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**EXPERIENCES OF  
TRANSPORT TOURISM**

**S J RHODEN**

**PhD            2010**

# **EXPERIENCES OF TRANSPORT TOURISM**

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A thesis submitted in partial fulfilment of the requirements of the  
Manchester Metropolitan University  
for the degree of Doctor of Philosophy

Department of Food and Tourism Management  
Hollings Faculty  
The Manchester Metropolitan University

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## **Abstract**

This thesis presents an analysis of tourists' experiences of travelling whilst participating in transport tourism. The study defines transport tourism as tourism in which transport provides the main context for the tourist experience, for example coach tours, cruises and cycling holidays. Existing research tends to focus on the individual transport tourism product types and usually only considers one aspect of experience. Consequently, current understandings of tourists' experiences of transport tourism are fragmented and lack a unifying model. It is the development of such a tourist experience model that applies to transport tourism that forms the purpose of this thesis.

The thesis demonstrates that transport is a component of all holidays in order to facilitate travel to, back from and around destinations, and that tourists' experiences of this travel differ. However, tourists participating in transport tourism will also travel as part of the main tourist experience, and these experiences will vary depending on the nature of tourists' involvement with transport. Accordingly, a theoretical typology of four transport tourist experiences is developed in this study: the positive, the reluctant, the passive and the active transport tourist experiences.

The primary research focuses upon the passive and active transport tourist experiences and adopts a phenomenographic research strategy. Semi-structured interviews were undertaken with 20 transport tourists: 10 interviewees were passive transport tourists (coach and cruise) and 10 were active transport tourists (cycling and sailing). Data were coded and categories of description were identified, analysed and linkages between the categories were induced.

The findings demonstrate that although experiences of transport tourism vary depending on whether tourists are passive or active transport tourists, commonality is apparent and a more broadly applicable model can be developed. In general, tourists' experiences of transport tourism are predominantly visual and relate to the things seen along the route including landscapes, human and animal life. The mode of transport also influences tourists' experiences of transport tourism, as does social interaction with other people (family, friends and other tourists). Least influential of all are destinations. However, this component does not refer to tourists' experiences at the destination itself, rather their anticipation of future and memories of previously visited destination. The differences between passive and active transport tourist experiences that emerged reveal that tourism operators were influential in the passive transport tourist experience through the provision of entertainment and information; active transport tourists' direct involvement with the operation and navigation of the mode of transport (bicycle or sailing boat) and the nature of the route posed a series of challenges that had to be conquered. The findings demonstrate that experiences of transport tourism, although predominantly visual, are not exclusively so and perceptions of auditory and haptic sensing also occur.

The contribution to knowledge of this thesis is the analysis of experiences of transport tourism; this contribution has two cumulative phases. First is the presentation of an original theoretical typology and its four constituent transport tourist types. This contribution provides a framework for other researchers studying the experiences of

tourists using transport in its various forms to situate their work within a broader range of experiences, a framework that was lacking hitherto. The analysis of the primary data facilitated the development of the tourist experience model that applies to transport tourism. In doing so, it moves away from the fragmented approach taken in previous research and the model represents the experiences of transport tourism that transcends individual transport tourism product types. Additionally, because of the study's interpretive, inductive approach, it also provides an understanding of travel from the perspective of the tourist, a perspective that is often overlooked in other research, and the resultant model is generated from their accounts of their experiences.

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## **CHAPTER 1: INTRODUCTION**

### **1.1 Travelling**

Intuitively, it is understood that tourism depends on transport based upon personal experiences: transport is used in order to travel to go on holiday. The mass media reinforces this intuition. Price rises and taxation, summer delays and cancellations, and the associated holidaymaker disappointment and anger are reported perennially. The academic literature often authenticates popular and media perceptions of transport. In 1966, transport was referred to as “a necessary nuisance” (Clawson & Knetsch, 1966, pp. 33-34) and, more recently, the nuisance was upgraded to a “necessary evil of tourist travel” (Gunn & Var, 2002, p. 52). Yet, stories of good experiences of transport are rare. Reports of the times when tourists’ holidays occur without problems because transportation runs smoothly are rare; in these instances, experiences of transport are often taken for granted.

In previous centuries, the notion of trouble-free travel might be considered comical and, arguably, it might not be considered at all. To travel was to work (Boorstin, 1971). It required money, time and endurance (Towner, 1995), and thus it was a pursuit of the adventurous, the moneyed and the privileged (Towner, 1985). The difficulties were considered by many to be worth it. The Grand Tour completed the formal schooling of gentlemen, provided a perspective of the world otherwise unobtainable in a time before information communication technologies and shaped the lives of society’s greats. Samuel Johnson is quoted as saying that “the use of travelling is to regulate imagination by reality, and instead of thinking how things may be, to see them as they are.” The very act of travel was romanticised; Robert Louis Stephenson said, “For my part, I travel not to go anywhere, but to go. I travel for travel’s sake. The great affair is to move.” But the difficulty of travel gradually eased because of improvements in transportation technologies and consequently travel became democratised, at least within and between the rapidly developing industrialised countries of the world, as a result of newly emerging tourism entrepreneurs who offered package tours. Travel, then, became a commodity and ceased being an activity (Boorstin, 1971). The tourist

was born and the perceived worth of travel decreased. However, the change in society's attitudes can be dismissed as elitism (MacCannell, 1976). As travel has become available to more people, those who were privileged enough to 'endure' it in the past seemingly begrudge its democratisation. But regardless of how certain members of society might view the altered nature of travel, it says nothing about the modern day experience of travelling from the perspective of those travelling. It is this perspective that forms the core of the present study. Accordingly, this chapter outlines the rationale for the study and discusses the transport tourism interface. In doing so, the terms of reference are established and the parameters of study are clarified. Next, the aims of the study are presented, and the structure and content of the thesis's nine chapters are outlined.

## **1.2 The transport tourism interface**

In the present day, and in the broadest terms, transport's role in tourism can be classified in two ways: "transport for tourism" and "transport as tourism" (Lumsdon & Page, 2004, p. 5). The former refers to the use of transport to enable access between home and destinations, around destinations, within large attractions, and back home again at the end of the holiday. The latter relates to tourists' use of transport when it is the central context for the tourist experience. This division corresponds with a two-fold understanding of the economic value of products that can be utilitarian (functional, rational and associated with problem solving) or hedonic (experiential and associated with sensations of pleasure) (Brechan, 2006; Gärling, Boe, & Golledge, 2000). In other words transport is, in one instance, a means of reaching a destination and thus the experience of travel forms an ancillary reason for trip making; however, at the other extreme, enjoyment is derived from travel, transport is a tourism product and the destination might take an ancillary status (Mokhtarian & Salomon, 2001). In this sense, the division forms a useful framework to begin an understanding of the transport tourism interface (Figure 1.1). A range of transport uses within tourism can be mapped onto these two categories and, when placed on a continuum progressing from left to right, the extent to which transport has "intrinsic value as a tourism experience" (Lumsdon & Page, 2004, p. 7) increases.

**Figure 1.1. Synthesising definitions of transport and tourism**

Category	<b>TRANSPORT FOR TOURISM</b> <i>Low intrinsic value as a tourism experience</i>		<b>TRANSPORT AS TOURISM</b> <i>High intrinsic value as a tourism experience</i>	
Reason for travel	Destination Completely Primary Travel Completely Ancillary		Travel Completely Primary Destination Completely Ancillary	
The role of Transport	Significant constraint  <i>Travel is endured</i>	Functional link  <i>Evaluated for efficiency - instrumental levels of satisfaction</i>	Integrated element of experience  <i>Travel style mesh with the experience</i>	Dominates the experience  <i>Travelling style is the main experience enjoyed and desired</i>
Transport Commodity	Taxi Urban bus Metro	Inter-city rail Flights	Scenic car trails Coach tours Cruises City walking tours	Walking Hiking/Trekking Cycling Heritage railways Kayaking Ballooning
	Utilitarian		Hedonic	

**Full inhibitor**  
  
*Travel is not undertaken, even if desired*

Source: (adapted from Brechan, 2006; Lumsdon & Page, 2004; Mokhtarian & Salomon, 2001; Moscardo & Pearce, 2004)

The reason why the value of transport as a tourism experience increases might be explained by Moscardo and Pearce (2004). They considered five different contributions that transport makes to the tourist experience which, when placed on Figure 1.1, provides a gradation between the polar extremes of the hitherto two-fold categorisation. With regards to utilitarian trips, transport might be a functional link that enables access to destinations or a significant constraint that has to be endured; with regards to the use of transport because of its hedonic value, it can be an integrated element of the tourist experience or fully dominate the tourist experience (Moscardo & Pearce, 2004). They also note that transport can be a full inhibitor preventing travel; however, this role is not considered in the present thesis.

Not detracting at all from the conceptual usefulness of the categories of Lumsdon and Page (2004), this thesis uses different labels to denote the same concepts to allow more fluid discussion in the text. Instead of 'transport for tourism', the present study refers to 'tourist transport'. The phrase is chosen because it is consistent with phrases such as tourist attractions, tourist accommodation, tourist amenities and tourist destinations, and highlights the utilitarian use of transport as a supply sector within tourism (Smith, 1988), but equally the term's structure fits with transportation terminology such as passenger transport and freight transport; in this case, the 'thing' that is transported is a tourist. The term 'transport tourism' is used in place of 'transport as tourism' to reflect terms like heritage tourism, dark tourism, health tourism and other special interest tourism variations. In these phrases, a specific form of tourism (heritage, dark, health, and now transport) that gives rise to hedonic tourist experiences is emphasised. Hence, a purposeful attempt is made to move the thesis away from a description of the transport and tourism interface, to locate the use of transport more firmly within a tourism backdrop and, more importantly, to link transport more explicitly to the tourist experience. Accordingly, these terms will be used throughout the thesis.

