

# **CREATING MEMORABLE EXPERIENCES**

## **Experience provoking elements in the outdoor sector**

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research  
context

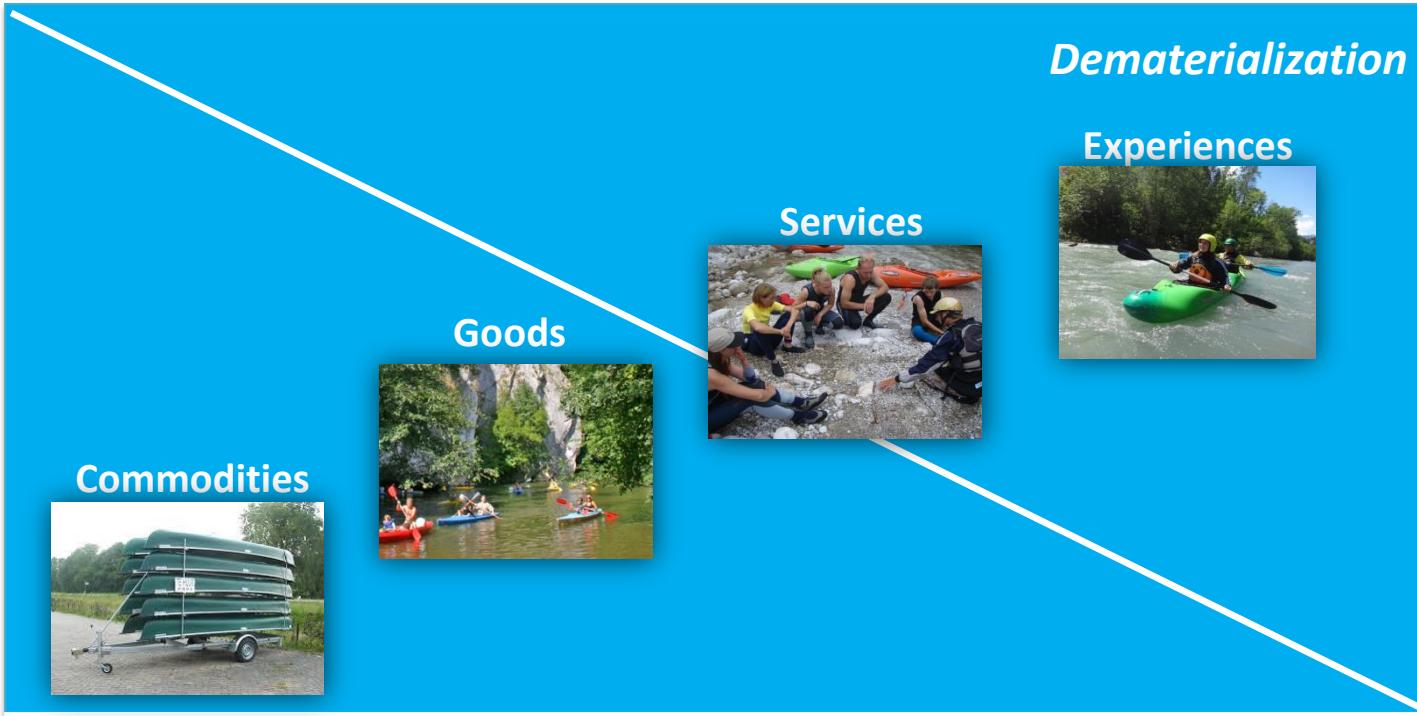
methodology

results

discussion

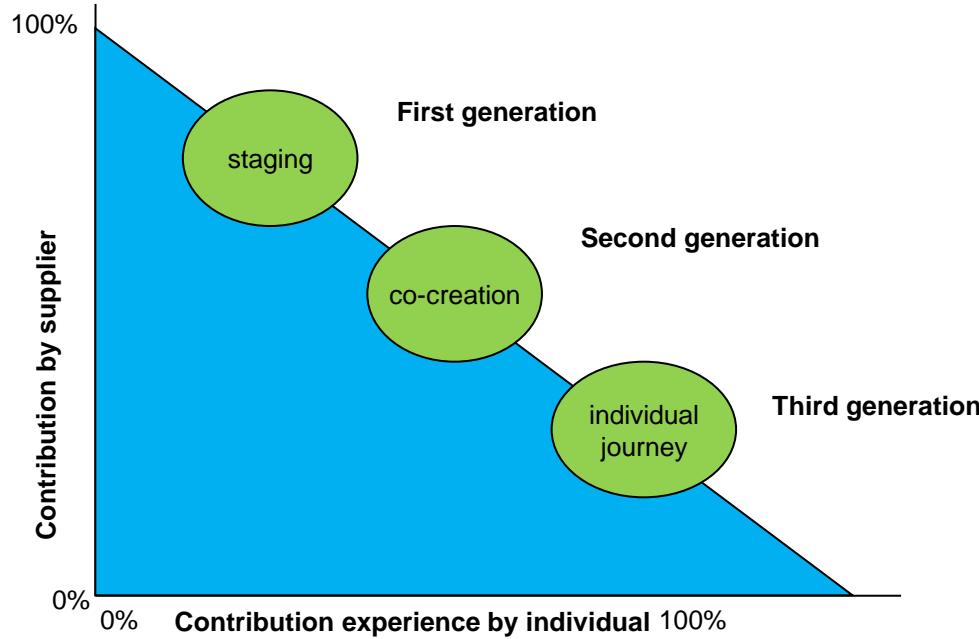


# Research context



Pine & Gilmore, 1999; Snel, 2011

# New forms of value creation

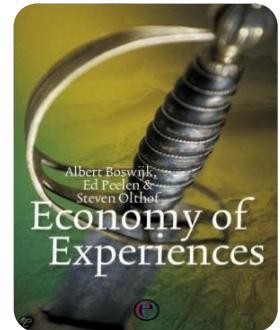
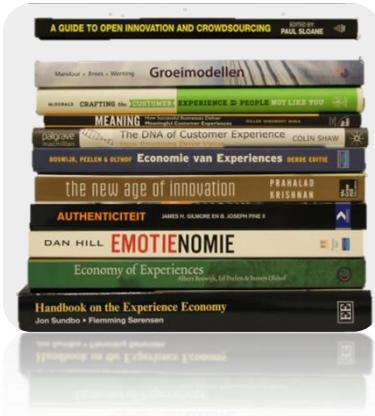


Boswijk, Peelen & Olthof (2011).





# “To which extend are experience provoking elements present within a program of an Outdoor company?”



Literature

