

Tourists' emotions and experiences in time and space

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in Tourism and Hospitality Research



IBU
WORLD
CHAMPIONSHIPS
BIATHLON
ÖSTERSUND 2008

ÅRE 
Summer



Four cases in one research study

ÅRE 
Winter

storsjö
yran
östersund 

Studying experiences with GPS-device and questionnaire

1) Latitude-, longitude-, altitude- and travel distance

- *Cluster analysis*



2) "Which was your most positive and negative experiences during the day?"

- *Categorisation*

Happy - sad

Stimulated - bored

3) Statements on emotions

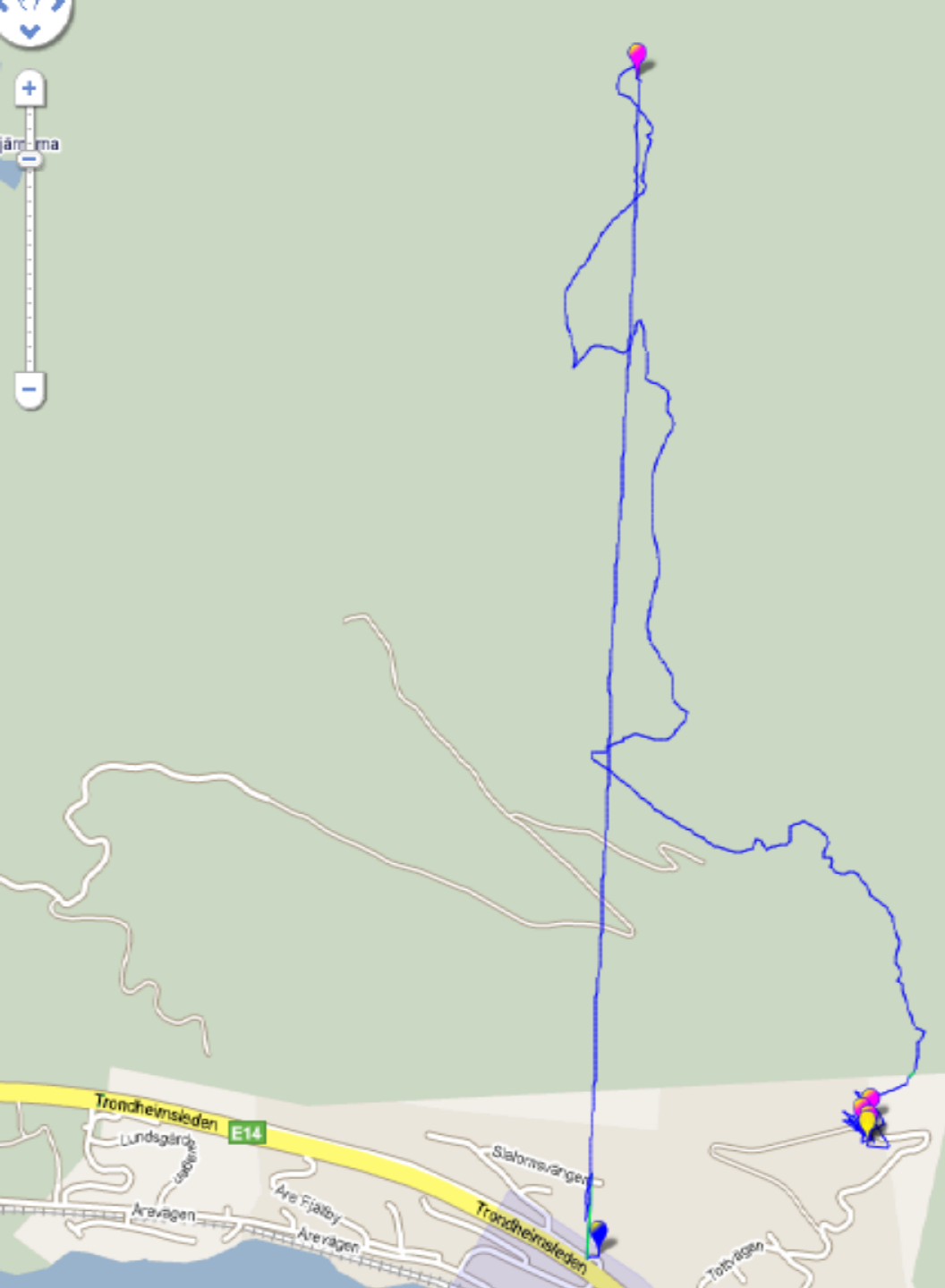
- Merged with mobility clusters

Irritated - content

(...)