Tourist transport incorporates a variety of modes including taxi, urban bus, metro, intercity rail and flights (Lumsdon & Page, 2004), urban cycling, intercity coach travel, private and hire car trips and ferry crossings (Page, 2009). This list is by no means exhaustive and other forms of tourist transport exist. They can be privately owned or

hired, and in terms of passenger transportation either scheduled or chartered. This range of tourist transport gives rise to travel that amounted to 922 million international tourist trips in 2008 (WTO, 2009). As great as this number is, it is but a faint shadow of the far greater number of domestic tourism trips (Eijgelaar, Peeters, & Piket, 2008). In this way, tourist transport is vital to touristic holidaymaking but also the success of other sectors of the economy that cater for tourists' needs (Leiper, 1979; Mill & Morrison, 2002). Accordingly, much research has been undertaken focused on the successful management of tourist transport across the full range of modes, covering marketing, safety, operations management, policy and planning, human resource management, accessibility, sustainability, pollution, carbon offsetting and congestion to name some of the key areas of study. However, these studies are not reviewed because the nature of management practices and their effectiveness are not of concern in the present thesis. What becomes clear is that the role of transport as part of the tourist experience is not considered; the users of tourist transport are referred to, in the main, as passengers or customers (Page, 2009). From a management perspective, this phrasing is understandable because, regardless of purpose of trip, efficient transportation is the goal. From an academic research perspective, however, the difference matters because if experiences of transport are ever to be embedded within the broader tourist experience, a departure from the reliance on existing supply side terminology is needed.

Transport tourism, on the other hand, has a more obvious link with the tourist experience because it relates to forms of tourism that have the mode of transport at their core; examples include cruises (sea, river or lake), coach tours, railway journeys, sailing, canoeing/kayaking, cycling, scenic car trails, scenic flights and different forms of walking for pleasure, such as hiking, trekking and strolling (Lumsdon & Page, 2004; Page, 2009). In the present study, walking is not considered; the focus of the research is on vehicular transport. These forms of tourism are popular and, although affected by the current global economic downturn like most forms of tourism, broadly growing in popularity (Intel, 2009a, 2009b, 2009c, 2009d, 2010). However, despite the popularity of these forms of tourism and the more obvious link with the tourist experience, relatively few researchers have attempted to study the experiences of tourists who take such holidays. The preoccupation, instead, with many tourism researchers tends to be on

tourists' experiences at destinations (for example, Boorstin, 1971; MacCannell, 1976; Uriely, Yonay, & Simchai, 2002; Urry, 1990; Urry, 2002a, 2002b). A common sense reason for the dominance of destination focused tourist experience research is because it reflects holiday taking generally: more people opt for traditional destination-based holidays than touring holidays. But the increasing number of people taking touring holidays by a range of transport tourism modes/products suggests that increased study of tourists' experiences of transport tourism is needed to ensure the body of research remains broadly representative of real world market developments.

Since the turn of the millennium, the growth of research into tourists' experiences of transport tourism has started to take place. Research focuses on a range of transport tourism types, incorporating instances of fully independent travel and the packaged offerings of operators, such as cruises, coach tours, cycling holidays, railway tours (for example, Dallen, 2007; Dickinson, Calver, Watters, & Wilkes, 2004; Dickinson, Robbins, & Fletcher, 2009; Edensor & Holloway, 2008; Huang & Hsu, 2009, 2010; Lumsdon, 2000; Su & Wall, 2009; Tucker, 2006, 2007). However, consideration of experiences across a range of transport tourism alternatives has yet to be conducted. What is also noticeable in these studies is that the research usually centres on a particular aspect of the tourists' experiences, such as reasons for taking the holiday, interactions with other people and perceptions of the effect of their holidays on the environment to name a few. However, the way in which these elements come together and are experienced as a whole is seldom studied or, if it is, it tends not to be from the perspective of the tourist (Edensor & Holloway, 2008). Therefore, there is a need to consider tourists' experiences as perceived by tourists themselves across a range of transport tourism types, and thus not limiting study to one particular element of experience. As a result, the present study seeks to contribute to knowledge through the development of a model that enables such an understanding.



### **1.3 Parameters of the research**

In so much as it is important to explain the rationale for the study at the outset, it is also necessary to delimit its scope. Although tourists' experiences of transport in both its forms – tourist transport and transport tourism – are largely under-researched, the model presented ultimately in the thesis focuses solely on the latter. In order to frame its development the former is considered as well initially. For this reason, the thesis's literature review focuses on both aspects and proposes a theoretical typology of transport tourist experiences incorporating both categories. However, the progression of the study into its primary research phase is limited to transport tourism.

With regards to transport tourism, regardless of whether independent travel or organised by an operator, two principal experiential components can be identified: travelling experiences and destination experiences. The extent to which travelling experiences or destination experiences compose a tourists' experience of transport tourism depends on the nature of the holiday taken and personal preference. However, this study moves away from consideration of both aspects. As highlighted in Section 1.2, there exists a great deal of work on destination experiences because this is how the tourist experience is conceived traditionally. For this reason, it is doubtful whether such a focus would necessarily yield anything that might be labelled a contribution to knowledge. But, as also outlined in Section 1.2, tourists' experiences of the travelling component of transport tourism is researched much less frequently. Furthermore, the approach to study has been fragmented. Therefore, this study seeks to provide a more holistic analysis of tourists' experiences of transport tourism, but limited to the times spent travelling. In this way, there is scope for a genuine contribution to knowledge to be made. To achieve this goal, four aims guide the research.

## **1.4 Aims**

1. To appraise theories and concepts relating to transport and tourism, and the tourist and leisure experiences.
2. To ascertain the content of the tourists' experiences of transport tourism.
3. To analyse the factors that influence tourists' experiences of transport tourism.
4. To develop a tourist experience model that applies to transport tourism.

## **1.5 Thesis structure**

The thesis is divided into nine chapters. Following the introduction, the next three chapters present the study's literature review. Chapter 2 focuses on 'transport and tourism'. In this chapter, both tourist transport and transport tourism are considered. The facilitative role of tourist transport in destination development is outlined and recent interest in its negative externalities is considered. Then, the focus switches to tourists' experiences of transport. First, experiences of transport tourism are considered, and studies relating to cruise, coach, cycling and railway tourism are reviewed. The studies tend to be mode-specific and, even then, give little indication as to the nature of tourists' experiences of transport. In terms of tourists' experiences of utilitarian transport, less still is written. Therefore, the literature relating to experiences by way of the disutility and positive utility of travel is consulted.

To gain an understanding of tourists' experiences of transport tourism, the wider tourist experience literature is reviewed in Chapter 3. It covers various approaches to the study of the tourist experience, including the definitional approach, post-hoc satisfaction approach and immediate conscious experience approach, and linkages with leisure studies are explored. Within these approaches, different sub-foci are identified and the associated studies are critiqued. The outcome of this review and that of Chapter 2 are brought together in Chapter 4, where the theories and concepts relating to transport and tourism, and the tourism and leisure experiences are synthesised in a theoretical typology of the transport tourist experience. This typology suggests that tourists' use of transport results in four broad experience types: the positive transport tourist

experience, the reluctant tourist experience, the passive transport tourist experience and the active transport tourist experience. The first two relate to experiences of tourist transport, while the last two relate to experiences of transport tourism. Thus, the typology of experiences provides the framework for the primary research which focuses solely on transport tourism, that is, the passive and active transport tourist experiences.

The methodology of the study is explained in Chapter 5. The research philosophy and approach that underpin the primary data collection are explained. As an interpretive, inductive piece of research, an appropriate research strategy is identified to enable the achievement of the aims, and the data collection technique is justified. Twenty interviews were conducted with coach and cruise (passive), and cycling and sailing (active) tourists. The procedures for the analysis of the data that were gathered are outlined and attention is paid to quality issues and ethics in research. In particular, the differences between quality issues for positivist quantitative research and those relevant to this work, an interpretive qualitative study, are explored, and their practical application is described.

Chapters 6 and 7 present the findings of the analysis of the primary data. Chapter 6 centres on the passive transport tourist experience, while Chapter 7 relates to the active transport tourist experience analysis. As an inductive study, neither chapter utilises the literature to structure or guide the analysis. Instead, the categories that are generated arise from the interviewees' accounts of their experiences of transport tourism. Hierarchies are formed, and categories and sub-categories identified. The categories refer to the influences on tourists' experiences of transport tourism, while the sub-categories describe the content of experiences linked to the various influences. The chapters end with a description of the passive and active transport tourist experience respectively.

