



Sustainable Experience Design for Tourism  
and Leisure: an ecosystem approach



CURRENT ISSUES IN TOURISM  
 Routledge.org/10.1080/16933000.2019.1669329



**Anticipatory nostalgia in experience design**

Yoy Bergs<sup>a</sup>, Ondrej Mitás<sup>b</sup>, Bert Smit<sup>c</sup> and Jeroen Nawijn<sup>d</sup>

<sup>a</sup>Academy of Hotel and Facility Management, Breda University of Applied Sciences, Breda, Netherlands  
<sup>b</sup>Tourism, Breda University of Applied Sciences, Breda, Netherlands

**ABSTRACT**  
 The tourism industry tries to strategically manage a customer's experience by carefully designing, staging and managing the customer journey, in order to create a memorable experience. But what if that memory already has its onset during the experience itself? In this article, we introduce the concept of 'anticipatory nostalgia' and define it as a moment immediately after a peak moment in the experience, which entails the creation of a mental image of a future moment in time that is accompanied by an emotional response. We present a theoretical model to explicate a process in which anticipatory nostalgia can enhance the meaningfulness and memorability of an experience. We reason that anticipatory nostalgia is characterized by a joyous feeling yet followed by the elicitation of sad emotions. This implies that the tourist already begins to miss aspects of the experience before it is over. This moment connects emphasis for research, analysis, completion, several p...

ARTICLE HISTORY  
 Received 29 February 2019  
 Accepted 14 July 2019

KEYWORDS  
 Anticipatory experience design  
 experience design  
 nostalgia  
 tourism

Yoy Bergs<sup>a</sup>, Bert Smit<sup>b</sup>, Frans Melissen<sup>c</sup>, Jeroen Nawijn<sup>d</sup>

<sup>a</sup>Academy of Hotel and Facility Management, Breda University of Applied Sciences, Breda, Netherlands  
<sup>b</sup>Academy of Hotel and Facility Management, Breda University of Applied Sciences, Breda, Netherlands  
<sup>c</sup>Faculty of Business Administration, Breda University of Applied Sciences, Breda, Netherlands  
<sup>d</sup>Faculty of Business Administration, Breda University of Applied Sciences, Breda, Netherlands

Journal of Destination Marketing & Management 11 (2019) 100–108



**Co-designing tourism experience systems: A living lab experiment in reflexivity**

Bert Smit<sup>a,b</sup>, Frans Melissen<sup>c</sup>, Xavier Font<sup>d,e</sup>

<sup>a</sup>Academy of Hotel & Facility Management, Breda University of Applied Sciences, the Netherlands  
<sup>b</sup>School of Hospitality and Tourism Management, Breda University of Applied Sciences, the Netherlands  
<sup>c</sup>Faculty of Business Administration, Breda University of Applied Sciences, the Netherlands  
<sup>d</sup>IESE, IESE Business School, University of Navarra, Spain  
<sup>e</sup>IESE, IESE Business School, University of Navarra, Spain

ARTICLE INFO  
 Keywords:  
 Tourism experience systems  
 Living lab experiment  
 Reflexivity  
 Design innovation

**ABSTRACT**  
 Subscribers must progressively reflect on the stability of process models for designing tourism experience systems. Specifically, characteristics of these models relate to developing tourism experience systems as integral parts of entire socio-technical systems. Clarity made in creating such models need to address their reflexivity, context, status, problem, suitability and method definition. We systematically evaluate applications of these mechanisms in a living lab experiment, by developing evaluation systems using the framework for evaluation in design science research. The outline (i) the development of these evaluation systems and (ii) how executing them influenced the process and outcomes of co-creating the process model. We highlight both the benefits of and an approach to incorporate reflexivity in developing process models for designing tourism experience systems.