The participants in our studies

Case	No. of participants / complete data	No. of registered experiences (pos./neg)
Biathlon event	60/49	80 (43/37)
Storsjöyran event	57/49	73 (43/30)
Destination Åre, summer	57/54	78 (46/32)
Destination Åre, winter	67/57	97 (50/47)
Altogether	261/209	328 (182/146)



2009-03-13

2009-03-20

2009-03-27

2009-04-14

- GPS-1
- GPS-2
- GPS-3
- GPS-4
- GPS-5
- GPS-6
- GPS-7
- GPS-8
- GPS-9
- GPS-10
- GPS-11
- GPS-12
- GPS-13
- GPS-14

Visitor mobility I

Case	Distance, case average (m)
Biathlon <i>event</i>	9213
Storsjöyran <i>event</i>	6373
<i>Destination Åre, summer</i>	32063
<i>Destination Åre, winter</i>	36396



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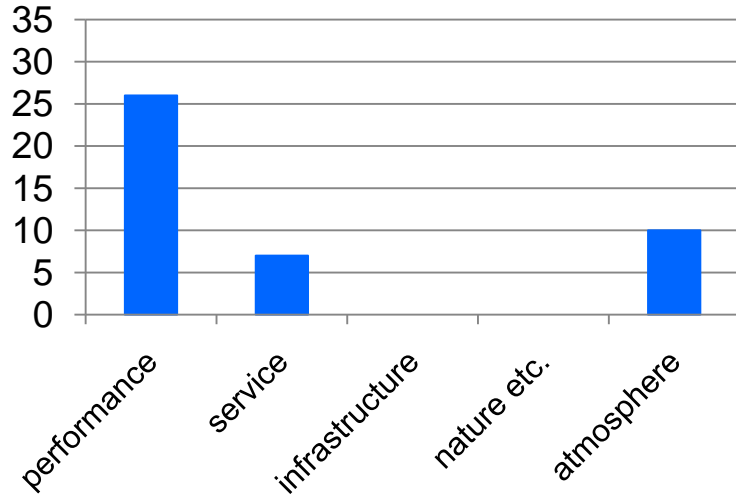
Visitor mobility II

- Common mobility patterns in all cases:
 1. Main attraction visitors
 2. Specialists
 3. Wanderers

- Additional cluster in Åre winter-case:
Motorised skiers

Positive experiences

Event, winter



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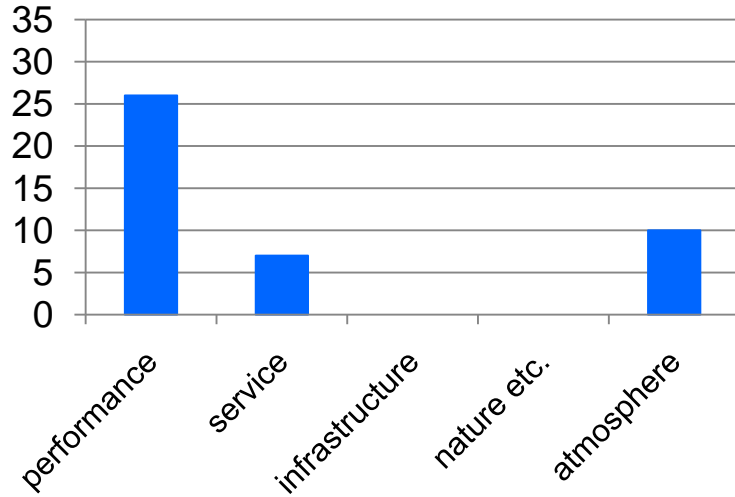
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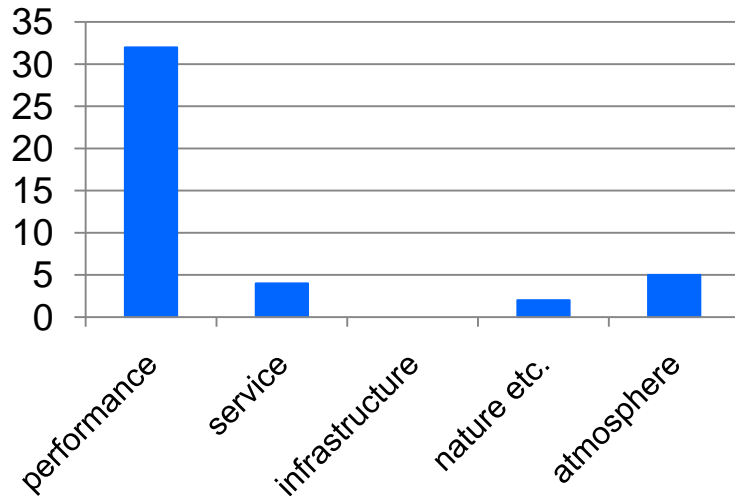
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Positive experiences