Outdoor sector

Guests

Experts

# Authenticity

Authenticity

Authenticity

Programme  
Experience factor

Interpersonal  
competencies  
Experience factor

Theme  
Experience factor

Co-creation

Individual Value for guest

Physical  
environment  
Service factor

Interpersonal  
competencies  
Service factor

Technical  
competencies  
Service factor

Virtuele  
environment  
Service factor

Authenticity



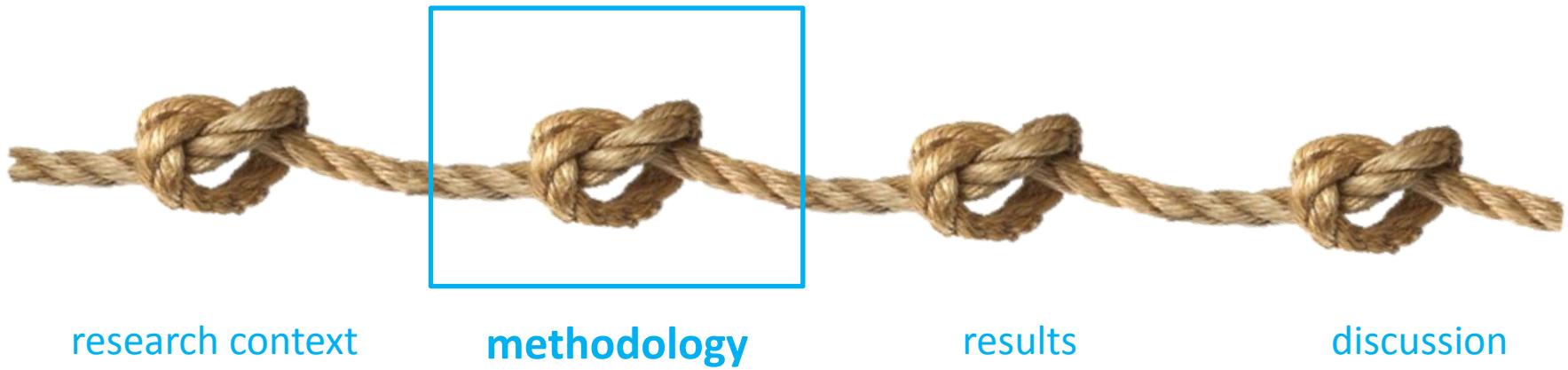
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# Program