The separate analyses are then brought together in Chapter 8. Here, a discussion of the primary data analysis in the context of the literature is presented. The chapter shows that the tourists' experiences of transport tourism are predominantly visual and relate to the things seen along the route in particular. However, in combination with the mode, the

route also poses challenges that have to be faced. The influence of others (including other people – family, friends and other tourists – and tourism operators) impacts on tourists' experiences of transport tourism, although less so than the route. Least influential of all are destinations, not in terms of tourists' experiences at the destination but with regards to their anticipation and memories of destination experiences whilst travelling. The chapter finishes by combining these influences and the associated experiences in a tourist experience model that applies to transport tourism.

The thesis concludes in Chapter 9. Here, the contribution to knowledge provided by the study is articulated. Its quality is evaluated using the standards identified in the methodology (Chapter 5), and the strengths and the limitations of the study are discussed. The thesis finishes with considerations for future research.

## **CHAPTER 2: LITERATURE REVIEW – TRANSPORT AND TOURISM**

### **2.1 Introduction**

Perhaps what is most noticeable about the literature related to transport and tourism is that so little has changed in almost 30 years. In 1982, Halsall edited a selection of papers on transport and recreation. This early work acknowledged transport as both a means of accessing recreation, and as a recreational activity in itself. However, none of the contributions explicitly addressed tourism. This is perhaps explainable because of the largely geographical focus of the papers – issues related to accessibility and space predominate – but it is also a reflection of the embryonic state of tourism as a field of research at the time. Just over a decade later, Knowles (1993) proposed an agenda for transport geography research and presented an indicative bibliography relevant to each agenda item. The bibliography regarding travel, recreation and tourism was limited compared to other agenda items, suggesting that progress since Halsall's (1982) book had been slow. The work that had been published after Halsall was predominantly in transport geography journals or occupied single chapters in transport textbooks rather than acting as the prime focus. Ironically, transport received similar treatment in the tourism literature where the focus of study was more upon the destination, the tourist or the emerging sustainable tourism debate, whilst transport was considered a “necessary evil” (Gunn & Var, 2002, p. 52) of tourism and somewhat sidelined.

The situation started to change in the mid- to late-1990s. Page's (1994, 1999) textbooks, the first major texts focused solely on transport and tourism, signalled that consideration of the relationship between these two areas of study would be a step closer towards achieving a more holistic understanding of the phenomenon of tourism. His work on the subject has continued to be refined in the 21st century (Page, 2005, 2009). However, despite the increased appreciation of transport and tourism as a viable area of study, Lumsdon and Page (2004) note that research has been slow to emerge. They report that until 2004, only 14 articles in key transport journals were found to concentrate on tourism specifically and another 75 focus on travel; meanwhile, in the tourism literature, only 24 articles centre on transport specifically and a further 50 deal with the subject

more broadly. Updating this finding in 2009, Page notes that a further 90 journal articles have been published since 2004 on the topic of transport and tourism (Page, 2009). Most recently, and in acknowledgement of the growth of research in the field in the twenty-first century, Hall (2010, p. 5) praises particularly UK-based academics' efforts to "re-emphasize the significance of the transport-tourism interface."

In this context, the present chapter provides a review of the literature on transport and tourism. It covers transport and tourism in its widest possible context, including both tourist transport (the use of transport as a functional means of access to, from and around destinations) as well transport tourism (when it is an integral part of the tourism product, for example cruises, boating/sailing, coach tours, cycling and rail journeys). First, the role of transport as a means of functional access and its impacts on destination development are considered, and then the negative externalities (principally its ecological impacts) of both functional access and transport tourism product use are explored, although walking/hiking as a form of transportation is purposefully omitted to allow a detailed focus on vehicular tourism (non-/motorised modes) which relates to the aims of this thesis. Next, studies of the experiences of tourists using transport are reviewed, a theme central to the purpose of the present research. It demonstrates that existing research is scarce and fragmented in nature. The focus of much of the limited research has been on experiences of tourists associated with particular modal transport tourism product types (cruise, coach, cycle and railway), and an overarching understanding of tourists' experiences of transport as tourism product is lacking. Moreover, the literature review demonstrates that study of tourists' experiences of functional transport is entirely absent and so, instead, research focused on travel and transport economics is drawn upon.

## **2.2 Transport's role in tourism development**

Transport's role in providing access to tourism is widely acknowledged. Thurot (1980, cited in Pearce, 1995) demonstrates that transport acts as a means of movement from origin to destination in a variety of contexts – domestically and internationally; between developed countries; and from developed to developing countries – as well as the rarity

of mass tourism travel from developing to developed countries. Although useful for understanding global tourist flows and access to tourism, Thurot's emphasis on inter-/intra-core and core-periphery movements means that a fuller appreciation of transport's role in tourism is neglected. Flows are presented as unidirectional, whereas journeys back to the origin are a component of all touristic movements. In contrast, Leiper's (1979) tourist systems model incorporates this element, with journeys to and from the destinations based in the transit routes.

Models that demonstrate transport's importance in providing access to tourism destinations have received support. It is acknowledged that effective transport is necessary to facilitate tourism. Prideaux (2000a, p. 230) suggests that access is a "key determinate of the rate and size of growth" of tourism at a resort. Others share this opinion (Butler, 1985; Henderson, 2009; Khadaroo & Seetanah, 2007, 2008; Lian & Denstadli, 2010; Lumsdon, 2000; Prideaux, 2000b; Towner, 1995). These studies of the growth of tourism in core tourism generating and receiving areas, principally Europe and North America (Towner, 1995), make reference to transport as a key factor in the democratisation of travel; as the main reason that the 'tourism industry' expanded to envelope new destinations; and, as a catalyst for growth of complementary supply sectors, for example, tour operators, accommodation and destination management organisations.

However, it is too simplistic to suppose that the absence of transportation is the key reason preventing the development of tourism. Although ineffective or immature transport systems might be a barrier to tourism development, it should not be assumed that improvement will necessarily lead to the growth of tourism at destinations. Wilson (1966, cited in Black, 2001) notes that transport investment will only lead to development if the lack of transportation is the cause for industry failure. For instance, Worthington (2003) notes that although developments in transport infrastructure aided the growth of tourism in Pärnu, Estonia, it was less important than the changing political environment, namely its transition from a Soviet republic to an independent state in 1991 and the resultant policy shifts. This observation supports Leiper's (1979) tourism systems model which emphasises the influence of external environments on

tourism; a dimension that is absent in other conceptualisations of travel flow models. However, in some cases the mismanagement of transport, rather than its absence *per se*, has been cited as the reason for underdeveloped tourism at destinations (Raguraman, 1998; Tisdell & Wen, 1991; Turton & Mutambirwa, 1996; Waitt, 1996). Effective management has also been suggested to be an important factor in making destinations accessible to all, and is considered especially important by tourists with mobility disabilities (Lovelock, 2010).

As helpful as origin-destination models are for understanding the movement of tourists from origin to destination, they are blunt tools for understanding the finer role of transport in tourism. For example, the role of transport within the destination itself is less well researched (Dickinson, et al., 2009; Oppermann, 1992). Pearce (1981, cited in Pearce, 1995, p. 8) advances this understanding somewhat in his study of the movements of residents and tourists within and around Christchurch, New Zealand. He demonstrated that transport is vital for access to and from Christchurch (domestically and internationally); day trips around the city; day trips or longer stays from the city to resorts in surrounding regions; and, to facilitate multi-centre tours from the city to the wider region/country. Therefore, considerations of tourist transport must also reflect accessibility dimensions within the destination, not simply getting to and returning from it.

### **2.3 The impacts of tourism transportation**

The previous section discussed the criticality of transport for the growth of tourism. Although it is impossible to quantify exactly how important transport is to the development of destinations and the growth of tourism sectors therein, the literature suggests that adequate transport infrastructure and its effective management are influential factors. In this respect, the link between transport and tourism is established solidly. Certainly, the growth of tourism at destinations will lead to the increased use of transport. For this reason, a large and growing portion of the literature has focused upon the negative impacts of tourism transportation. To some extent, these concerns parallel



the general interest in sustainability within the tourism literature emerging during the 1990s.

The focus of the transport and tourism impact literature is mainly upon its environmental impacts. This is understandable because, although “often thought greener than traditional heavy industry... [tourism] is a major source of pollution and environmental degradation” (Dickinson, et al., 2004, p. 104). Moreover, transport’s contribution to pollution and environmental degradation is far greater than other tourism supply sectors. Becken, Simmons and Frampton (2003) comment that transport accounts for 70% of all energy used during holidays in New Zealand. The next largest sectors, attractions and accommodation, use 10-20% depending on whether the tourist is domestic or international. A similar study in the Austrian Tyrol (Lange, 1995, cited in Høyer, 2000) finds that transport accounts for 40-60% of tourists’ environmental loads (energy use, and the emissions of carbon dioxide, nitrogen oxides, carbon monoxide, volatile organic compounds and sulphur dioxide); in contrast, accommodation and attractions accounts for 20-30%. Lumsdon and Peeters (2009) note that transport is responsible for 75% of the carbon dioxide (CO<sub>2</sub>) emissions attributed to tourism, as well as resource depletion. However, regardless of the numeric differences, it is clear that there is consensus that transport is the most environmentally detrimental sector in the tourism industry. Furthermore, transport’s impact upon destinations is not limited to vehicle emissions, factors such as congestion, noise, increased risk of accidents and parking issues are also considered (Dickinson, et al., 2004). Private car usage and air travel result in greater energy consumption and, consequently, greater pollution and environmental degradation than other modal alternatives (Becken, 2002; Becken, et al., 2003; Böhler, Grischkat, Haustein, & Hunecke, 2006; Dubois & Ceron, 2006; Lukashina, Amirkhanov, Anisimov, & Trunev, 1996; Lynes & Dredge, 2006). Hence, there is increasing interest in the possibility of modal shift to reduce said impacts.

