionnaire
- Statements regarding the aesthetic dimensions, the overall satisfaction and the loyalty were measured on a 7-point scale (1=completely disagree, 7=completely agree)
- Summer 2012
- 1010 questionnaires from tourist travel companions

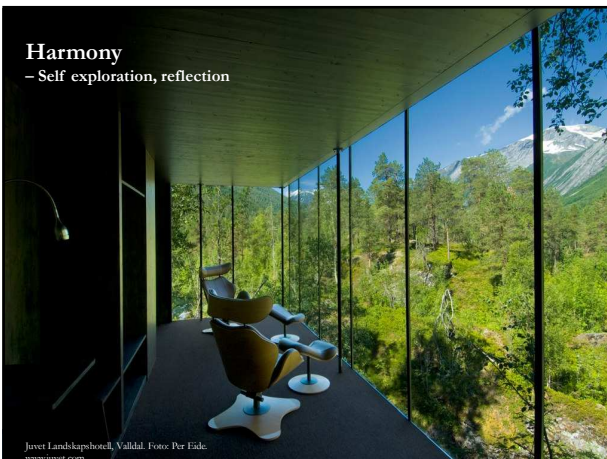


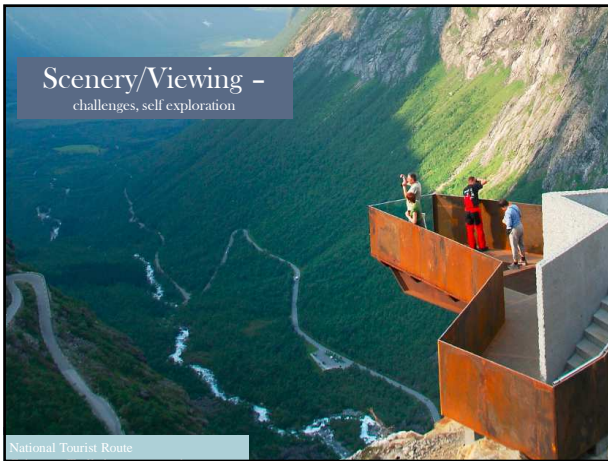
Aesthetic dimensions from my research

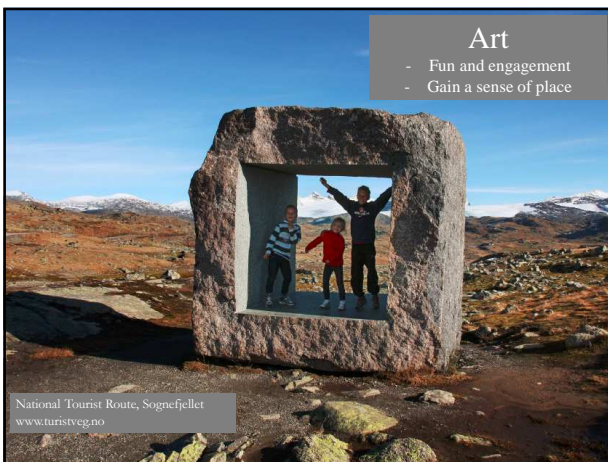
- Harmony
- Scenery/Viewing
- Variation/Contrast
- Art/architecture
- Genuineness
- Cleanliness

Harmony

– Self exploration, reflection













Implications for tourist providers

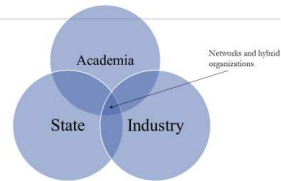
- Developing attractive man-made environments emphasizing the six aesthetic dimensions that go beyond the visual aspect and engage several senses, and thus adding customer value.

Implications for tourist providers

- Establishing networks at nature-based destinations

New market knowledge about aesthetic dimensions must continuously be structured, and interpreted into shared understandings among tourist providers and nature-based tourist organizations, e.g. in learning networks.

Triple-Helix approach



Adapted from Eriksson & Lyytikäinen, 2000, p. 4

"The one who travel has something to tell"



På utflykt over Sognefjellet.