- Flexibility during the program and in the program composition to match the competencies of the guest;
- Multiple realms of experience;
- Combination of physical activity, play and education;
- Clear purpose;
- Design evokes multiple emotions;
- Unicity through adaptability for every individual or group;
- Social component;
- Surprise element is present;
- Applies principles to increase Remembering self;

Experience factor





# Methods



Inspirience Outdoor: Measuring experience-provoking elements

## Method

### Company questionnaire

70 items  
5-point likert

## Execution

Digital  
3+ employees

## Sample

13 companies  
41 employees



### Observation

47 items  
5-point likert

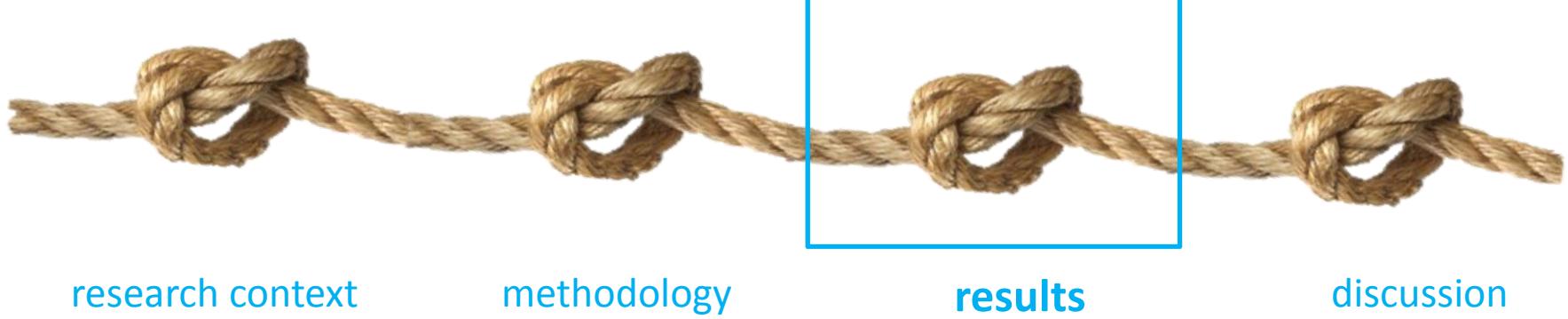
Non-participatory  
2 observers

### Guest questionnaire

14 items  
5-point likert

After program

4 programmes  
98 guests



# Company and Program characteristics

## Company sector

54% Outdoor recreation  
24,4% Development training  
19,5% Outdoor education

## Financial health

?

## Duration

70% > one daypart

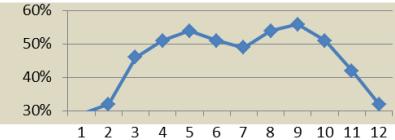
## Participation

60% between 11-30 participants

## Programs offered

46,3% High risk activities  
39% Moderate risk activities  
24,4% Low risk activities

## Program period



## Costs

76% > 25 euro

## Satisfaction

7.8 (n=21)

# Overall results Company questionnaire



## Programme (28 items)

e.g. Staff members are capable of modifying the programme based on the guests' skill level.

### Score

Likert 1-5

4.1

### SD

0.35

### $\alpha$

.821

### N

41

## Co-creation (22 items)

e.g. The organisation actively involves guests in programme development.

3.7

0.53

.896

41

## Interpersonal (13 items)

e.g. Staff members tailor their language to the guests.

3.8

0.46

.848

41

## Theme (11 items)

e.g. The theme has a clear story line.

4.0

0.45

.794

26 (8)

## Authenticity (4 items)

e.g. The program is natural.

4.1

0.65

.733

41



# Program characteristics

## Programme (28 items)

e.g. Guests learn something during the programme.

## Co-creation (22 items)

e.g. The guest can make his or her own choices in the organisation

## Interpersonal (13 items)

e.g. Staff members demonstrate great empathy

## Theme (11 items)

e.g. All impressions that guests have during the programme support the theme.

## Authenticity (4 items)

e.g. The program is exceptional

### Duration

< daypart vs daypart >



### Participants

< 30 vs 30 >



### Costs

< 25 euro vs 25 euro >





# Respondent characteristics

## Programme (28 items)

e.g. The programme offers an element of surprise.

