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The Cultural Tourist's Consumption of Place: Game or Play?

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Touristic consumption of urban places

- Tourism (Urry 2002)
  - *"a leisure activity which presupposes its opposite, namely regulated and organized work"*
- Homo Ludens
  (Huizinga 1938, Caillois 1957)
  - Ludus (game):
    action follows strict rules
  - Paidia (play):
    self-determined action

- Place
  (Cresswell 2004)
  - location
  - locale
  - sense of place
- Research focus
  - Production:
    (all) social processes constituting place
  - Consumption:
    specific tourist use of place

Rules and score: framing and outcome

- Outcome: Touristic experience
  - Predominantly visual (Urry 2003)
  - e.g. images taken at a site
- Framing: the temporal dimension
  - Common analyses are predominantly spatial
  - But: gaming is about time! (Salen/Zimmerman 2004)

- Cultural tourist
  - Game
    + temporal constraints, e.g. stay time
  - Play
    + often explore unguided
- Research question
  - Are the activities of cultural tourists just guided by "improvision and joy" or are they subject to external (imposed) timing?

Analysis of touristic behavior - methods

- Close Monitoring
  Girardin et al. (2008/2009)
  - paths
  - views
  - experience
- Data sources
  - self-recorded GPS tracks
  - self-employed photography
  - verbal experience reports
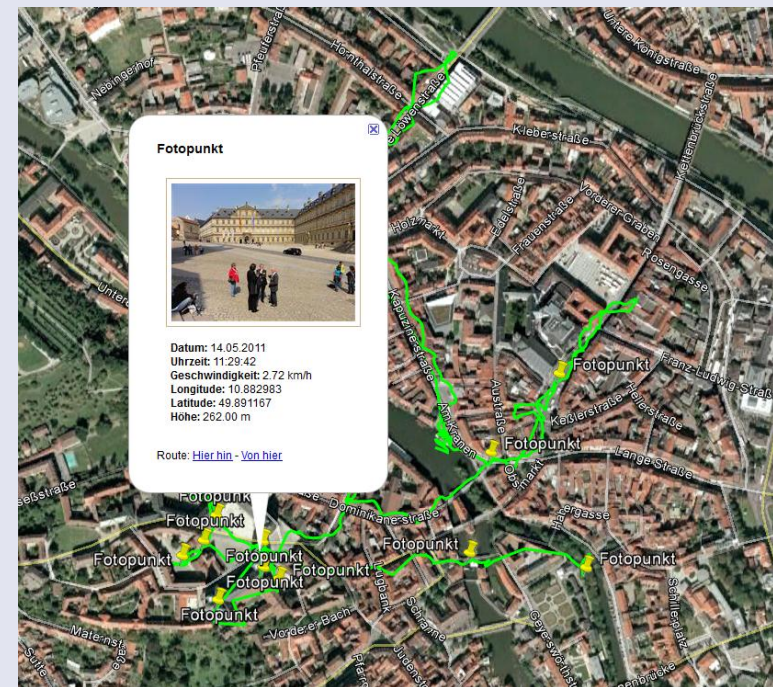
- Movement styles
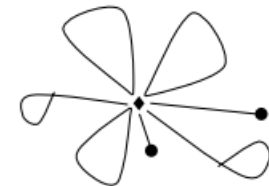
Lew/McKercher 2006

Case study (n=22)

- **Old town of Bamberg**
  - UNESCO world heritage site (1.4 km²)
  - avg. duration: 214 min (104 - 402 min)
  - avg. length: 7.3 km (3.1 – 20.4 km)
  - avg. velocity: 2.08 +/- 3.21km/h
  - avg. photos taken: 14/h (3 - 24/h)
  - photo median at 30% of total duration!