**1. Introduction**

Designing and managing destinations to become more sustainable, resilient and inclusive is increasingly receiving attention both in academia (Font et al., 2019) and in practice (DOWTO, 2019). However, DOWTO and UNWTO (2018) identify a gap between formalized anta-

Consequently, process models to co-design tourism experience systems are increasingly receiving attention. Designing tourism experience systems requires adopting an iterative design process that combines aspects of systems engineering and human centered design to create holistic experience concepts (Tranovich, 2019). The design process should not be a one-directional path from problem to solution, if it is to

develops and justifies a pro-active, design driven approach to sustain tourism. This involves using design science, it helps capture the formal concepts such as the Tourism Area Life Cycle by using that those other of 'experience' level of destination design, while it focus on experience more on a 'typological and morphological' level is key to experience (Anticipatory Design) 'design' is introduced, by providing a conceptual 'blueprint' and a way in which it can contribute to developing destination and while retaining, making impacts. The paper concludes by highlighting, vision and identifying, strategies to future research.

to the well known Acropolis table the goose that lay the golden egg that what makes them unique and special. This problem was the forefront again due to the 'over-tourism' debate, which did bring in spite of the identification of an increasing number of destinations across unable to trace away from a growth paradigm (Smit et al., 2018). It has been argued the COVID-19 pandemic may a fresh start and transform tourism to become more sustainable.





# Symbiosis

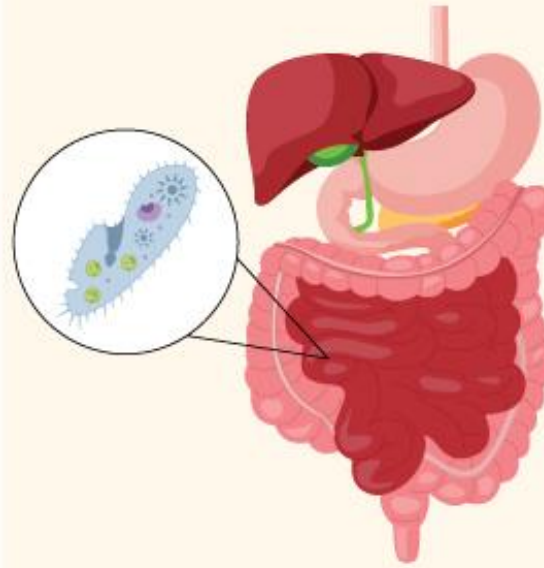
A long-term association between two organisms of different species



(Nitrogen-fixing Bacteria and Leguminous Plants)

## Mutualism

Both partners benefit



(Human and Protozoa)

## Parasitism

One partner benefits,  
other is harmed



(A bird and a Tree)

## Commensalism

One partner benefits,  
other unaffected



# Tourism & leisure species

Mutualist ? Parasite ? Commensalist?



Homo Touristicus Americano



Homo Shopperensis Toscana



Homo Touristicus Culturalo



Homo Touristicus Zaino



Homo Touristicus Calcio?

Not all tourists are the same.

# Leisure species



Homo Resider  
Bambini



Homo Residentialis Sportivo



Homo Residentialis Seniori



Homo Residentialis Ristoranti

Not all residents are the same



Homo Touristicus Branco



# Symbiosis and hostmanship



Being welcome means adhering to the social rules, norms and behaviours set by the host community



Welcoming guests comes with the responsibility for the host to provide them with accommodation, food and drinks



Ball at the court of Henri III & Catherine de Medici

# Setting the rules and norms

Where to sleep? (hotel, AirBnB, campsite etc.)

How to get there? (car, train, airplane, bicycle)

Which places can be visited?