### **2.3.1 Modal shift to reduce ecological impacts**

Studies focused upon the private car have often investigated means of encouraging reduced car use (Gronau & Kagermeier, 2004). Research has been undertaken to

determine ways to encourage a shift to environmentally less harmful modes. These attempts have been categorised as either ‘carrot’ or ‘stick’ methods, to incentivise or penalise modal choice (Holding & Kreutner, 1998). Examples of ‘carrots’ to encourage a shift to more environmentally sound modes are the development of efficient and cost effective public transport alternatives (Holding & Kreutner, 1998), bespoke public transport routes that are designed to be attractive to tourists as opposed to utility passengers (Lumsdon, 2006), the effective marketing of public transport (Lumsdon, Downward, & Rhoden, 2006), and the development of cycle routes and footpaths (Cullinane, 1997). However, research suggests that such carrots are not effective entirely without a complementary set of ‘sticks’ (Holding and Kreutner, 1998). Examples of deterrents are parking charges (Holding & Kreutner, 1998), road closure and reduced parking at tourist attractions (Lumsdon, 2006).

Despite the need for ‘sticks’ to properly encourage modal shift, there is agreement that deterrents are unpopular with the host population who are also often affected by such measures (Cullinane and Cullinane, 1999). Amongst car users themselves, modal switch initiatives’ chances of success are varied. Based on psychographic variables, Anable (2005) found that four car user types could be determined (along with a further two non-car user groups). Two of the four car-user groups, the Die Hard Drivers and the Complacent Car Addicts, showed great attachment to the car and low intention to use alternative modes in future. On top of these variables is the issue of personal mobility. Lovelock (2010) found that mobility-disabled tourists are aware of the ecological impacts of motorised tourism transport, particularly in rural and wilderness areas. However, their enhanced need for motorised access because of their mobility disabilities meant that they favoured expansion of networks for motorised travel despite its negative ecological impacts. Therefore, the need to embrace social inclusion issues in tourist transport policy decisions is recognised.

### **2.3.2 Tourists’ use of transport that is unlikely to allow for modal shift**

In contrast with the private car, research into dealing with the environmental impact of air travel has not had a modal shift focus. This fact is presumably because air travel has

few feasible alternatives to facilitate the rapid transportation of tourists over long distances. Indeed, this reliance has become amplified as tourists are increasingly choosing long haul destinations where air travel forms the only feasible means of transportation (ATAG, 2002). Therefore, academic research has focused upon the reduction of emissions at source (Böhler, et al., 2006), and reducing noise and congestion through advanced air traffic control procedures (Clarke, 2003; Golaszewski, 2002). However, despite academic interest and industry investment in reduction at source, it is claimed that any benefits have been outstripped by increased demand for air travel (Schafer and Victor, 2000, cited in Lumsdon & Peeters, 2009). Additionally, it is maintained that airlines can never become truly 'green' because of the quantity of fossil fuels used (Lynes and Dredge, 2006). Therefore, airlines can, at best, aim to become greener to minimise environmental degradation, and also appeal to tourists' increasing environmental conscience as a means of product differentiation.

Other instances in which modal shift is not a realistic proposition are those in which the mode of transport is a central component of the holiday itself, such as boating/sailing, cruises, coach tours, railway holidays and cycling holidays. In other words, the mode of transport is integral to the holiday product that is purchased and the tourist experience (Lumsdon & Page, 2004; Page, 2009). Given the lack of alternative in these instances, the aim of much of the research on transport tourism has been simply on analysing its ecological impacts rather than ways of encouraging alternative modal use or minimising impacts.

Research on water-borne modes of transport encompasses boating/sailing and cruising, and the main focus of the ecological externality studies is on their impact on marine life (for example, Christiansen, Lusseau, Stensland, & Berggren, 2010; Constantine, Brunton, & Dennis, 2004; Stensland & Berggren, 2007; Weinrich & Corbelli, 2009). Broadly speaking, an increase in tourist boat/ship numbers has an adverse effect on marine life. The implications of the simulated model of Anwar, Jeanneret, Parrott and Marceau (2007) are perhaps more insightful. They suggest that an increase in the happiness factor of boat tour agents (defined as the ratio of whale watching time over the trip duration) can result from co-operative behaviour amongst operators but, in turn,

is associated with an increase in risk (intensive observation and collision risk) to whales. In short, it seems the success of tourism and recreational boat trips are at odds with the well-being of marine life.

The aforementioned water-borne modal studies tend to be of localised ecological impacts, but there is also evidence of regional and global implications. For example, of some concern are carbon emissions of cruise ships and their contribution towards climate change. Howitt, Revol, Smith and Rodger (2010) investigated energy use associated with the overnight 'hotel' function of cruise ships travelling to New Zealand and found that, on average, cruise passengers use 1200 megajoules per night; roughly 12 times the amount of energy used by land-based hotel guests per night. Additionally, they demonstrated that cruise ships emitted 390g CO<sub>2</sub> per passenger-kilometre, approximately 3-4 times that of aviation travellers to New Zealand. Eijgelaar, Thaper and Peeters (2010) report a different figure and unit of measurement with regards to Antarctic cruise tourism. They claim that emissions of 169 kg CO<sub>2</sub> per passenger per day are created, which relates to approximately eight times more greenhouse gas emissions than the average international tourism trip. Regardless of the differences in figures, in general there is agreement that cruises can have detrimental ecological impacts that can contribute to climate change. Climate change, in turn, can adversely affect glacial and permafrost areas causing the thinning and melting of ice which leads to increased risk of damage to cruise ships by iceberg impact (Rabassa, 2009).

Land-based modes of transport tourism, particularly motorised modes, and their ecological impacts also receive attention in the literature. A study in New Zealand has demonstrated that CO<sub>2</sub> emissions of coach tours (229 kg CO<sub>2</sub> per passenger-kilometre) are amongst the greatest of a range of tourism product types, although this figure is largely a result of the contribution of air travel to the total emission value (Becken & Simmons, 2008). Moreover, because the pattern of coach touring tends to focus on key attractions and routes, as opposed to other tourism types such as backpacking which is more dispersed, other externalities such as congestion are greatest (cf. Dickinson, et al., 2004).

However, it is inaccurate to say that coach tours are equally ecologically detrimental. In her study of coach tour patterns and impacts, again in New Zealand but this time comparison was not in relation to other tourism types but rather by tourist macro-regional cultures (Asian, Australian, European and North American), Becken (2005) found that differences were evident. Asian and North American coach tours were clustered most around tourism hubs, showed highest degrees of mobility and energy demand per day (once again, totals incorporated both air and road transport), however these groups also spent the most money during their trips. Therefore, the patterns of travel during tours determined by the tour operator can influence energy use and presumably emissions, although this aspect was not discussed by Becken (2005). Therefore, it appears reasonable to infer that although modal shift might not be a realistic proposition when transport is the tourism product, opportunities to reduce ecological externalities exist by altered route design. However, as Lumsdon (2006) points out with regards to tourism bus service design, market demands cannot be overlooked if the product is to succeed in a real world context. In other words, altered route design for the most ecologically harmful coach tours reported in Becken's study might serve to reduce energy use and emissions, but consequently might also be less profitable for companies and destinations. Once again, it seems the success of transport tourism is largely at odds with broader ecological aspirations.

### **2.3.3 Transport tourists' attitudes towards ecological impacts**

Unfavourable findings associated with transport tourism continue to emerge with regards to levels of ecological concern amongst tourists using said products. Diedrich (2010) demonstrates that although cruise tourists exhibit some concern regarding harm to marine environments, they are statistically significantly less concerned than tourists staying overnight at land-based resorts. Eijgelaar, et al. (2010) concur that cruise tourists to Antarctica demonstrated no higher awareness of environmental issues than the average international tourist, nor a change of attitude or behaviour with regards to climate change and greenhouse emissions. This finding is particularly worrying because, as Eijgelaar, et al. (2010) point out, Antarctic tourism is often promoted as 'last chance tourism' providing educated, high-income tourists with the opportunity to

see Antarctica before it is altered forever by the forces of global warming. However, it is not entirely surprising given the fact that most of their respondents believed that climate change was mainly due to natural rather than anthropological causes, a finding Eijelaar, et al. (2010) note as being different from commonly held views found in general population surveys.

In contrast with these results, coach tours in fragile eco-tourism destinations have been shown to provide great opportunities for pro-environment education and alteration to behaviours, certainly in the short term, when compared to other tourist types (Beaumont, 2001). However, this result was usually because of the nature of coach tourists who, Beaumont (2001) claimed, tend to display the lowest levels of awareness of environmental issues at the start of the trip, and hence were in a position to learn most during the trip.