## Co-creation (22 items)

e.g. Guests know what the organisation does with their information.

## Interpersonal (13 items)

e.g. Staff members encourage social interaction during the programme.

## Theme (11 items)

e.g. Staff members reinforce the theme during the programme.

## Authenticity (4 items)

e.g. The program is original

### Education

< middle vs higher >



### Age

< 30 vs 30 >



### Years in service

< 5 years vs 5 years >





# Questionnaire versus Observation

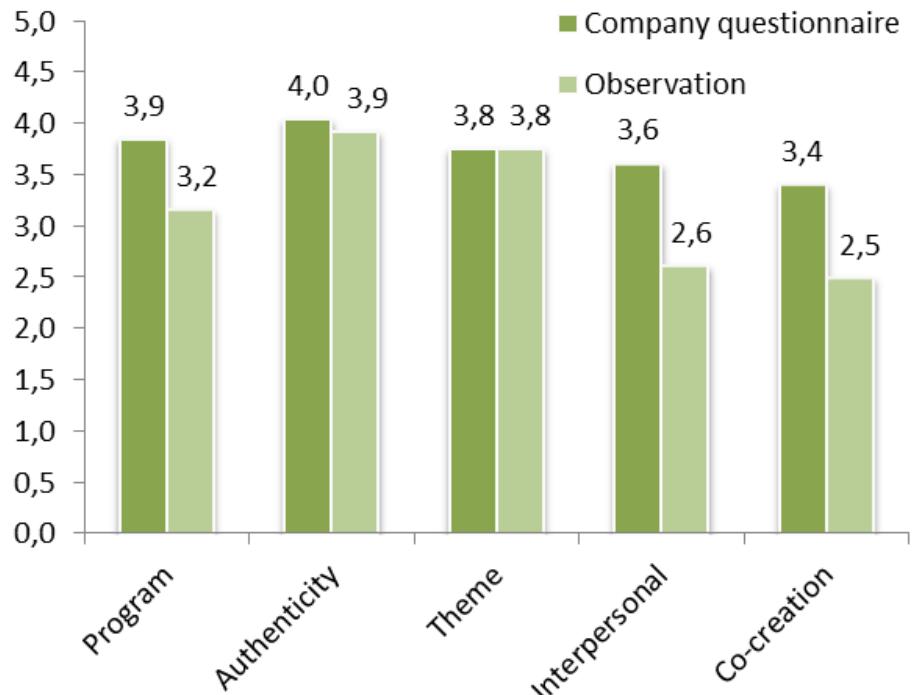


Figure 1. Comparison between the average scores on the Questionnaire and Observation (N=7)



Inspiration Outdoor: Measuring experience-provoking elements



# Guest Questionnaire

Company	Company Questionnaire 1-5	Observation	Guest Questionnaire 1-5
1 N= 53	4.0	<b>2.8</b>	3.2
2 N= 21	3.9	<b>3.0</b>	3.2
3 N= 16	4.0	<b>2.8</b>	3.5
4 N= 8	3.9	4.1	3.3



research context

methodology

results

conclusion &  
discussion

# Conclusion and discussion



## Research question:

To which extend are experience provoking elements present within a program of an Outdoor company.

- Experience provoking elements are thought to be present in all programs
  - More participants and higher costs
  - Longer duration, the better the perceived interpersonal skills
  - Difference observation: program, interpersonal and co-creation

## Discussion

- Best program
- Small sample (pilots)
- Need for interpersonal skills
- Observation solemnly based on Exposure phase of program

# Future research

- Relative contribution of each element
- Measuring guest experiences after time elapsed
- Contribution of service versus experience factors
- Different perspectives

Can you get it right?





# Thank you for your attention!



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# Guest Questionnaire

Company	Company Questionnaire 1-5	Observation	Guest Questionnaire 1-5	Recommend to others 1-10	Mark 1-10	Future Participation 1-10
1 N= 53	4.0	2.8	3.2	6.0	6.9	5.6
2 N= 21	3.9	3.0	3.2	7.2	6.2	7.5
3 N= 16	4.0	2.8	3.5	7.8	7.1	6.8
4 N= 8	3.9	4.1	3.3	7.4	7.4	7.1

# Realms of experience (Pine & Gilmore 1998)

A01. Pine & Gilmore (1998) welcome to the experience economy.pdf - Adobe Acrobat Pro

Bestand Bewerken Beeld Venster Help

Maken | Gereedschappen | Opmerking

8 / 12 | 125% | Gereedschappen | Opmerking

ity or environment, but they themselves have little or no effect on it—like a tourist who merely views the Grand Canyon from its rim or like a visitor to an art gallery.