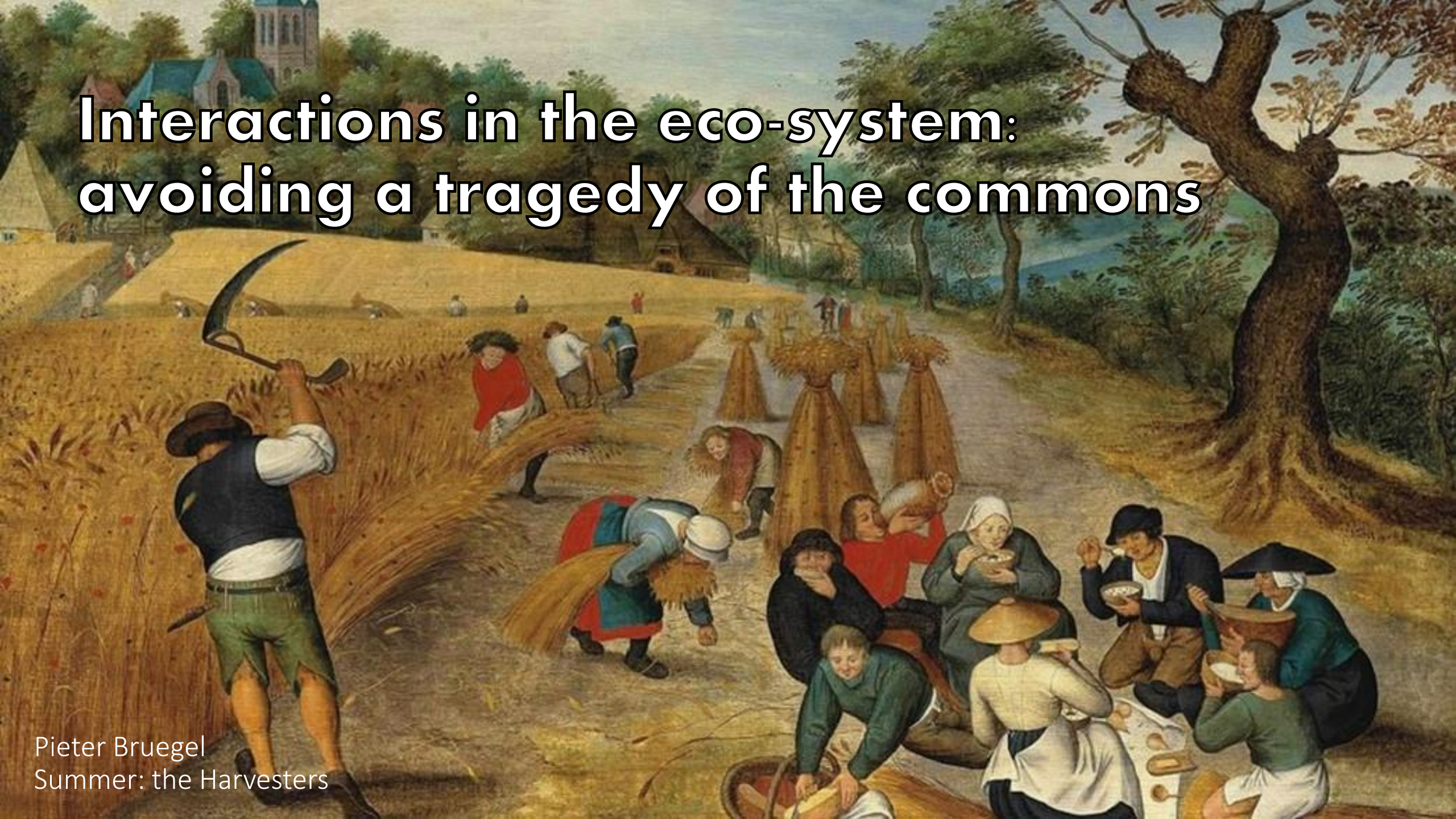
Which places are for residents?

What food and drinks are served?

Where can residents buy groceries or go out for dinner?