Event, winter



Event, summer

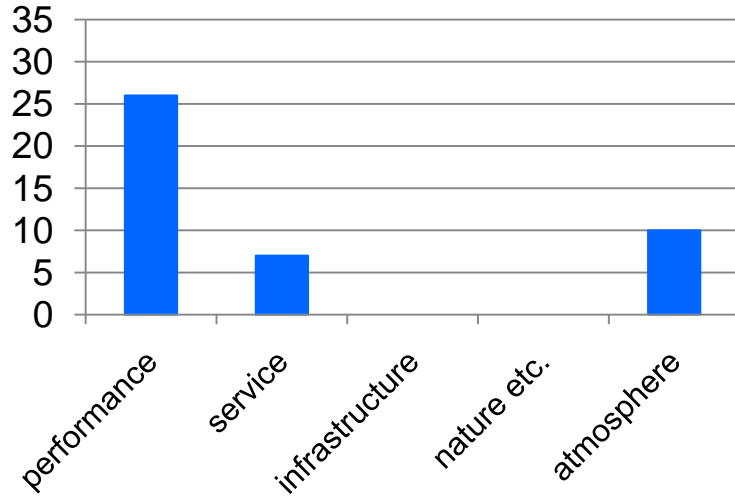


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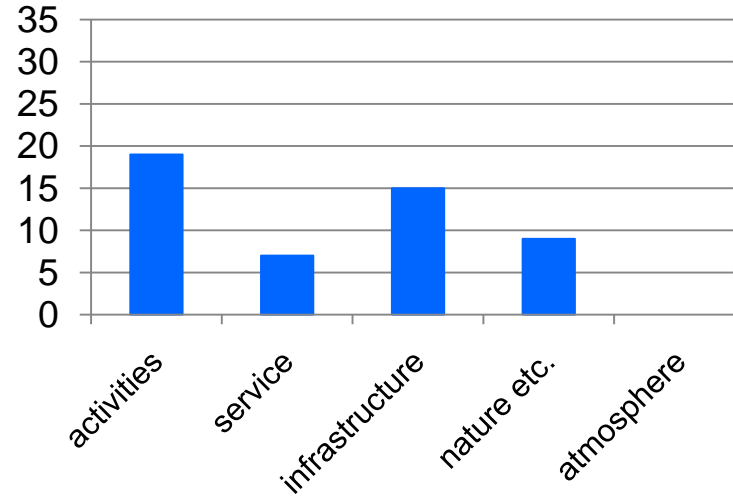
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Positive experiences