#### **2.3.4 Transport tourism modes with limited impact**

Not all forms of transport tourism are criticised because of their ecological impacts. Cycle tourism has been researched either fully or partially in terms of a sustainable transport tourism and would appear to provide a suitable alternative to some motorised transport, notably the car (Dickinson & Dickinson, 2006; Lumsdon, 2000). However, Dickinson and Robbins (2009) found that cycling was often considered ‘for other people’. That is to say, there is some doubt as to whether modal shift to cycling is always a realistic notion. Moreover, cycle tourism often incorporates motorised modes used to transport cycles to the visited destination (Dickinson & Dickinson, 2006). For example, some 21% of cyclists surveyed in Purbeck stated that they had left their cars in the area (Dickinson & Robbins, 2009).

It is also important to consider that cycling may have limited regional and global ecological impacts, in that it does not emit greenhouse gases or involve energy consumption during use (Ritchie, Tkaczynski, & Faulks, 2010), but it can have direct and more localised ecological impact. For instance, Goeft and Alder (2001) found that mountain biking resulted in both soil compaction and erosion, and was especially the

case in downhill and on curved sections of trails. However, they went on to suggest that awareness of the places where greatest ecological impacts might occur could lead to effective management intervention to minimise impacts. Symmonds, Hammitt and Quisenberry (2000) concur and even go so far as to say that the utilisation of appropriate erosion minimisation techniques, such as water bars, can actually enhance the mountain bike experience.

### **2.3.5 A final observation: railway tourism and ecological impacts**

A final note for this section relating to the impacts of transport and tourism is the apparent absence of research into rail tourism (as distinct from rail transportation) in the mainstream tourism and transportation journals. In spite of this omission, the body of the transport and tourism impacts literature shows tensions between the increased use of transport to facilitate tourism, the increased use of transport as the main context for the tourist experience and pro-environmental aspirations.

## **2.4 The experiences of tourists using transport**

The previous sections centred on the use of transport to access destinations and the impacts of the use of transport in tourism. In both cases, the focus tended to be upon the geographical components of tourism: destinations and global implications. In this section, the emphasis moves to the tourist as a user of transport. Five literature review sub-sections are presented that focus on the experiences of tourists using transport. The first four relate to instances when transport is the central context for the tourism product: cruise tourism, coach tourism, cycle tourism and railway tourism. The fifth sub-section centres on research exploring tourists' experiences of transport in its purely functional, access enabling role. Once again, walking is not included because the present study is concerned with tourists' experience of vehicular transportation.

### 2.4.1 Cruise tourism

Cruises are considered to be standardised mass tourism products, and represent tourist bubbles (Jaakson, 2004), or safe-havens for tourists travelling through unfamiliar environments. Jaakson (2004) also notes that on disembarking a cruise ship, tourists leave one tourist bubble for another, the port, and identifies four types of cruise tourist behaviour whilst in port – the shopper browsers; the café crowd; the pack; and the explorer – with numbers in each category declining as the list progresses. However, the focus is on time in port not on board the ship. Weaver (2005) attempts to analyse the tourist bubble of the cruise ship using Ritzer's 1993 thesis of McDonaldization, namely by efficiency, calculability, predictability, control and the irrationality of rationality. He concludes that although some aspects of the cruise product conform to the McDonaldization thesis, it is not an entirely satisfactory lens for providing a complete understanding of cruises and that risk, particularly, is absent (Weaver, 2005). He also comments that there is a need in future to investigate how tourists' experience McDonaldization on cruise ships:

“Why do some tourists choose to take holidays within McDonaldized environments? Why do others avoid these environments with such vehemence? How do tourists perceive various risks and hazards on board? To what extent do they believe that cruiseships offer a diverse array of products and services? To date, research that examines their experiences within enclosed holiday environments is rare” (Weaver, 2005, p. 361).

However, one study that does focus explicitly on cruise ship tourists' experiences is that of Szarycz (2008) whose phenomenological analysis centres on passenger freighter travel, a novel alternative to the mainstream cruise product that perhaps challenges the universal applicability of Jaakson's (2004) 'cruise as tourist bubble' maxim. He finds that passenger freighter travel was “viewed as a positive, beneficial and rewarding experience, offering opportunities for self-development, reflection, social interaction and cross-cultural immersion and learning” (Szarycz, 2008, p. 268). However, the



extent to which it was positive is perhaps unclear because negative aspects are skipped. For instance, when discussing connection to social surroundings he states,

“[s]ure enough, the participants spoke of occasions and people that had been disagreeable. But, as one respondent recalled, *it would be unwise for me to dwell on the bad stuff*” (Szarycz, 2008, p. 263; italics as in original).

Although the respondent might have considered it wise to overlook ‘the bad stuff’, the wisdom of a researcher labouring under the phenomenological paradigm overlooking the same is questionable. It might be argued that adopting the post-experience desires of the respondents to ‘brush over’ negative experiences is in direct contradiction with the central aim of phenomenology which seeks to discover the essence of lived experience, and not to construct a version of idealised experience after the event. Despite this possible methodological weakness, the study very usefully provides a valuable insight into passenger freighter travel, a sub-segment of cruise tourism that is otherwise ignored.

As mentioned by Szarycz (2008), social aspects are a component of mainstream cruise tourism. Huang and Hsu (2009) showed that social interactions between cruise tourists, discussed in terms of C2C (customer-to-customer) interactions, can take three forms. First, there can be no/little interaction with negligible impact on the cruise experience. Second, there can be spontaneous interaction that “became an autotelic part of the cruise experience” (Huang & Hsu, 2009, p. 558), with reference to the intrinsically rewarding and playful nature of such interactions. Third, close interactions could result in lasting relationships that form a highlight of the cruise experience. Interestingly, in all cases, social interaction was never especially sought and most tourists adopted a “passive” (Huang & Hsu, 2009, p. 560) approach to social interaction. This finding is supported by Hung and Petrick (2010) who studied the motivations of cruise tourists, only to remove social interaction (or “socialization”) in the final presentation of motivations, leaving four motivational dimensions: self-esteem/social recognition; escape/relaxation; learning/discovery and thrill; and finally, bonding (with friends/family).

In this light and in a later study, Huang and Hsu (2010) investigated vacation satisfaction of cruise tourists based upon their social (or, again, C2C) interactions. Here, they draw a distinction between this satisfaction study and their work published in 2009 focusing on experiences. Huang and Hsu (2010, p. 80) utilise Yi's definition of satisfaction: the evaluation that an experience is as pleasant as it was supposed or expected to be. The quality, and not the quantity, of interactions were found to be important, and the quality (positive or negative) of interactions could affect tourists' evaluations of the overall cruise experience. The impact of social interaction on satisfaction was "subtle and latent rather than evident" (Huang & Hsu, 2010, p. 87), whereas organisation-related (customer-to-employee) interactions is evident, possibly because tourists do not have clear expectations of social interaction before embarking upon cruises but do have clear service expectations. It should also be noted that the Huang and Hsu (2010) study focused on interactions with one other passenger, whereas they acknowledge that in reality interactions are more numerous and complex.

Possibly because of the apparent limited enthusiasm on the part of the cruise tourists for social interaction with strangers as a sought after part of the cruise experience and a comparatively greater desire for bonding (Hung & Petrick, 2010), social interactions of tourists travelling on cruises as part of groups have been explored. Yarnal (2004) focuses on the importance of play in the group tour cruise experience. She found that during cruises the group tourists became more animated, observant, talkative and lively. Also of particular importance to the present study, but only a passing comment by Yarnal (2004), is the difference the group tourists perceived between the playful experiences onboard the ship and those associated with travelling to the ship from home. She quotes one respondent:

"...for many of these individuals the journey to the ship was something you 'suffer through to get where you are going.' Nonetheless, these negative experiences associated with getting to the ship did not prevent participants from repeating the experience. As one 'old timer' said, 'Well, unless they perfected teleporting, I guess we just have to put up with it. Or stay home and I ain't doing that. I'd miss out on all the fun'" (Yarnal, 2004, p. 360).

This quote would appear to indicate differences in experiences of transportation in tourism depending on its purposes. Back onboard, the playful experiences arose from the group dynamics and also, in turn, strengthened the group dynamics. People were not only friendly to one another but wanted to be seen to be friendly to one another, and thus openness and connection were encouraged and story telling played a key role in cohesion. Interestingly, play related not only to the feelings of the tourists, but also to their “playing with time” (Yarnal, 2004, p. 362). Cruises allowed people to slow down and relax or speed up and participate in numerous activities, typically in opposition to their everyday life experiences. Cruises also allowed older tourists to engage in youthful play and demonstrate zest for life, independence and adventurousness, but also to sit together and talk or participate in hobbies.

In a later study, Yarnal and Kerstetter (2005) discuss cruise ship space and social interaction amongst group cruise tourists. Cruise ships are be likened to third places, “[f]amiliar enough for comfort, yet physically far enough removed from paramount reality for social and emotional distance, this space was used for both escape and interaction” (Yarnal & Kerstetter, 2005, p. 376). In this sense, the tourist bubble (Jaakson, 2004) of the cruise ship not only insulates tourists from ‘alien’ tourism environments (incorporating physical and cultural aspects of destinations), but also fosters group tourist interaction because it insulates tourists from their everyday worlds too. Therefore, Yarnal and Kerstetter (2005) contend that cruise ships are a place for *communitas* (a sense of community, spontaneous behaviour and open, non-ordinary behaviour: Turner, 1969) achieved only in liminality (environments and conditions outside everyday life: Turner, 1969). However, this finding would appear to be the case mainly for tourists who begin their travels as groups in the first place.