Generally, we find that the richest experiences—such as going to Disney World or gambling in a Las Vegas casino—encompass aspects of all four realms, forming a “sweet spot” around the area where the spectra meet. But still, the universe of possible experiences is vast. Eventually, the most significant question managers can ask themselves is “What specific experience will my company offer?” That experience will come to define their business.

Experiences, like goods and services, have to meet a customer need; they have to work; and they have to be deliverable. Just as goods and services result from an iterative process of research, design, and development, experiences derive from an iterative

The Four Realms of an Experience

Absorption

Entertainment Educational

Passive participation Active participation

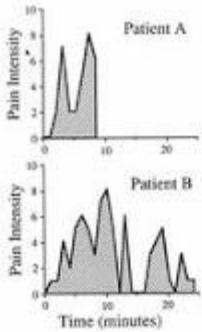
Esthetic Escapist

Immersion

20:48  
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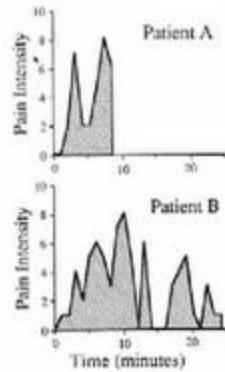
# Experiencing self versus remembering self

Patients undergoing colonoscopy reported their pain every 60 sec.



*How much did these Patients suffer?*

Patients undergoing colonoscopy reported their pain every 60 sec.



*How much did these patients think they suffered?*

# Persoonlijkheids typen



# Interpersoonlijke Competenties

- **Empathie**
- **Softskills** van het personeel
- Interpersoonlijke vaardigheden in de **HRM cyclus**

belevingsfactor



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# Thematisering

belevingsfactor

- **Thematiseer** de ervaring
- **Harmoniseer** indrukken en **positieve aanwijzingen**
- Elimineer **storende elementen**
- Voeg een **mix van aandenken/herinneringen** toe
- Betrek **alle zintuigen**
- Aandacht voor **authenticiteit**
- Zet medewerkers in als **actoren** (storytellers)
- **Integreer het thema** in het gehele belevingsproces

- Aanwezige objecten
- Inrichting omgeving (middelpunt, verborgen plekken, toegang, routing)
- Crowd- en capaciteitsmanagement
- Aangeboden activiteiten
- Externe communicatie
- Lay-out & vormgeving
- Andere tangibles (voeding, faciliteiten)

## Fysieke omgeving

Servicefactor



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- Communicatie
- Toegang tot medewerkers
- Empathie
- Responsiviteit
- Beleefdheid/Vriendelijkheid

## Interpersoonlijke competenties

Servicefactor

- Geloofwaardigheid
- Beveiliging/Veiligheid
- Betrouwbaarheid (value for money)
- Competent (matching)
- Assurance (zekerheid bij herhaling)
- Diversiteit aanbod (pmc's)
- Recovery (herstelprocedure)

Servicefactor

## Technische competenties



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- Toegankelijkheid
- Continuïteit
- Delen van belevenis
- Community
- Inrichting website
- Managen van verwachtingen

Servicefactor

## Virtuele omgeving



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# Co-creatie van klantwaarde

- Realiseer een **experience network**
- Ziet de **consument** als baken van competentie
- **Klantbelevingsperspectief** i.p.v. productgerichtheid
- Geef de consument een **gevoel van regie**
- **Duidelijk doel** en het proces is helder
- **Interactiviteit**, deelname en betrokkenheid van beide partijen
- Creëer een **klantcommunity** (actief, geïnformeerd en verbonden)
- **Toegankelijkheid** (prive wordt publiekelijk)
- **Transparantie**

# Authenticiteit

- Referentieel: verwijst naar persoon/gebeurtenis
- Uitzonderlijk: uniek of ongewoon
- Oorspronkelijk: moet een gevoel van oorspronkelijkheid oproepen.
- Natuurlijk: elementen uit de natuur
- Invloedrijk: verandering van anderen of mijzelf