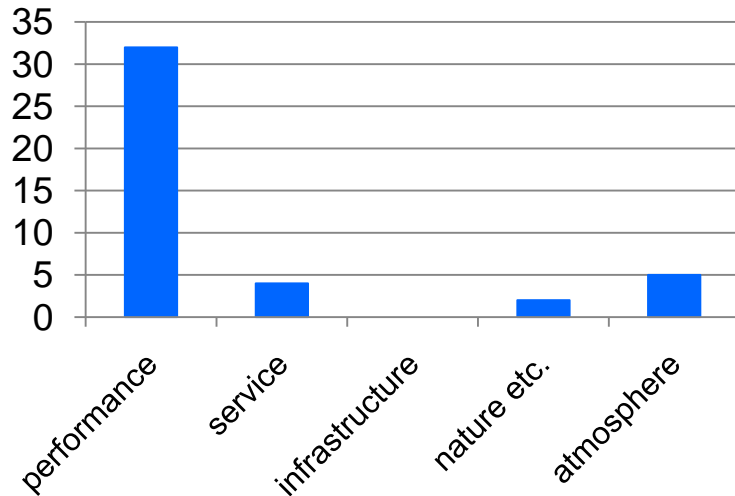
Event, winter



Destination, winter



Event, summer

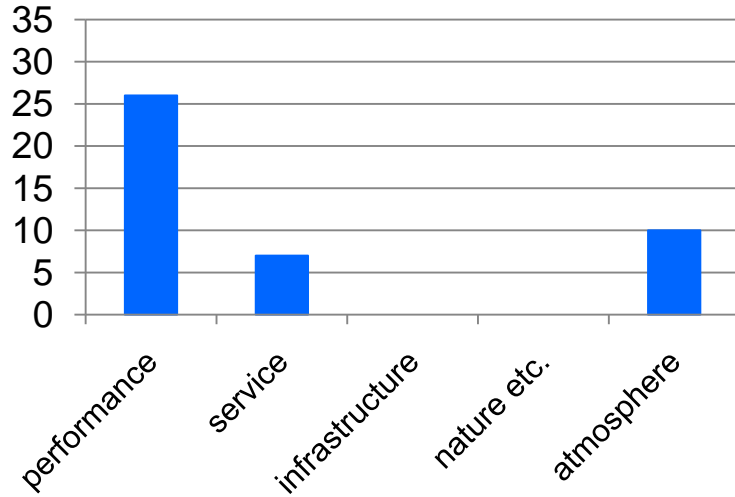


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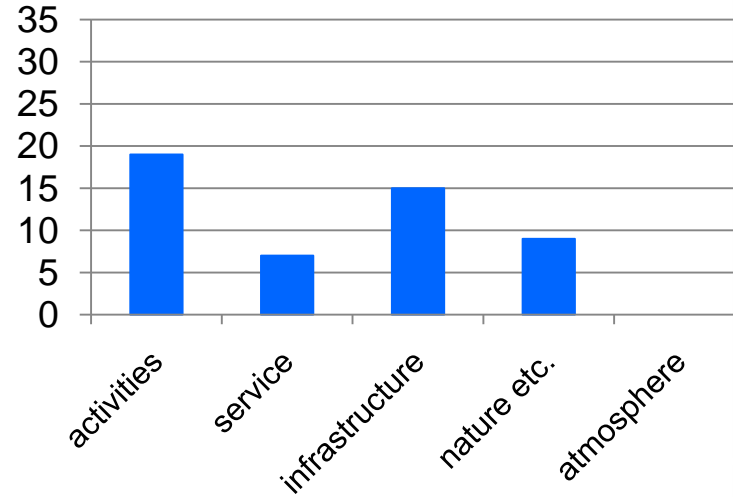
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Positive experiences