Example record

Analysis of exploration types

- Time: Spatial focusedness
  - low detour sinuosity
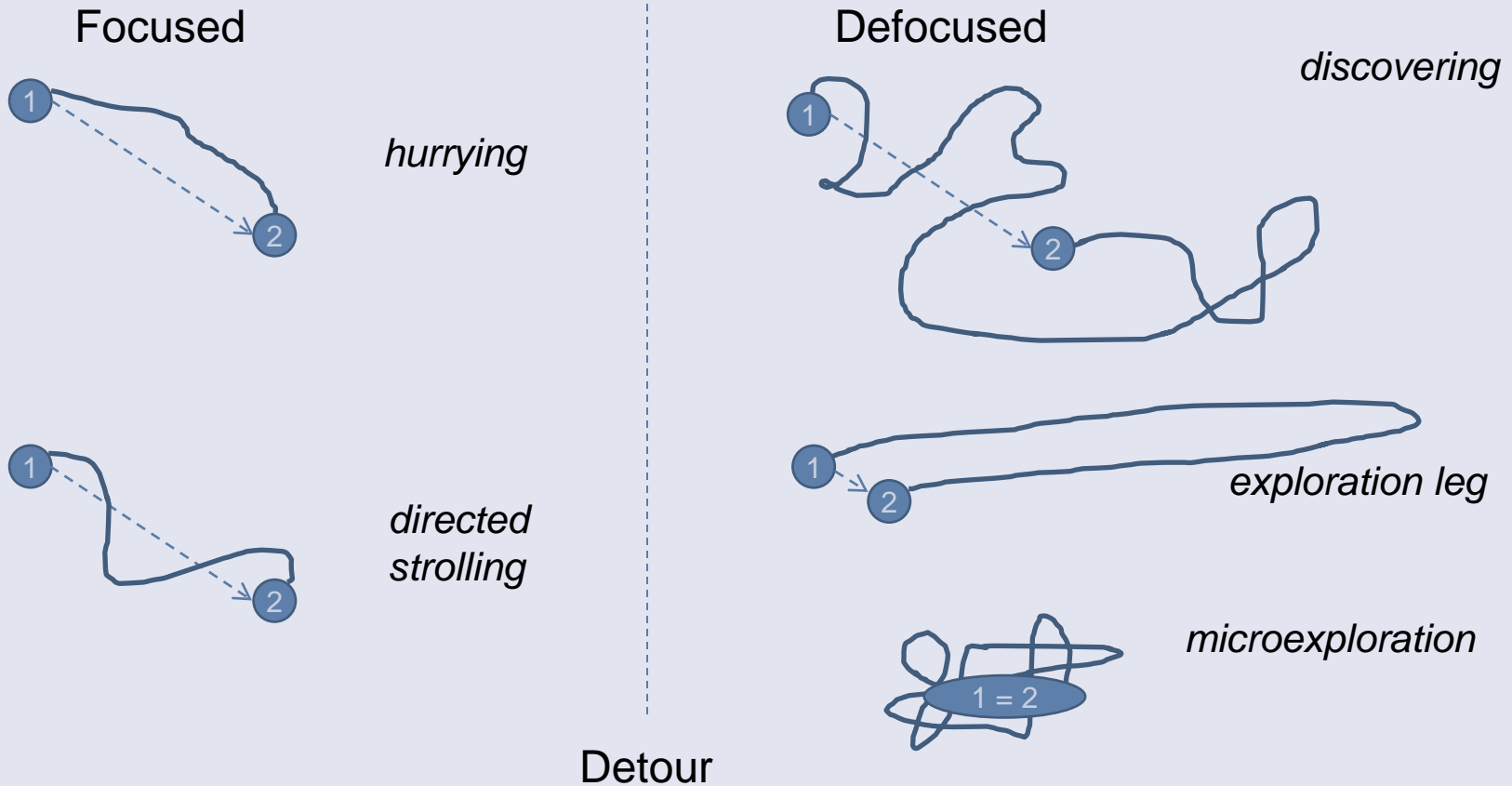
$$d = \frac{actual\ track\ length}{shortest\ possible\ path}$$

  - high approaching rate

$$a = \frac{distance\ towards\ next\ stop}{time}$$

- Score: Visual attraction
  - number of photos taken
  - longest photo sequence

- Context operators
  (cf. Laube et al. 2007)
  - single measuring point
  - neighbourhood
  - track segment (depends on stop detection)
  - entire track

Spatial focussing

Focused

hurrying

directed strolling

Defocused

discovering

exploration leg

microexploration

1 = 2

Detour

Visual Attraction

- ## Quality of experience

  - picturesque:
    woth of being taken as
    tourisitc photo

    - Glance (short looks)
    - Gaze (stand alone sights)
    - Enduring scan (looking in
      detail)
      (Sharrat 1989)

- ## Visual indicators

Criterion	Photo rate = high	Photo rate = low
Longest sequence = high	Enduring scan	Prominent gaze
Longest sequence = low	glances and curiosa	Passing by