# Interactions in the eco-system: avoiding a tragedy of the commons



Pieter Bruegel  
Summer: the Harvesters



Leisure experience  
eco-system

Tourist experience  
eco-system

# Sustainable Experience Design requires balancing stakeholder needs now & in the future





**Sustainable experience design:** Shared (re-) use of existing & renewable local resources



Buildings

Spaces

Cultural & Natural Heritage

Immaterial heritage & events

Food & Drinks

Energy & Water





ERINHOTEL

KRUISEHOFHOTEL













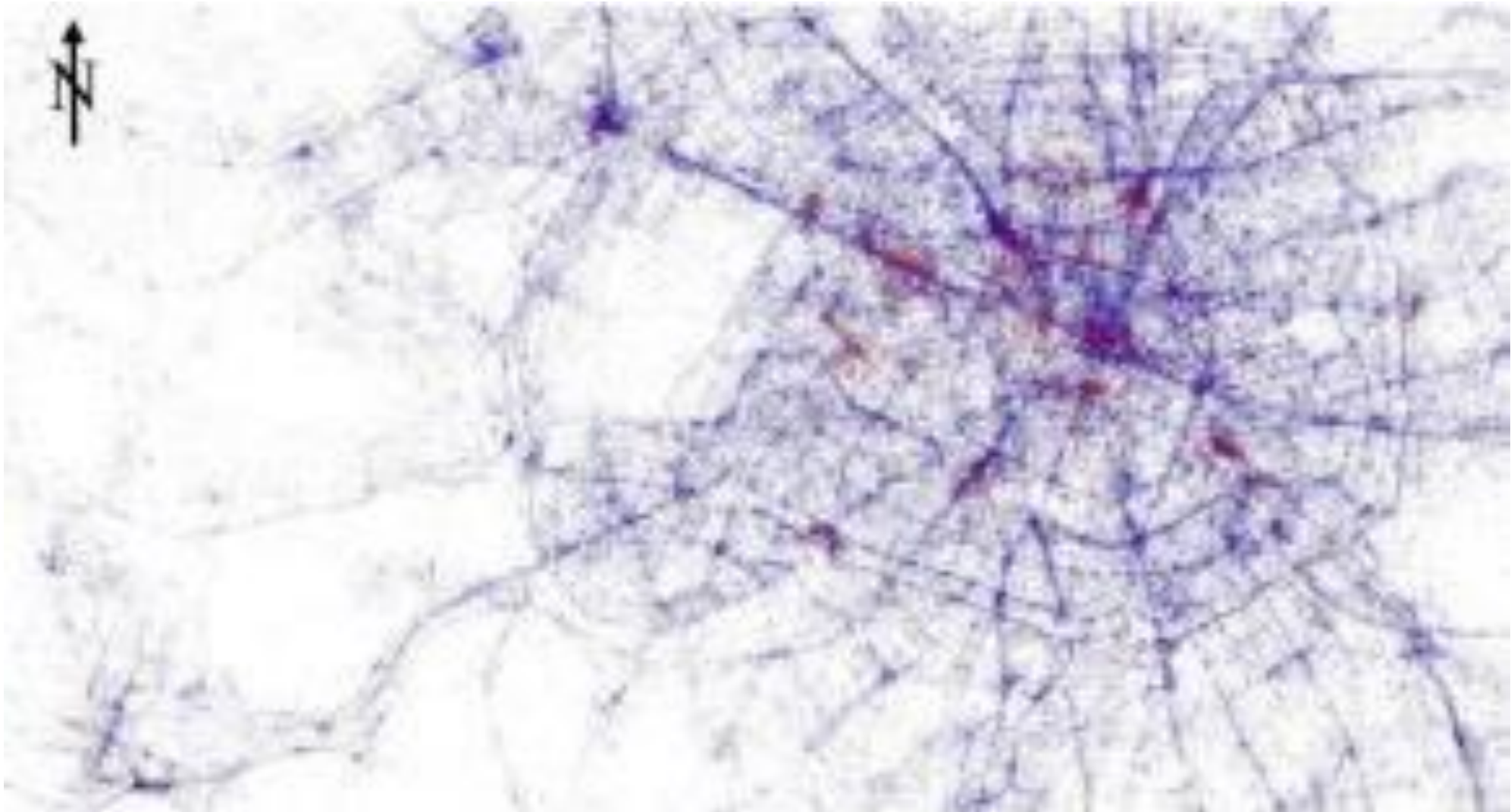
Continuing the  
Renaissance...