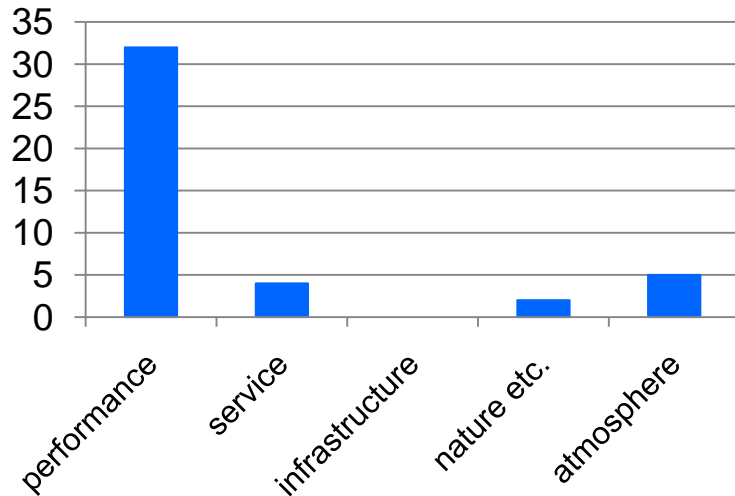
Event, winter



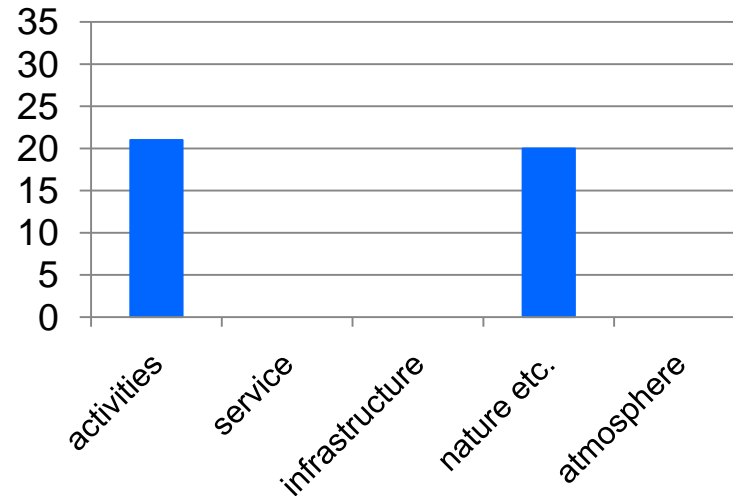
Destination, winter



Event, summer

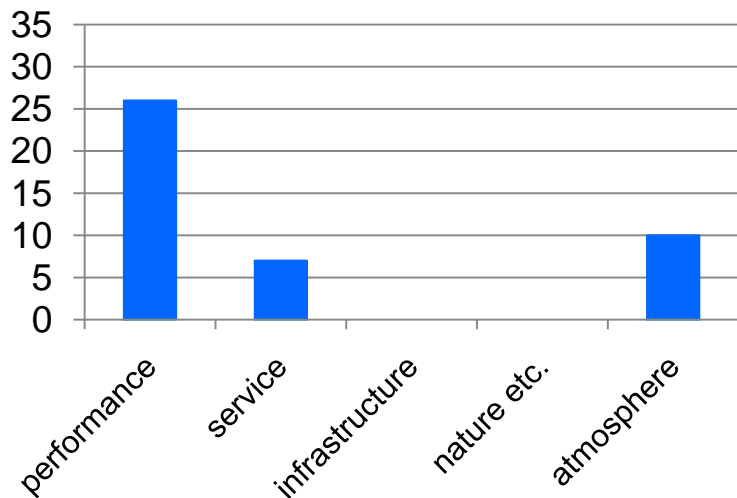


Destination, summer

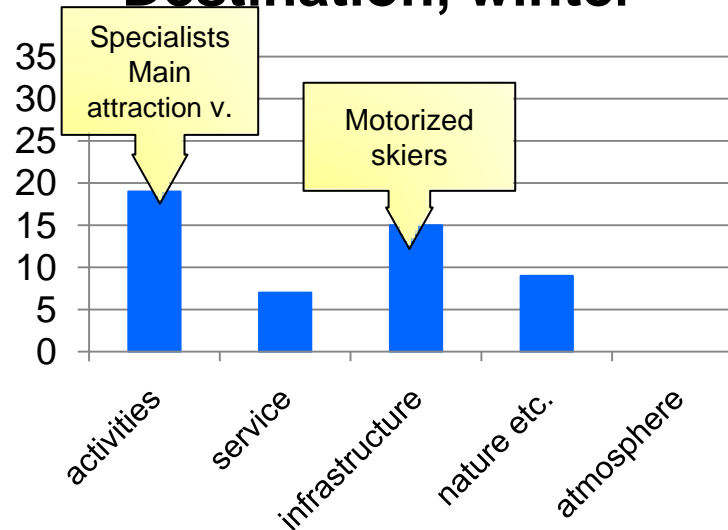


Positive experiences

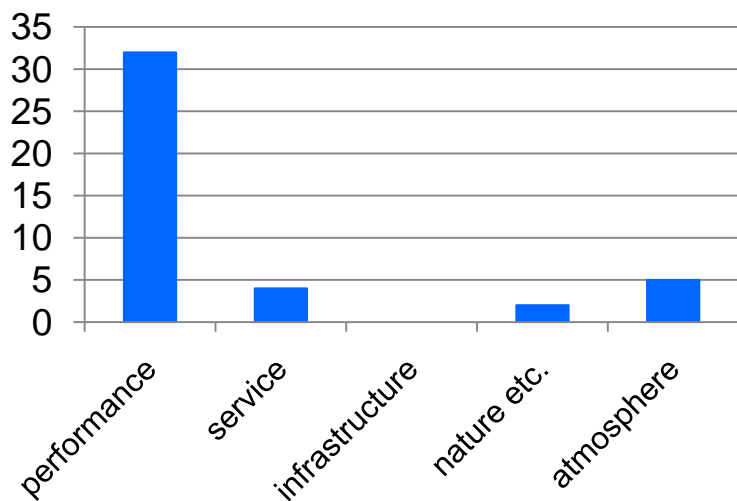
Event, winter



