The transmodern guide - beyond co-production and traditional sustainability

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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
UU Seminar: Tour Guiding ans Sustainability
7-7/12 2017

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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!
### Categories of guides

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<th>Focus on logistics</th>
<th>Focus in information/knowledge</th>
<th>Focus on skills</th>
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<td></td>
<td>Etc.</td>
<td>Diving guide</td>
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*Gelter et al. 2007 ANCH*

### Guiding types:

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

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Outline of Presentation

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

Normative Framework for guides
- Creating Meaningful experiences
- Through Sustainable Learning
- Transformations of tourists for sustainability
- Transmodern tourism

A changing World - the ”Stage thinking”

18th century 19th century 20th century 21st century

(Affluence, Technology, Globalization, Complexity)


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Sustainability demands in tourism

Experiential turn of tourism

Digital transformation of tourism

⇒ new business practices - new guide practices

Digital transformation of tourism - Megatrends

Virtual tourists

Mixed Reality

New Mobile behaviours, Micromoments

New Distribution channels
Paradigm shifts in tourism

Sustainability demands in tourism

Experiential turn of tourism

Digital transformation of tourism

⇒ new business practices - new guide practices

New tourism offerings

Progression of economic value, Pine & Gilmore 1999

Customer needs

Competitive position

Price

Extracting commodities

Producing goods

Delivering services

Staging experiences

Guiding transformations

1-2 cents/cup

5-25 cents/cup

50 cents-1$/cup

2-5$/cup

1$-5$/cup
**TEM approach of Experience Production**

- To change
- To succeed, learn
- Building skills
- To be seen, Hostmanship
- Security, Trust
- Food & drink, toilets, weather, cold

**Needs**
- Physiological Needs
- Safety Needs
- Belonging Needs
- Esteem Needs
- Self-actualization

**Experience Production**

Gelter 2010, 2011


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**MEGATRENDS - IN TOURISM BUSINESS**

- **Tourism 1.0, Web 1.0**
  - First Generation of experiences
  - Degree of Direction
  - Staging 1.0
  - Industrial Experience Production

- **Tourism 2.0, Web 2.0**
  - Second Generation of experiences
  - Co-creation 2.0
  - Small-number Experience Production

- **Tourism 3.0 Web 3.0**
  - Third Generation of experiences
  - Self-direction 2.0
  - Personal Experience Production

Figure 2. Different generations of experience production as actor-customer relationships in the creation of meaningful experiences. (modified after Boswall et al 2012, p 11)

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Paradigm shifts in tourism

Sustainability demands in tourism

Theme of todays workshop

Tourguide

Digital transformation of tourism

⇒ new business practices - new guide practices

Agenda 21:
To secure future generations possibility for a tolerable life on earth.
To secure the continued existence of life and civilization on earth.

1992 Environmental Commission, Rio, "Agenda 21"
1987 Bruntland Commission, "Our Common Future: Sustainable Development"
1982 Palme Commission, "Common Security"
1980 Brandt Commission, "Common Crisis"
1972 1st Global Environmental Conference Stockholm

2000: Millennium Development Goals for 2015
2015: "Transforming our World: the 2030 Agenda for Sustainable Development" 17 goals, 169 targets

2017

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Sustainability

Agenda 2030

Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals

Challenges of sustainability

Biology 101

PIN-code of the world, 2012 1114 (1 billion people in the Americas, 1 billion in Europe, 1 billion in Africa, 4 billion in Asia) 2050 1125

World Population Growth

Carrying Capacity
- Ecological (Biodiversity)
- Economical (Natural Resources)
- Social (human welfare)
- Psychological (personal security)
...
**Evolution of a destination - Tourism Area Life Cycle**

- **Carrying Capacity?**
- **Stagnation**
- **Consolidation**
- **Development**
- **Involvement**
- **Special Interest Tourism**
- **Alternative Tourism, Eco Tourism**

- **Number of visitors**
- **Time**

- **Expert, specialists tourists**
- **Novice, generalists tourists**

*Butler’s TALC Model, 1980*

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**Approaches to increased Tourism**