The city as a means to an end

# **Systems Engineering lessons from Da Vinci**

---



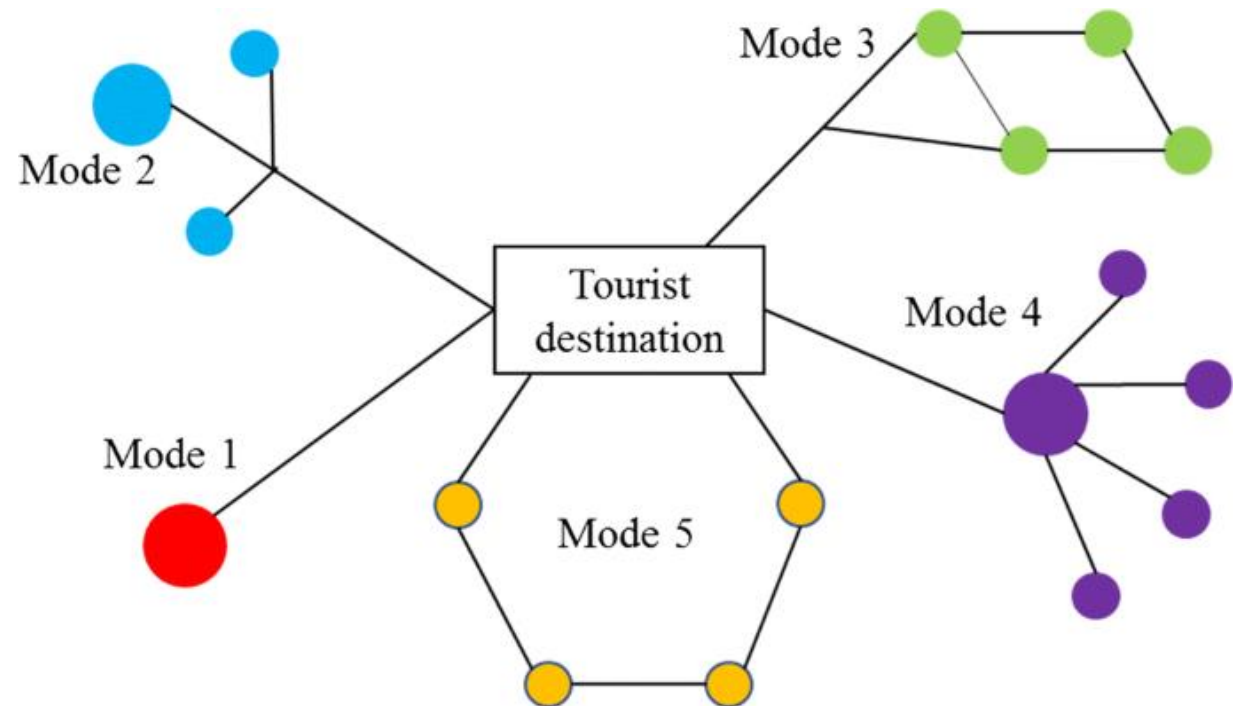


Beritelli, Reinhold and Laesser (2019)