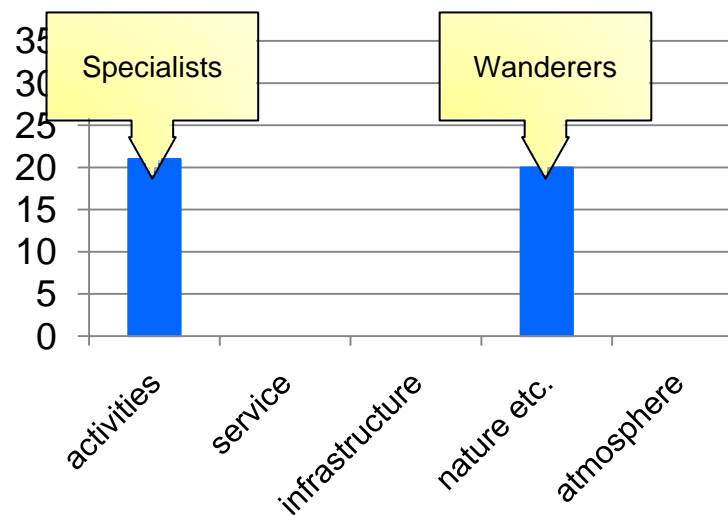
Destination, winter



Event, summer



Destination, summer



ETOUR

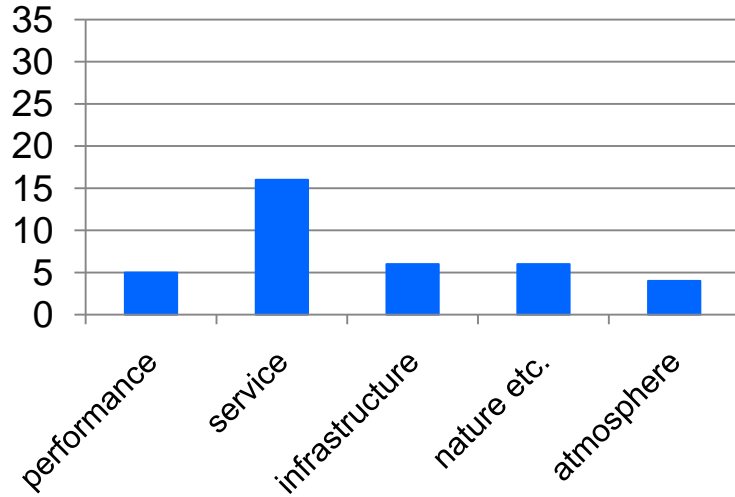
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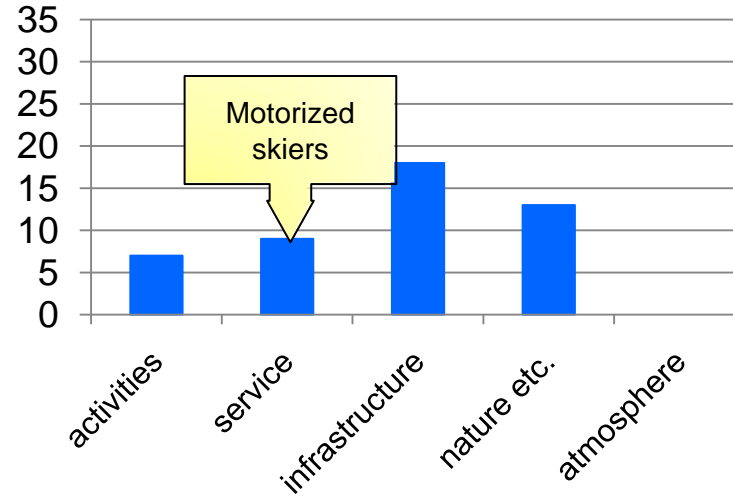
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Negative experiences