#### **2.4.2 Coach tourism**

From very limited attention in the tourism literature in the 1990s (Dean, 1993; Downward & Lumsdon, 1999), research into the experiences of coach tourists is expanding slowly. Enoch (1996, p. 601) claims that coach tours are similar to other

package tours in that they are “an effective way of visiting the largest number of sites on a given trip duration, travelling in relative safety to faraway countries with strange cultures, unreliable transportation, and doubtful standards of hygiene.” Tours are comparatively low cost, with an inflexible, set itinerary (possibly chosen from a wide range of alternatives), whilst offering enjoyment and social interaction to travellers (Enoch, 1996). Baloglu and Shoemaker (2001) confirm this contention, showing that senior tourists participate in coach tourism because of opportunities to socialise with others, enjoyment, safety and cost-savings that are available through the product offering. However, that is not to say that coach tours should be stereotypically considered a tourism option for the senior travel market alone; Tucker (2007), for instance, focuses specifically on young people, defined as 18-35 year olds, on coach tours.

Although not explicitly discussed with reference to Jaakson’s (2004) ‘tourist bubble’, coach tours can be suggested to offer an insulated environment similar to cruise ships (Tucker, 2007). Larsen (2001) agrees, and suggests as a result that the travel experience is visual, and labelled the ‘travel glance’, because of the exclusion of other sensory stimuli resulting from vehicular insulation. In contrast, Edensor and Holloway (2008: 486) warn against the common assumption that coach tours “involve seamless visual consumption of spectacle within an ‘air conditioned bubble’ that limits sensory and experiential diversity.” They suggest the experience is more complex, with various factors including the destination, tour itinerary, the vehicle itself, the route and other people impacting on tour rhythms, and framed by rhythms of everyday life.

Their rhythmanalysis of a coach tour indicates that stops and disembarkation create a rhythmic consistency to a tour in which tourists know what to expect (Edensor & Holloway, 2008). Similar to Jaakson’s (2004) contention about cruise ship passengers exchanging one tourist bubble for another on disembarkation, Edensor and Holloway (2008, p. 495) comment how coach tourists at stops/disembarkation become part of a greater mass of tourists who “perform routine practices; buying a keepsake or lining up to photograph a view” as well as everyday life necessities such as “lunch, exercise and toilet breaks.” The travel experience, itself, results in somatic rhythms (Edensor &

Holloway, 2008), such as rumbling stomachs, hunger, feet tapping to release energy, cramps and motion sickness, which are often at odds with these rhythms in everyday life and thus influence the overall experience. The rhythms of smooth driving of the coach can lull passengers into relaxed states or to sleep; stopping or sudden braking produce discordance and narrow roads, gusts of wind, steep gradients and sharp bends “modify bodies from relaxed positions, shifting modes of attentiveness and affective-sensual registers” (Edensor & Holloway, 2008, p. 496).

Tucker (2007) comments on how coach tour experiences are also determined by the role of the operator. In her study of young people on coach tours she discusses ‘chuck and fuck’ tours, in other words tours promoted around the themes of heavy alcohol consumption and sex, and how behavioural expectations and norms can influence tourism performances. Edensor (2007, p. 202) agrees with this proposition, suggesting that tourism generates

“a shared set of conventions about what should be done, how to travel and what actions are appropriate... These practical tourist norms need to be continually enacted to retain their power, and the prescriptive conventions and values that inhere in them are rarely disrupted... [because] any resultant confusion can threaten the often central tourist imperative to relax and let go.”

On balance though, it should be mentioned that tour operator activities do not always result in loutish or promiscuous behaviours. On occasions, tour operators and guides provide information, education and guidance regarding appropriate behaviours at destinations which in turn influence tourism performances (Tucker, 2007). Interestingly, the influence on behaviour continued *en route*: tour guides provided social and geological commentaries, instruction on when not to sleep through scenic landscapes and where and how to take photographs (including showing ‘model’ photographs before arrival). In this way, operators construct the coach tour product but, at the same time in their adherence to tourist norms (Edensor, 2007), the tourists themselves are co-producers of the experience (Tucker, 2007).

As well as the operator's aural commentaries, Edensor and Holloway (2008) discuss other relaxing rhythms of the hum of the engine, swish of passing vehicles and noise of windscreen wipers during rain. Other noises were abrupt and disturbing, such as mobile phone ringing and the crunching of food wrappers. The talk of passengers had its rhythms too. Talk was most intense at the start of trips or after sudden braking; further into the journeys, conversations "ebb and flow in shared reactions" (Edensor & Holloway, 2008, p. 496). When conversations cease, it does not necessarily indicate inactivity; instead, "passengers lapse into periods of rumination and intense gazing" (Edensor & Holloway, 2008, p. 496)

With respect to gazing, Edensor and Holloway (2008) note a linkage between speed, style of motion and visual rhythms. Rhythms of beats (telegraph poles, stone walls, buildings, fences, et al.) experienced on coach tours are mixed with "the regular swish of traffic passing in the opposite direction, together with occurrences that linger such as distant mountains", thus incorporating both proximity and distance, that are "successively glimpsed or gazed upon at leisure" suggesting fixed viewing and blurs of movement without focal point (Edensor & Holloway, 2008, p. 497). Interestingly, they note that the shift from glimpse to gaze is governed by tour guides (cf. Tucker, 2007), stoppage or slowing (cf. Dickinson & Lumsdon, 2010). Landscapes can evoke memories as well as day-dreaming about being outside the coach in amongst the gazed view (Edensor & Holloway, 2008). Other intersecting rhythms, those of people and animals, outside the coach comprise part of travelling experience. Therefore, Edensor and Holloway (2008) stress that the coach is not something from which landscape is known but, instead, a mobile element of it.

### **2.4.3 Cycle tourism**

Research focused on cycling tourists' experiences is not immediately apparent (Lumsdon, 2000; Ritchie, 1998). Cycle tourism experience research encompasses both road biking and mountain biking as the main context for the tourist product. Quite often, brief insights into the experience of cycle tourism can be inferred from studies with

principal objectives related to other topics such as motivations or sustainability. For instance, Ritchie, et al. (2010) found that involvement (attachment to the activity) in cycling related to three dimensions of enjoyment, self-expression (reflection of personality) and centrality (the level in lifestyle), whilst motivations to participate in such holidays were determined to be adventure experiences, competence mastery, personal challenge, relaxation/escape, and social encounters. To a certain extent, these findings coincide with the work of Dickinson and Robbins (2009) who found that reasons for leisure cycling use related to exercise (cf. adventure experiences, Ritchie, et al., 2010) and socialising (cf. social encounters, Ritchie, et al., 2010). However, a difference emerges in that picturesque scenery was found to be important by Dickinson and Robbins (2009), yet this aspect is not obviously encapsulated by the involvement dimensions or motivational push factors of Ritchie, et al. (2010). Possibly supporting Ritchie, et al. (2010) further is the work of Goeft and Alder (2001). They found that mountain bikers demonstrated a preference for down-hills, steep slopes, curves and jumps, which arguably confirms the items contained within adventure experiences and competence mastery (Ritchie, et al., 2010).

In all cases, the main problem associated with cycling experiences was shown to be multi-use routes. From the perspective of cyclists, 70% of all problems in holidays arose from sharing roads with cars, including congestion/volume of traffic, fast and dangerous traffic, no cycle lanes, car parking hazards, and abuse from car drivers (Dickinson & Robbins, 2009). Possibly for these reasons, Goeft and Alder (2001) found that the preferred setting for mountain biking was single tracks and native bush, which were rated “essential”; sealed roads were considered “okay”, whilst cyclists would “try to avoid” built-up areas/suburbs (Goeft & Alder, 2001, p. 204). However, that is not to say that multi-use routes were solely a problem for cyclists. Carothers, Vaske and Donnelly (2001) demonstrated in a survey of route conflict amongst mountain bikers, hikers and dual-sport (mountain biker and hiker) participants that it is the behaviour of mountain bikers that is most likely be perceived as unacceptable by others, and thus the greatest cause of conflict.

#### **2.4.4 Railway tourism**

As previously mentioned (Section 2.3.5), railway tourism is very much overlooked in the literature. In terms of railways as the tourism product, there is more research available than with reference to its ecological impacts. Railway tourism can span luxury rail trips and lengthy railway tours with more modest train brands, to day trips at transport tourist attractions such as heritage steam railways (Halsall, 2001; Robbins, 2003). The luxury railway tourism product – itself comprising three sub-segments of day excursions, great journeys and trains as cruises (Lambert, 2007) – is particularly under-researched. In contrast, studies of tourists' experiences of railway day trips and transport tourism attractions are more common but, as with the cycling tourism (Section 2.4.3), much of the work on the railway tourism experience is inferred from papers with far broader objectives. Although inference is far from ideal and possibly fraught with possible misinterpretation, experiences associated with rail tourism are considered below.