Quantitative Evaluation

Main Break:
- at 46% of visiting time
- average duration: 20.4 minutes

- **Focusedness**
  - Average Focusedness
    - 45
  - Overall Focusedness

t (%)	20	40	60	80	100
d	39.2	42.4	43.4	45.8	54.4

  - Focusedness right at the beginning (first 15 min):
    - 46.8

- **Visual Experience**
  - Overall image distribution

t (%)	20	40	60	80	100
n (%)	43.0	25.3	11.5	12.2	8.0

  - Average longest sequence before and after a main break

	before	after
long. seq.	6.2	4.4

Game or play?
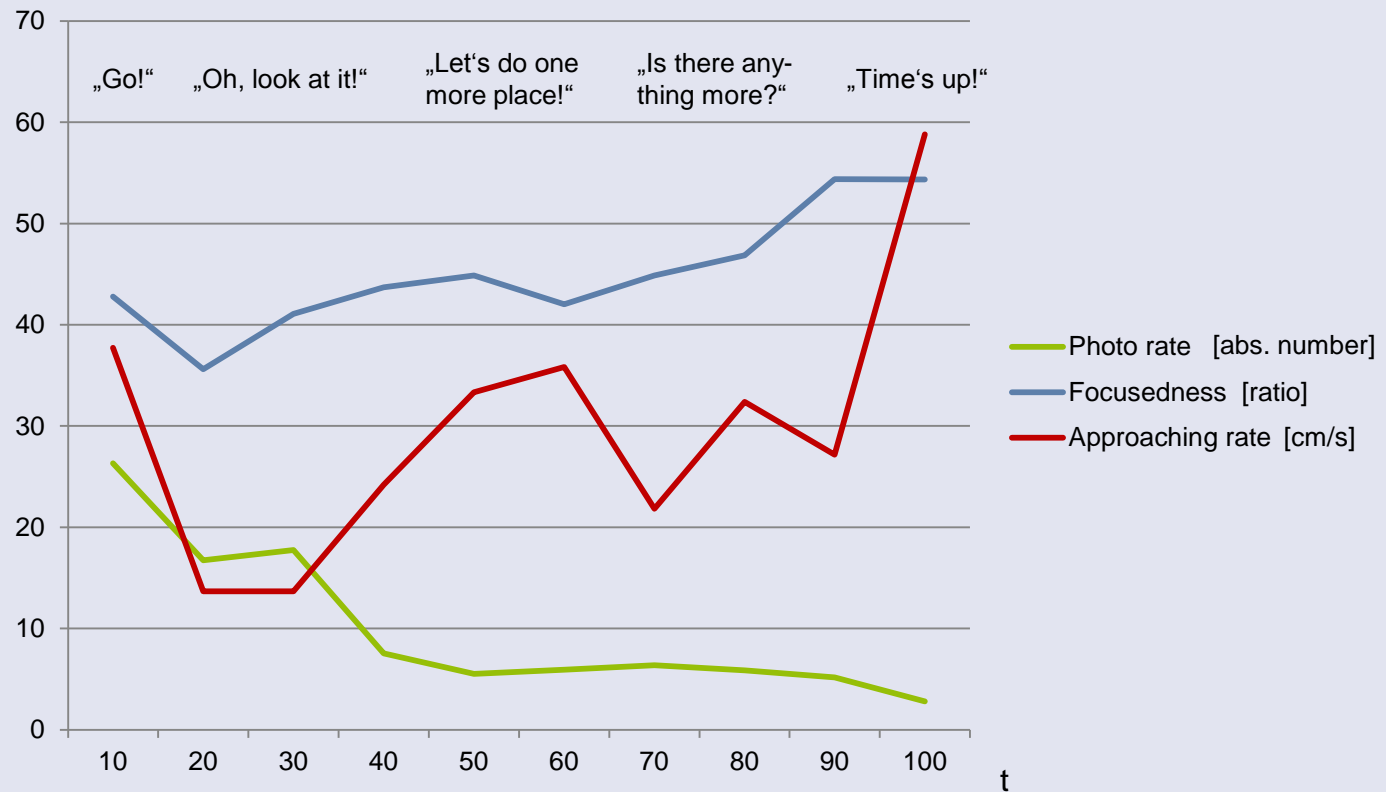
Game or play?

- Tested hypotheses
  - phases of activity alternate with phases of rest?
    average number of 9.6 stops (> 1 min)
  - After a phase of rest, the spatial activity pattern often changes from focused to defocused?
    Not provable, behavior gets focused over time
  - All tourists in our data set started with spatially focused behavior?
    provable
  - Low and high levels of (visual) involvement occur as well with spatially focused as with spatially defocused activities.
    Yes, but as time increases, less photos are taken

Thank you…

- …for your attention!
- I appreciate questions and comments!