

Contents

1	Introduction	1
1.1	Context and Rationale	1
1.1.1	Theoretical Context	5
1.2	Research Aims and Research Questions	7
1.3	Research Design	9
1.4	Thesis Outline	10
	References	12
2	Tourist Mobility as an Experience Maker: Understanding the Blank Space	17
2.1	Introduction	17
2.2	Tourist Mobility and Transport	18
2.2.1	On Site: Transport Geography and the Tourist Transport System	20
2.2.2	On the Move: The New Mobilities Geography	25
2.3	Tourist Experiences	35
2.3.1	In a Harmony: The Orchestra Model of Tourist Experience	41
2.3.2	On the Stage: The Experience Economy and Its Implications for Tourism	42
2.4	Emotions in Tourism	47
2.4.1	Inside Out: Affective Science and Its Application to Tourism	48
2.5	Mobile Journey Experiences: An Interdisciplinary Framework	52
2.5.1	Mobile Journey Experience	53
2.5.2	The Mobility Space	55
2.6	Chapter Summary	58
	References	59

3	Methodology	71
3.1	Introduction	71
3.2	Research Strategy	72
3.2.1	Theoretical Perspective	72
3.2.2	Methodological Strategy	73
3.2.3	Case Study	75
3.2.4	Research Questions and Associated Methods	81
3.3	Documentation and Secondary Data	83
3.3.1	Rationale	83
3.3.2	Documentation and Data Types	83
3.3.3	Analysis	84
3.4	Mobile Video Ethnography: Ride-Alongs and Bio-Sensing	88
3.4.1	Rationale	88
3.4.2	Recruitment Strategy	95
3.4.3	Data Collection, Research Design and Administration	98
3.4.4	Data Analysis	100
3.4.5	Reflection on Mobile Video Ethnography, Ride-Alongs and Bio-Sensing	103
3.5	Emotion Measurement: Self-reporting Techniques, Video Elicitation, and Facial Action Coding	105
3.5.1	Rationale	105
3.5.2	Recruitment Strategy, Data Collection, Research Design and Administration	110
3.5.3	Data Analysis	112
3.5.4	Reflection on Emotion Measurement	112
3.6	Integration of the Quantitative and Qualitative Results: Thick Description and Personas	114
3.6.1	Rationale	114
3.6.2	Data Integration and Administration	116
3.6.3	Reflection on the Integration of Quantitative and Qualitative Data	118
3.7	Chapter Summary	118
	References	119
4	Results: Physical, Sensory, Social and Emotional Features of Journey Experiences	125
4.1	Introduction	125
4.2	Context Description: Features of the Transport System on the Sella Pass	126
4.2.1	The Sellaronda Road Transport System	126
4.2.2	The Sella Pass Road: Technical Features and Travel Demand	129
4.2.3	Key Findings	131

4.3	Journey Experience Description: Space, Time and Speed	132
4.3.1	Sella Pass Mobility Space and Its Temporal Sections.	132
4.3.2	Journey Duration: Time and Speed	133
4.3.3	Key Findings.	139
4.4	Journey Experience Description: Physical and Social Features.	139
4.4.1	Physical Features: Primary and Secondary Tasks Besides Driving	140
4.4.2	Social Features: Overtaking, Velo-Formations, Verbal and Non-verbal Interactions	144
4.4.3	Key Findings.	153
4.5	Journey Experience Description: Sensory and Emotional Features	154
4.5.1	Sensory Features: Travel Glance, Sound and Silence	154
4.5.2	Emotional Features: The Thrill of Speed, the Worry to Stay in Line	162
4.5.3	Key Findings.	171
4.6	Journey Experience Description: The Overall Picture	172
4.7	Chapter Summary	175
	References	176
5	Results: Selected Individual Journey Experiences	179
5.1	Introduction	179
5.2	Motorcyclists Second-by-Second	181
5.2.1	Juan and the Custom Cruiser	181
5.2.2	Marco and the Naked Bike.	187
5.2.3	Key Findings.	195
5.3	Cyclists Second-by-Second	195
5.3.1	Peter and the Guided Tour	196
5.3.2	Gabriel and the Sport Performance	205
5.3.3	Carlo and the Same-Day Tour	214
5.3.4	Key Findings.	219
5.4	Personas Description: An Engaging Perspective on Cyclists and Motorcyclists	222
5.4.1	Hypotheses for Personas Description	222
5.4.2	The Motorcycle Tourer: Alberto	225
5.4.3	The Aggressive Motorcyclist: Pedro	227
5.4.4	The Mountain Lover: Markus	228
5.4.5	The Athlete: João	229
5.4.6	Key Findings.	231
5.5	Chapter Summary	232
	References	233

6	Discussion and Conclusion	235
6.1	Introduction	235
6.2	Key Findings	236
6.2.1	Speed and Its Variation as the Main Mediator for Actions and Perceptions	238
6.2.2	Contextual Conditions, Velo-Formations and Encounters as Crucial Experience Aspects	239
6.2.3	Individual Attitudes and Behaviours as Ways to (Re-)Construct Space	240
6.2.4	Generalisability of Findings	241
6.3	Theoretical Contribution	242
6.3.1	Journey Experiences: Performances on the Move.	242
6.3.2	The Mobility Space: A Moving Stage.	244
6.3.3	Human-Vehicle Hybrids: Mobile Co-creators of the Mobility Space	246
6.4	Methodological Contribution	247
6.4.1	Mobile Mixed Methods in Real-Life Environmental Setting	247
6.4.2	Measuring (Mis)Understandable Experience Worlds: New Insights for Experience Research	248
6.4.3	Network Graphs as Tools to Represent Individuals and Journey Features Across Time	249
6.4.4	From Customer Experience Analysis to Mobility Space Design: The Use of Personas	250
6.5	Managerial Contribution	251
6.5.1	Cycling and Motorcycling: Mobile Tourism Products to be Enhanced	251
6.5.2	Road Planning Based on Micro-Data: An Opportunity for Road Safety	253
6.5.3	Transition Management Towards Sustainable Mobility: Evidence-Based Policies and Niche Marketing	253
6.6	Limitations	256
6.6.1	Sensor Setting, Data Quality Control, and Synchronisation.	256
6.6.2	Research Participants, Travel Companions and the Researcher.	258
6.6.3	Methodological Limitations and Future Challenges in Mobile Video Ethnography	259
6.7	Chapter Summary	260
	References	261

7 Outlook 263

 7.1 Introduction 263

 7.2 Methodological Prospects for Future Research 264

 7.2.1 Mobile and Bio-Sensing Methods to Understand Tourist
 Transport Systems 265

 7.2.2 Visual and Psychophysiological Methods to Investigate
 Tourist Experiences 265

 7.2.3 Ethical Issues Related to Bio-Sensing,
 Psychophysiological and Visual Methods 267

 7.3 Tourism’s Transformative Power 269

 7.3.1 Experience Design 270

 7.3.2 Transdisciplinarity 270

 References 271

Appendix 275