In his study of the Looe Valley Branch Line Railway (LVL), Dallen (2007) developed a market segmentation of passengers: train devotees, infrequent enthusiasts, train tolerators, contented car users, and last resort riders. This segmentation is focused partly on passengers' experiences but predominantly on efforts to attract car users to trains as a more sustainable transport mode. The segmentation process is not without its problems. He discusses the challenge of the mixed usage of LVL passengers, resulting in a typology comprising local commuter/maintenance trip users, locals who are recreational day trippers, tourists using trains for access (primarily to accommodation) purposes, and tourists holidaying in the area using the trains as part of a day trip. In this sense, the complexities of the interface between transport and tourism become apparent. The clear usage divisions of Lumsdon and Page's (2004, see Chapter 1) transport for tourism versus transport as tourism model become blurred in reality, as indeed the authors themselves recognise, and confused further still when overlaid by trip types of mandatory, maintenance and discretionary (Mokhtarian & Salomon, 2001). In spite of the complexity, it is still possible to discern two types of tourist experience relating to



railways as the tourism product in Dallen's (2007, pp. 193-194) work in that they pertain to tourists predominantly: infrequent enthusiasts and contented car users.

For the purposes of market segmentation Dallen (2007) details much demographic and marketing related information in each category; this information is overlooked in the present study whilst the rail tourism experience aspects are extracted. Infrequent enthusiasts enjoyed train rides, usually in good weather, and this enjoyment was the key reason for taking the trip rather than environmental or convenience factors. They generally disliked talking to other passengers and preferred their own space. Interestingly, this group had the highest proportion of non-car users. On the other hand, the contented car users used the train although their preference would be to use the car. They represented households with cars and car users, but they used the train for convenience reasons. They, too, preferred not to chat to other passengers and were not motivated to use the train because of environmental concern. Su and Wall (2009) add some insight into enjoyment of the train as reported by Dallen (2007). They state that the most highly rated aspects of the Tibetan railway experience were, in descending order of importance, the view from the train, gradual adaptation to altitude, low price, relaxation and novelty, but that dissatisfaction in relation to duration of travel was also recorded.

#### **2.4.5 Experiences of functional transport use**

The previous sub-sections have focused on tourists' experiences of transport tourism. However in order to provide a holistic understanding of tourists' experiences of transport, research pertaining to experiences of tourist transport in its functional, utilitarian role must also be reviewed.

Clawson and Knetsch (1966) suggest five stages of recreational experience (anticipation; travel to; on-site; travel back; and, recollection). When proposing their five phase model, Clawson and Knetsch (1966) noted that travel to and travel back are overlooked in the literature as both the specific focus of studies, but also in general terms as a valued part of the total recreation experience. Instead, they are dismissed

typically as a necessary nuisance of recreation, paralleling Gunn and Var's (2002) view of transport as a necessary evil of tourism. Botterill and Crompton (1996) note the suitability of the Clawson and Knetsch (1966) five phase model with regards to the analysis of tourist experiences. Consequently, most tourism studies tend to reflect the trend established in the recreation research: tourist experience studies largely focus on the on-site destination experiences (Chapter 3). Or, as Page put it in 1999, 2005 and most recently in 2009 indicating little change in research attention, "the relationship between tourism and transport is rarely discussed in the context of the 'tourist experience'" (Page, 2009, p. 16).

Some useful insight into functional transport experiences can be derived from Hammitt (1980) whose study spans all five stages of Clawson and Knetsch's (1966) framework. He concludes that students on a fieldtrip demonstrated highest levels of positive affect moods (involvement and fulfilment) during the on-site phase, followed closely by the travel to phase. However, levels of positive affect moods decreased sharply during the travel back phase. Negative affect mood (disengagement and resentment) trends were opposite in all cases.

There are methodological limitations to Hammitt's (1980) work that need to be considered. First, the sample is of students on an educational fieldtrip, not the recreational activity conceptualised in Clawson and Knetsch's (1966) original work. Although Hammitt acknowledges this limitation, the effect that it has on the students' experiences is unclear. Second, in both the travel to and travel back phases, the questionnaire was not administered during travel because of the logistical problems it would have presented (Hammitt, 1980). Thus, questionnaires were administered after alighting from the bus at the destination to measure the travel to phase, and before boarding the bus again to measure the travel back phase. In both cases, it could be argued that administering questionnaires at these times represents a truer picture of experience at the temporal margins of the on-site experience rather than a suitable measure of the travel to/back experiences. Thus, it is not possible to discern whether mood, be it positive or negative, is a product of travel alone. Indeed, Hammitt notes that there is the possibility of on-site bias within the travel to/back findings, but this problem

is not discussed fully. However, it is addressed in the transport literature. Mokhtarian and Salomon (2001) note the difficulties inherent in trying to isolate the experience of travelling empirically. They comment that any feelings towards travel are likely to be a mix of feelings for: i) activities conducted at the destination; ii) activities that can be conducted while travelling; iii) the activity of travelling itself.

The limitations of Hammitt's (1980) work aside, it has value with respect to the present study in that it provides evidence that travel has a role in experiences of recreation and tourism. In this sense, it lends weight to the argument that functional travel can be a positive component of the tourist experience, particularly in the travel to phase, although the potential for negative experiences also exist. It also reinforces Clawson and Knetsch's (1966) suggestion that travel to and travel back experiences might differ. Hammitt's (1980) findings challenge what Page (1999, p. 13) claims is

“...the perception of tourist transport as a passive element in the tourist's experience which has to be endured to reach a destination area... [Instead] the actual process of travelling is an integral part of the tourist's experience even though it is perceived as less important than the activities and pursuits of tourists in the destination.”

However, detailed insight into the nature of that travel experience, its content and influencing factors is missing in the transport and tourism literature. As a result, a new section expanding the scope of the present literature review to incorporate consideration of experiences of travel associated with transport more broadly is presented next.

## **2.5 Defining travel**

Travel can be categorised in three principal ways: mandatory trips (commuting to work or school), maintenance trips (shopping, taking children to childcare and the like) or discretionary trips (leisure) (Mokhtarian & Salomon, 2001). Mandatory and maintenance trips can be considered to be similar concepts: they are undertaken to get to a destination out of necessity, to participate in activities that are usually determined by

someone else or an institution. In contrast, discretionary trips are made to get to a destination that is chosen freely by the individual to participate in an activity of their choice. In this respect, tourism trips can be considered to be discretionary travel because vacation destinations, and activities undertaken whilst there, are freely chosen by tourists. The exception to this broad statement is business tourism. Although it is defined as tourism in that it includes a stay of at least 24 hours away from home (WTO, 2002), trip-taking is decided by the organisation for which the business tourist works. In this sense, the business tourism trip is of a mandatory nature. The present research focuses upon discretionary trips made for tourism purposes and the experiences associated with such trips.

### **2.5.1 The disutility of travel**

Trip taking is usually undertaken as a means of reaching a destination. In this light, classic transport economics implies that there is a disutility, or cost, associated with travel (Metz, 2003). The disutility of travel is a product of a number of factors, including: travel time, money price, discomfort, anxiety and effort (Goodwin & Hensher, 1978); physical difficulty, psychological difficulty (mental stress, tedium or monotony, disruptiveness to other desired activities, and perception of travel as a waste of time) (Salomon & Mokhtarian, 1998); boredom, monotony, fatigue and satiation (Hupkes, 1982). More recently, there is evidence to suggest that the negative ecological externalities associated with travel are a source of concern, particularly for environmentally conscious travellers (Dickinson, et al., 2004; Lumsdon, 2000; Salomon & Mokhtarian, 1998), and might also be regarded as costs.

Despite the disutility of travel, it is maintained that travel is undertaken because the utility gained by travelling to a destination (including the activities undertaken whilst there) outweighs the disutility experienced whilst travelling. Hence, a trade-off is endured because travellers are assumed to be “rational beings... [who] take advantage of travel opportunities until equilibrium is established at which the net marginal utility is zero” (Metz, 2003, p. 15). This concept is underpinned by the assumption that the demand for travel is derived, and the utility gained from the destination is the primary

reason for travelling (Mokhtarian & Salomon, 2001). In this respect, travellers will aim to reduce the costs associated with travel to ensure that they spend the saved time in a preferred way at the destination (Prendergast & Williams, 1981). Traditionally this represents a conversion of unproductive time (travelling) to productive time (working) “thereby realising an economic value” (Lyons, Jain, & Holley, 2007, p. 108). In the context of tourism, this would imply that tourists’ seeks to reduce the travel costs to spend more time at the tourism destination ‘on holiday’. It provides support for arguments within the tourism literature that transport is a necessary ill that must be endured (Clawson & Knetsch, 1966; Gunn & Var, 2002).

### **2.5.2 Excess travel**

Despite the assumption that humans are rational beings who aim to reduce the disutility of travel, there is evidence to suggest that this does not always happen. Excess travel is travel that is not rational according to classic transport economics (Salomon & Mokhtarian, 1998). It should be noted that excess travel is not synonymous with unnecessary travel. Mokhtarian and Salomon (2001) argue that discretionary (leisure and tourism) travel is unnecessary because it is undertaken freely by individuals and not required of them by any other person/organisation. Mandatory and maintenance trips, in contrast, are necessary aspects of everyday life. However, regardless of whether necessary or unnecessary, excess travel can occur. In other words, it is travel that is not economically rational.