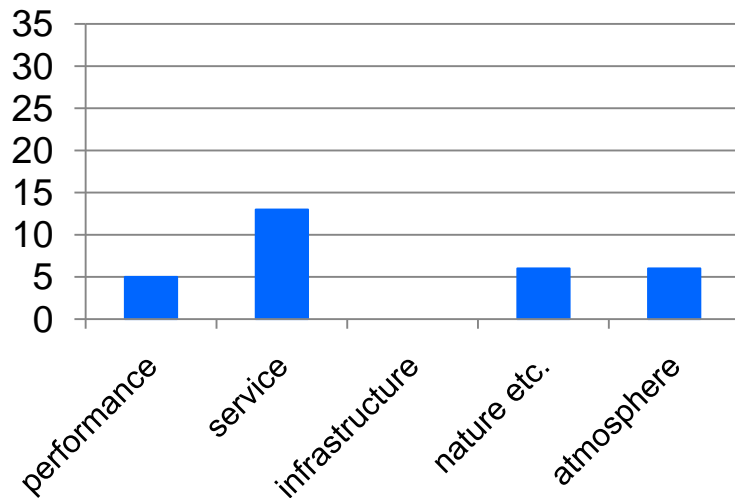
Event, winter



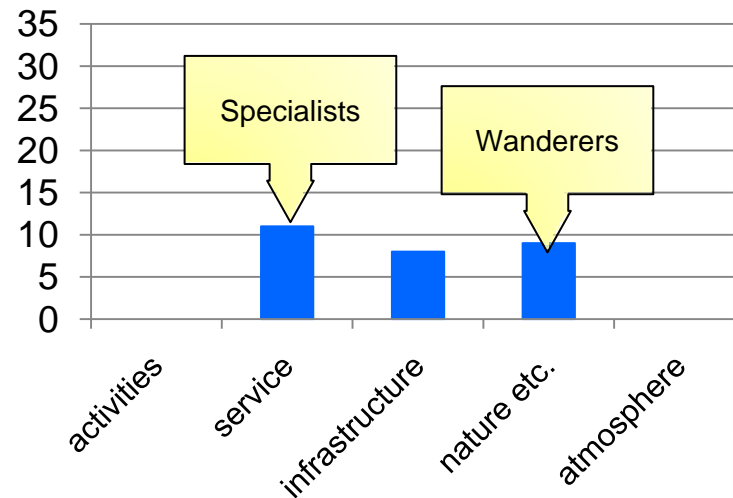
Destination, winter



Event, summer

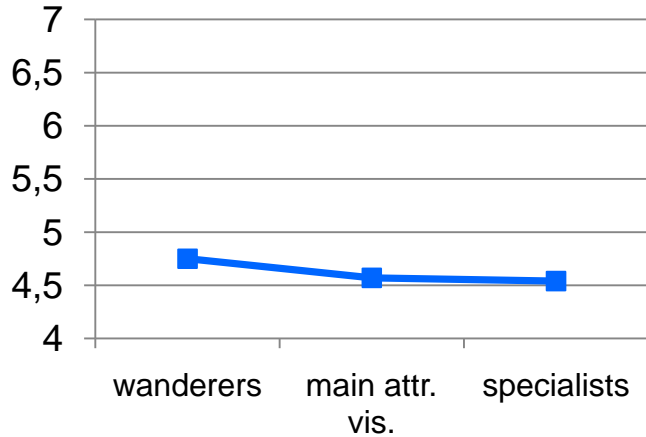


Destination, summer

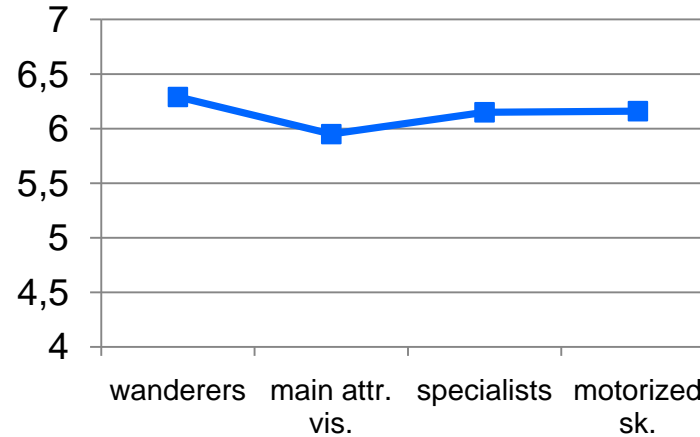


Positive emotions

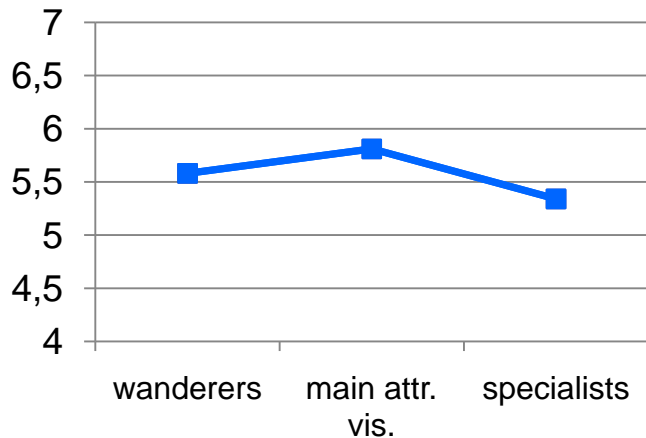
Event, winter



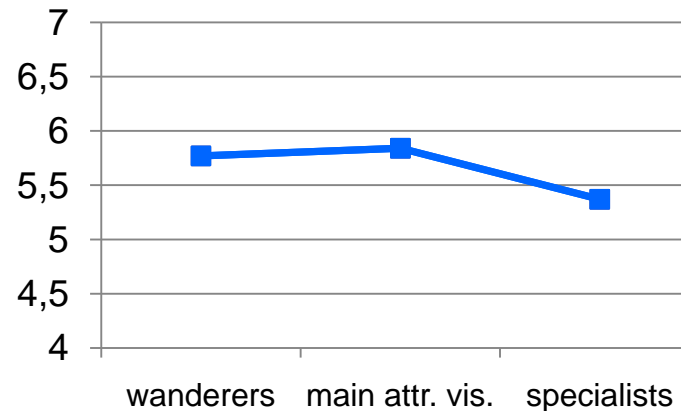
Destination, winter



Event, summer

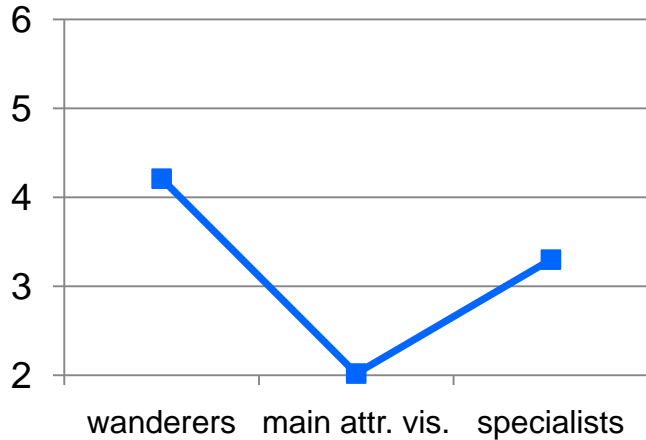


Destination, summer