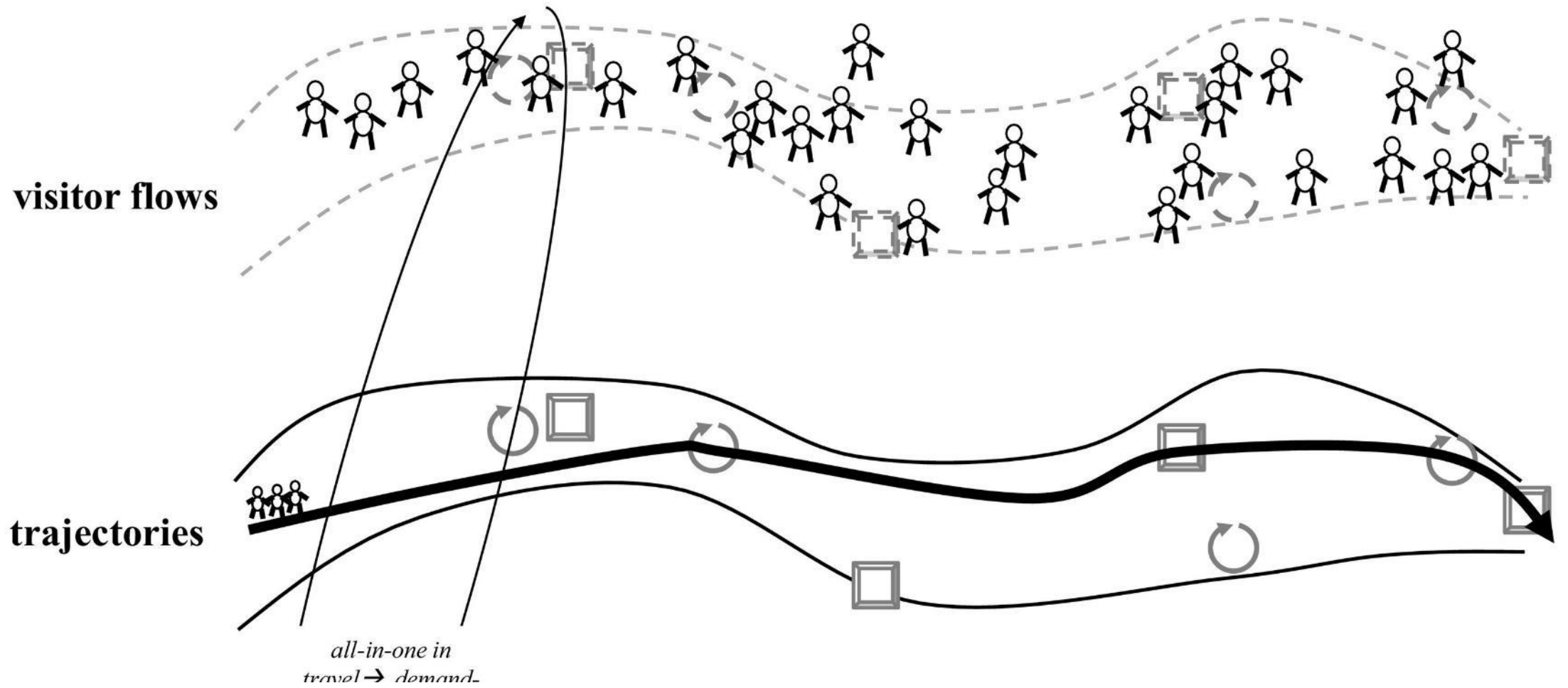
## **The city as a system**

# Visitor flows

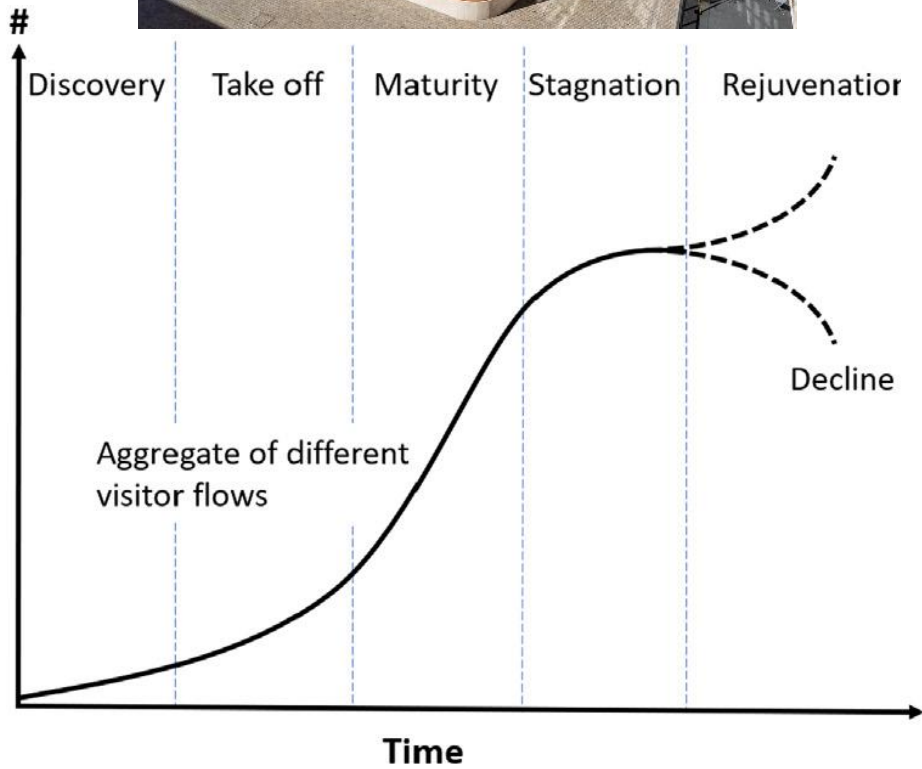
- Understanding (tourist) behaviour and decision making from a logistics/network point of view (see e.g. Beritelli et al., 2019)