- **Tearing & Destruction of Earth**
- **Non-sustainable values & Activities**
- **Non-Engaged public**
- **Exclusivity, Elitism**
- **Protect Nature, Restrict Access**
- **Superficial experiences**
- **Mass tourism**
- **Let Commercialism rule**
- **Tourism is bad**
- **Tourism is money**
- **Tourism is education**
- **Increased Tourism**
- **Protection of Earth**
- **Sustainable values & Activities**
- **Transformed Engaged publics**
- **Meaningful transformative experiences**
- **Transmodern Tourism**
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)

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

Sustainability models

Traditional EES triangle model
- Social
- Economic
- Environmental

IEES Prism model
- Social
- Institutional
- Economic
- Environmental

IEESP Pyramid model
- Personal
- Institutional
- Social
- Economic
- Environmental

Wuppertal Institute
(Spengenberg & Valentin 1999)
Sustainability

Traditional model for Sustainable development

New model of Sustainability in Tourism

Society, Cultural

Economical

Environmental

Individual

Learning and ACTING on Agenda 21/2030

1. Business Management and Operational Planning
2. Business Ethics
3. Responsible Marketing
4. Customer Satisfaction
5. Natural Area Focus
6. Environmental Sustainability
7. Interpretation and Education
8. Contribution to Conservation
9. Working with Local Communities
10. Cultural Respect and Sensitivity
11. Value and attitude transformation
12. Behavioral transformation
13. Lifestyle transformation

Gelter 2009

(c) Hans Gelter
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.

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?
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 criticize for lacking relevance for tourism by not having an empirical or conceptual clear approach

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 & consumtionalism, cultural imperialism & hegmony)
- Basic Values:
  - Equality of the sexes (coatriarcate ♀♂)
  - Glocal cultural & ethnic equality
  - Sustainability and survival of humankind (Agenda 21)
  - Individuality & globalism, 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 Agenda21/2030

Implication 1: Normative tourism (*how to do*)
Implication 2: Transformative tourism (*change to*)
Implication 3: Tourism with clear learning goals (*i.e. sustainability*)
Transmodern 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

Experience Realms

By Pine & Gilmore 1999

Experience goes into the guest
Absorption
Passive participation

Immersion
Guest goes into the experience

Entertainment
Education
Eskapist
Estetics

Active participation

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Eat ↔ Sleep

Learn = transformations

Transport ↔ Do

Extended Tourism Model!

Information
Selection

Improvisation
Script?

One-way communication

Traditional guiding

Sender
Feed-back

Receiver

(c) Hans Gelter
Information Overload!

Tildenian Interpretative Guiding

Meaning
Authenticity
Relationships

One Theme
Story Telling
Using Props

Learning objectives
Emotional objectives
Behavioral objectives
=3H

Dialogue - Communication

Provoke
Relate
Reveal

Adapted to the guest

Firsthand Involvement

Co-production
Address the Whole
Strive for Message Unity
Evaluated on spot

Subjectivity!

Freeman Tilden 1957,
National Association of Interpretation, NAI
Interpretative Guide types:

1st Person Guide
- I am...

2nd Person Guide
- I look like...
  - Talk about them...

3rd Person Guide
- I talk about...

Experiential learning in Interpretation

3H Learning
- Heart on Learning
- Head on Learning
- Hand on Learning

Heart on Learning
- Feeling

Doing
- Reflecting

Kolb 1994
Discussing our environmental problems – addressing the head

ACTION for sustainability (hand)

= 3H pedagogics (Head, Hart, Hand)

GREEN PEDAGOGICS?

The 5C Learning goals of Higgins Alternative Pedagogic, suitable for learning Agenda 21/2030

"Education should be helping change the world"
Transformative CO₂ Compensation:

Your average tourist uses 500 kg CO₂ to travel to Svalbard and another 1000 kg CO₂ during the visit - TOTAL 1 500 kg CO₂ 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 CO₂

Your new Ambassador for sustainability influences 10 persons for a more sustainable lifestyle saving 100kg/year during 10 years = 10 000 kg CO₂

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

You transform 500 guests/year ⇒ 6 250 000 kg CO₂ saved!

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
Thanks for your attention

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Nobody can do everything
But everybody can do something