Technology Enhanced Tourist Experience

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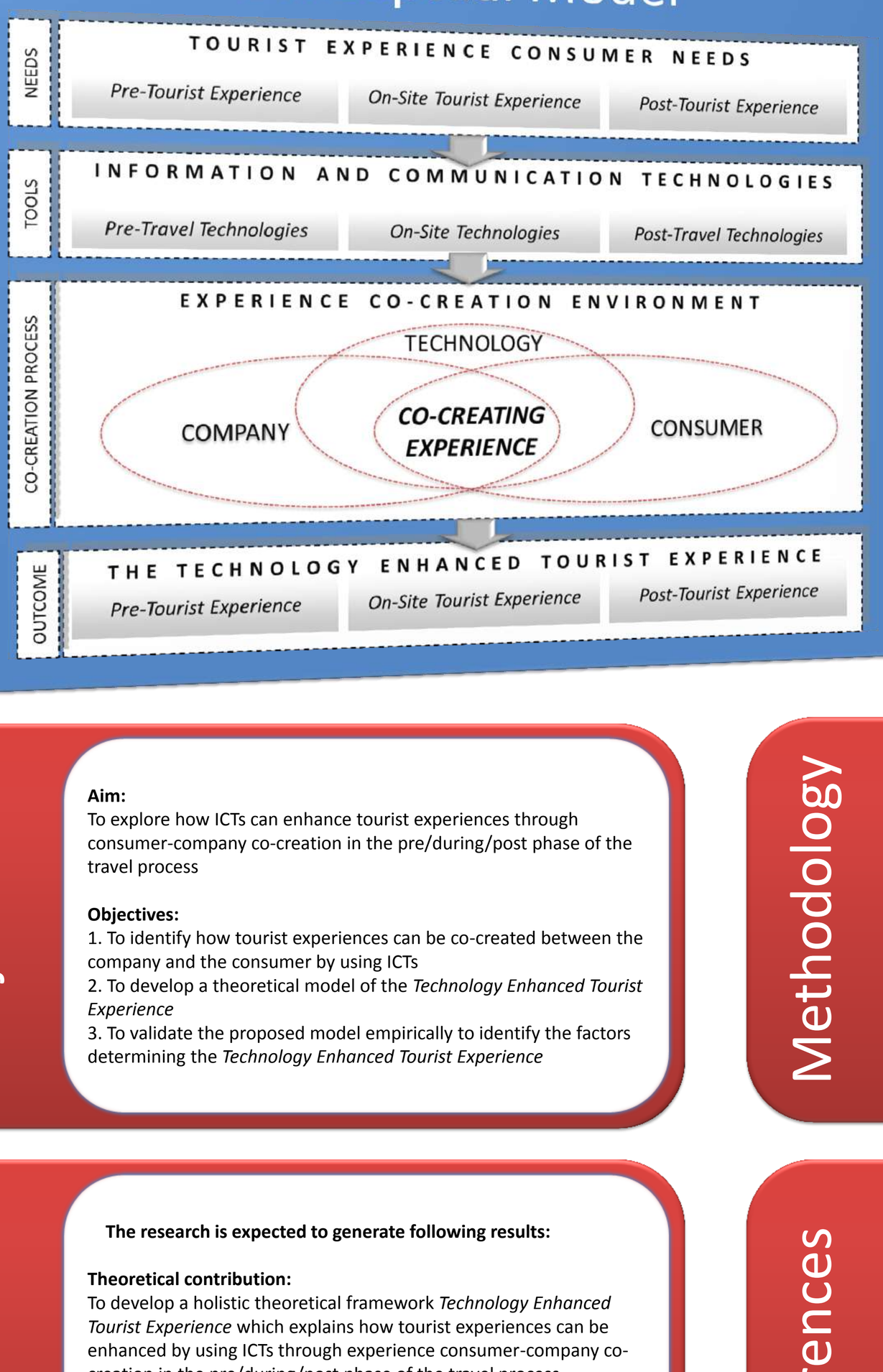
Abstract

The notion of consumers increasingly striving for experiences constitutes a prevalent concept in today's experience economy. The recent impact of ICTs has profoundly changed the nature of tourist experiences. However, there is evidence for a prevailing insufficient understanding of the experience in a technology-mediated context. Considering that the changing nature of the tourist experience needs to be understood in order to create and deliver competitive experiences in the future, a revision of this concept is indispensable. Based on this rationale, the present doctoral research aims to explore how technologies can be used to enhance tourist experiences through consumer-company co-creation in the pre/during/post phase of the travel process.

Problem Definition

The increasing proliferation of ICTs in tourism has had fundamental impacts on the nature of the tourist experience (Tussyadiah and Fesenmaier, 2007). However besides the high relevance of experience research (Ritchie and Hudson, 2009), which has been manifested in literature over the past few decades, there is evidence that the advancements of technology in the tourist experience have been considered to an insufficient extent. Based on the assumption of a missing understanding of the tourist experience in a technology-mediated context, this study addresses the research problem of generating a holistic understanding of the *Technology Enhanced Tourist Experience*.

Conceptual Model

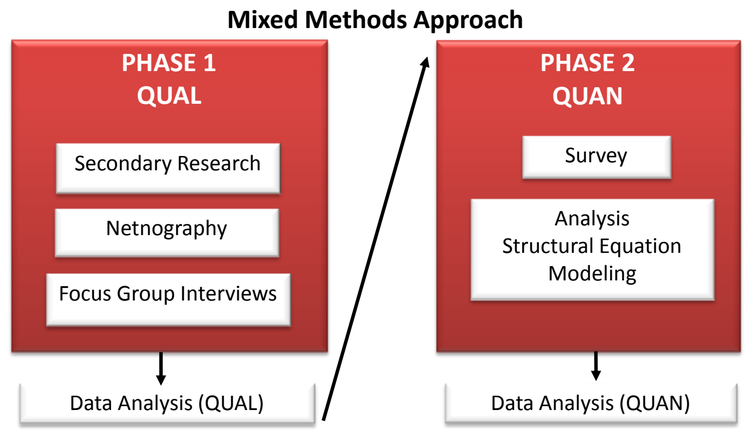


Aim & Objectives

Aim:
To explore how ICTs can enhance tourist experiences through consumer-company co-creation in the pre/during/post phase of the travel process

Objectives:
1. To identify how tourist experiences can be co-created between the company and the consumer by using ICTs
2. To develop a theoretical model of the *Technology Enhanced Tourist Experience*
3. To validate the proposed model empirically to identify the factors determining the *Technology Enhanced Tourist Experience*

Methodology



Anticipated Results

The research is expected to generate following results:

Theoretical contribution:
To develop a holistic theoretical framework *Technology Enhanced Tourist Experience* which explains how tourist experiences can be enhanced by using ICTs through experience consumer-company co-creation in the pre/during/post phase of the travel process.

Managerial implications:
To enable managers to understand how to co-create technology enhanced tourist experiences together with the tourist in the pre-phase, during and post travel phase

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