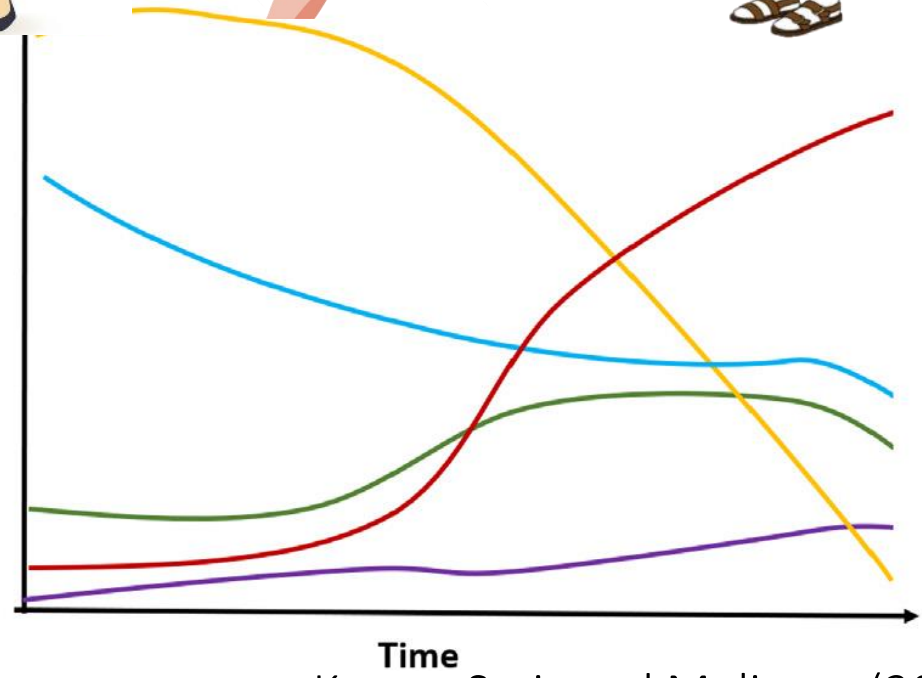




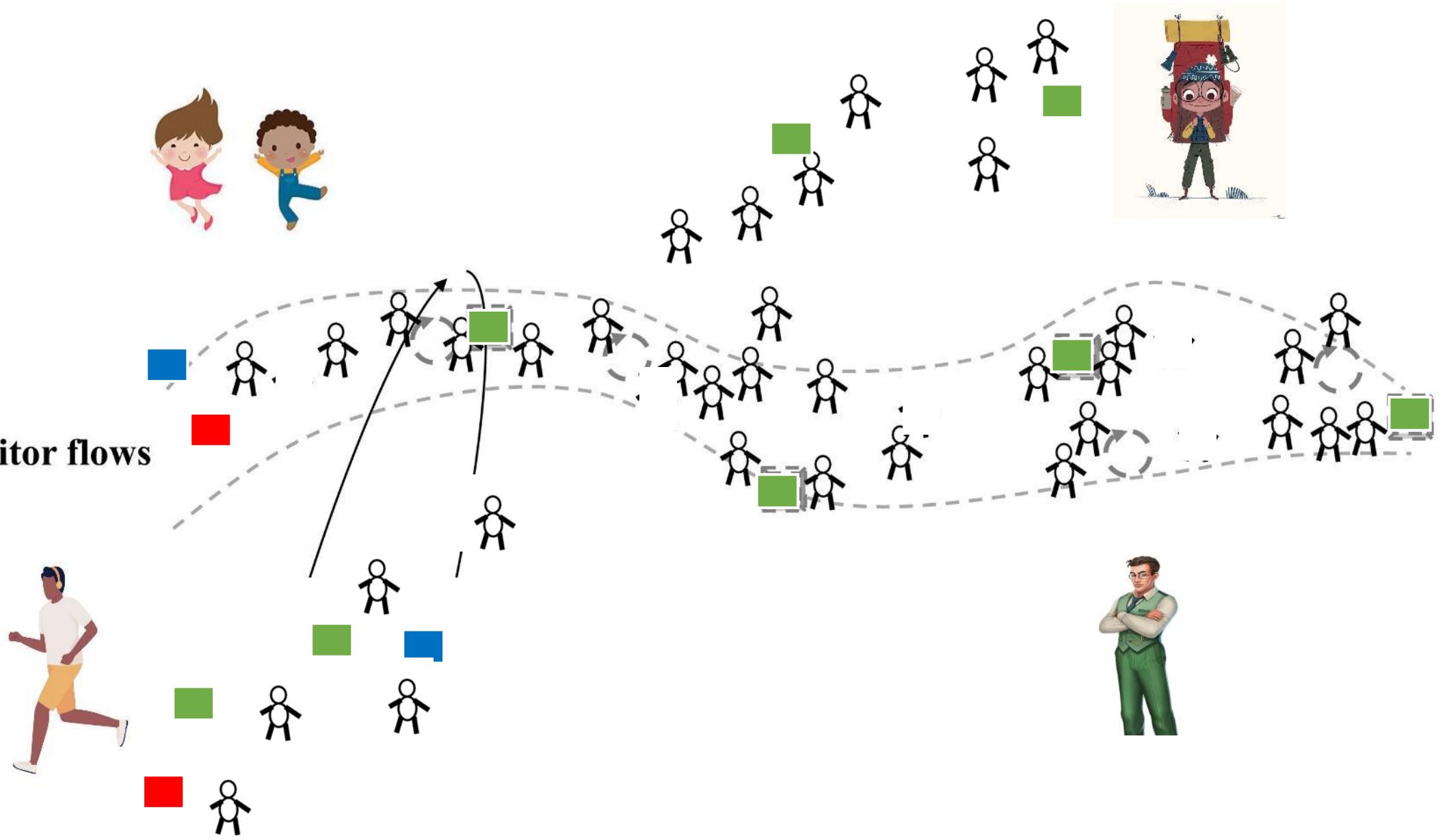
# Lifecycles of visitors flows vs business lifecycles



$\Sigma$



visitor flows





Home  
eco-system

Tourism  
eco-system

---

Thank you!

Smit.b@buas.nl