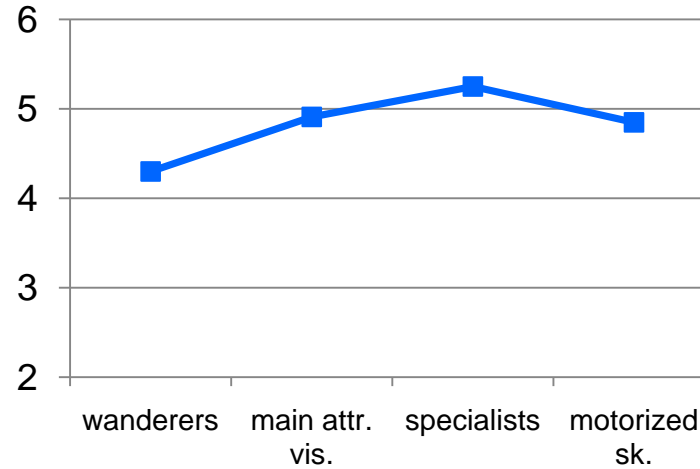


Negative emotions

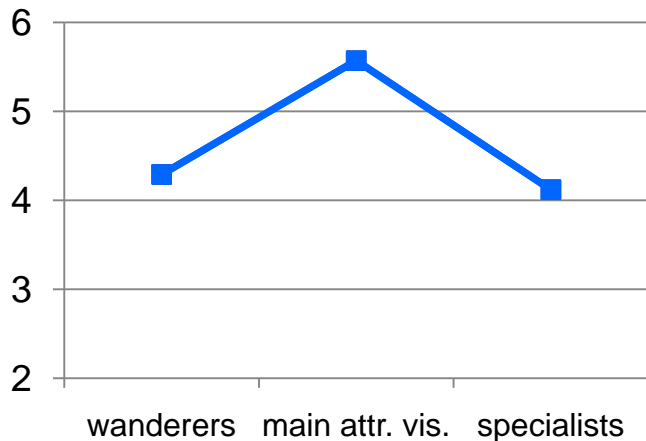
Event, winter



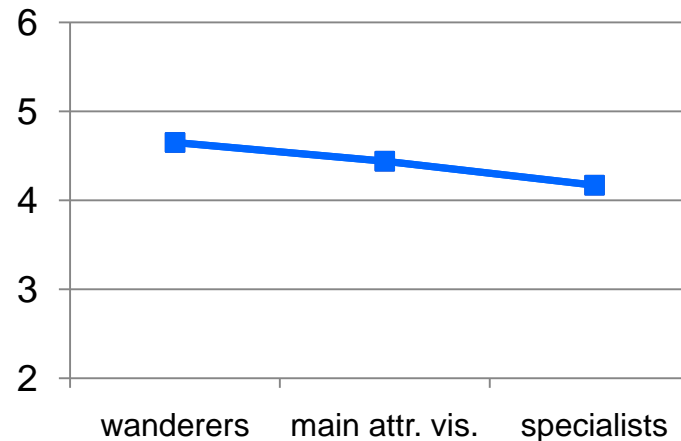
Destination, winter



Event, summer



Destination, summer



Conclusions

- Distinct mobility patterns
- Difference experience categories, variations between positive and negative
- Experiences are connected to mobility in various ways
- Difficult to draw general conclusions for emotional ratings