The concept of travel that is not economically rational has been explored in most depth in relation to mandatory travel, or ‘wasteful commuting’ (Barr, Fraszczyk, & Mulley, 2010; Frost, Linneker, & Spence, 1998; Hamilton, 1982, 1989; Ory et al., 2004; White, 1988). In the seminal study on the matter, Hamilton (1982) states that 90% of urban commuting is wasteful. Later, White (1988) challenged this contention stating that only 10% is wasteful. These figures represent the reductions in commuting that could be achieved if the location of individuals’ jobs or homes were swapped to locations in keeping with classic economic theory, that is, lowest travel costs. The variation in wasteful travel percentages is a result of methodological differences, namely distance-

based (Hamilton, 1982) versus time-based (White, 1988) calculations in monocentric and polycentric cities. These issues are discussed at length by Hamilton (1989), Small and Song (1992) and more recently by Ma and Banister (2006). Equally, Ory and Mokhtarian (2006) update the discussion with reference to modern telecommuting technologies, which are found to promote greater economically irrational behaviour.

Although an in-depth review of wasteful commuting is not pertinent in the present work, what is of note is that Small and Song (1992) comment that the term wasteful commuting is value-laden, and suggest that 'excess commuting' is a preferable term because it is normatively neutral. Far from a simple issue of semantics, this change in terminology signals a more important change in thinking exhibited within the transport research community. Excess commuting, and excess travel when applied to other trip purposes, implies that travel that is not economically rational does not necessarily have to have negative connotations of wastefulness. Therefore, the following sub-section presents the argument for the positive utility of travel, in which the act of travelling has value, in order to establish a full understand of experiences associated with transport.

### **2.3.3 The utility of travel**

Several explanations have been proposed for excess travel. The possibility for individuals' ignorance of transport networks and services or methodological flaws in studies that have failed to measure factors that increase the utility of more distant destinations thus giving the impression of excess travel has been acknowledged (Mokhtarian, Salomon, & Redmond, 2001; Ory, et al., 2004; Salomon & Mokhtarian, 1998). However, there is a growing body of research emerging that suggests that travel is sometimes sought because of its positive utility. Although it is recognised that most travel is utilitarian, "the derived demand paradigm for travel as a behavioural absolute" (Mokhtarian, et al., 2001, p. 355) is contested. The positive utility of travel implies that travelling can itself be an enjoyable act (Diana, 2008; Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001; Salomon & Mokhtarian, 1998). Works detailing the reasons for, and benefits of, excess travel are embryonic presently, and relate principally to trips made in urban areas for mandatory or maintenance purposes. Nevertheless, there is

growing evidence that the act of travelling can be intrinsically enjoyable, not simply a means to an end that is considered a wasteful activity by travellers.

In considering the reasons for the enjoyment of travel, there are three tentative categorisations: person-related; route-related; and, mode-related (Table 2.1).

**Table 2.1. The intrinsic positive utility of travel**

	<b>Reason</b>	<b>Reference</b>
Person-related	adventure-seeking; variety-seeking; independence; control; status; buffering	(Salomon & Mokhtarian, 1998)
	escape; curiosity; conquest	(Ory & Mokhtarian, 2005)
	Freedom	(Hupkes, 1982)
	the right of mobility; a life of variety	(Houseman, 1979)
	expanding ones territory	(Marchetti, 1994)
	information gathering/reducing uncertainty about surrounding environments	(Arentze & Timmermans, 2005)
	Restlessness	(Mokhtarian, et al., 2001)
	pleasure; relaxation; no stress; excitement; control; freedom	(Anable & Gatersleben, 2005)
Route-related	exposure to the environment; scenery and other amenities	(Salomon & Mokhtarian, 1998)
	the scenic beauty or other attraction of the route; a sense of connectivity between locations; linkage to the surrounding geographical and cultural context; enjoyment of the route as well as a destination	(Mokhtarian & Salomon, 2001)
	change of environment	(Hupkes, 1982)
	Synergy	(Salomon & Mokhtarian, 1998)
Mode-related	anti-activity; ‘carcooning’; not having to operate a vehicle; physical exercise; the sensation of speed	(Mokhtarian & Salomon, 2001)
	participation in other activities, <i>e.g., sleeping, reading, working/studying, talking, window gazing, people watching, listening to music/audio.</i>	(Lyons, et al., 2007)
	being in movement; the sensation of speed; handling a powerful vehicle; pride of owning of a vehicle	(Hupkes, 1982)

Person-related reasons refer to those that indicate that travelling is an enjoyable experience because it facilitates freedom, allows for exploration, and provides a venue for time alone, sometimes in a personalised setting. Route-related reasons could be

considered to be those that are associated with the environments through which the mode travels. However, environments are not restricted to landscapes or built environments; it embraces cultural dimensions as well. Mode-related reasons are those gained through engagement with modes of transport, such as the sensation of speed or physical exercise.

The variables relating to the positive utility of transport including, but not limited to, those listed in Table 2.1 have been tested by Diana (2008) in order to develop an operational model of the positive utility of travel. In doing so, he determined that positive utility of travel variables are explained by six dimensions: (i) importance of activities during the trip; (ii) implicit trip motivations; (iii) trip-related feelings; (iv) desired trip length; (v) transport means performance and use; and, (vi) importance of activities of at the location. Of notable difference to the works detailed in Table 2.1 is that Diana (2008) includes components of travel that are more than the experience of travelling itself. In addition to the experiences of travelling, he includes experiences of activities undertaken whilst travelling, as well as the destination and the activities undertaken at the destination. In the same way, Mokhtarian and Salomon (2001, p. 701) recognise the complexity of the travel experience. As mentioned briefly in Section 2.4.5, they suggest that travel is, in fact, tripartite in nature incorporating:

- (1) the activities conducted at the destination;
- (2) activities that can be conducted while travelling; and,
- (3) the activity of travel itself.

In order to measure empirically the positive utility of travel, they stress the need to disaggregate the three to leave only (3) the activity of travel itself, and thus excluding the (1) destination and (2) activities that can be conducted whilst travelling.

Mokhtarian and Salomon (2001) suggest that one way to ascertain the importance of travel in the overall experience is to perform the teleportation test. “The question is, ‘if you could snap your fingers or blink your eyes and instantly teleport yourself to the desired destination, would you do so?’” (Mokhtarian & Salomon, 2001, p. 711). With



reference to the tripartite nature of travel, people who use travel in order to perform the activities at the destination (1) would answer yes and teleport; people who find benefit in activities whilst travelling (2) might answer maybe; whilst those enjoy travel itself (3) would answer no (Mokhtarian & Salomon, 2001). Although the need to disaggregate the three empirically is important to provide clarity with regards to the positive utility of travel, the work of Diana (2008), and Mokhtarian and Salomon (2001) themselves for that matter, recognise that real world travel experiences are a product of compounding, in other words a mix of the three components of travel.

The proposition that travel can have a positive utility is a direct contradiction to classic transport economics, but an attractive proposition in the case of the present study because it provides insight into the reasons that people find travelling enjoyable. Therefore, this body of work provides an important foundation on which to conceptualise tourists' experiences of transport tourism.

## **2.6 Summary: transport and tourism**

This chapter has demonstrated that transport plays a key role in destination development because it provides a means of access for tourists. It also provides the central context for the tourist experience in other instances when it is integral to the very essence of the tourism product. However, regardless of whether it is a means of functional access or the tourism product itself, transport has negative externalities that impact at a local, regional and global scale.

The focus of this thesis is on tourists' experiences of transport tourism, in other words when transport is the tourism product. Therefore, this chapter has presented a detailed review of the literature related to transport and tourism, and the associated tourist experiences. What has emerged from the review is that there exists a growing body of research on the topic although it is very rarely referred to as 'the tourist experience'. Moreover, the work that exists is disparate in nature and tends to be focused on particular modal transport tourism product types – cruise tourism, coach tourism, cycle tourism and railway tourism – as well as a more generalised analysis of travel itself with

regards to the disutility and the positive utility of functional travel. As such, it is clear that an overarching conceptual framework for understanding experiences of transport tourism is needed, and thus such a theoretical framework is an intended output of this study (Aim 1).

It is also clear from the literature review that a detailed investigation of the experience of travel, in terms of its positive utility, is well under way thanks to the activities of Mokhtarian and colleagues, as well as those who have followed their lead. Yet in this respect, experiences of transport as tourism product is overlooked in their research which is focused predominantly on mandatory and maintenance trips. Even when it is not, the focus of discretionary travel research tends to be on functional trips to access recreation and, to a much lesser extent, tourism. Therefore, the ultimate goal of this research is to provide an insight into tourists' experiences of transport tourism in its broadest sense in order to provide a holistic understanding of the transport tourist experience that extends the existing research that, hitherto, has been mode/product specific.

## CHAPTER 3: LITERATURE REVIEW - THE TOURIST EXPERIENCE

### 3.1 Introduction

Despite much research into the subject, Yiannakis and Gibson (1992) conclude that there is no agreement regarding the definition of the tourist experience. Although a review of more recently published literature reveals that this situation is still true, it is maintained here that the conclusion of Yiannakis and Gibson is not entirely accurate. It might be truer to state that there has been no substantial attempt to define the term ‘the tourist experience’.

Although there are many publications focused on the tourist experience, most assume that the term is understood by the reader. Alternatively, the reader has to infer its meaning from sentences or phrases within texts because more substantial papers, chapters or sections that explicitly deal with definitions are absent. For example, Ryan (1997, 2002) has published two editions of a book entitled *The Tourist Experience*, which provide comprehensive analyses of the ways in which the tourist experience has been examined. In this respect, the books serve as useful companions to the broader literature. However, a conclusive definition of ‘the tourist experience’ is omitted. Even more recently, Ryan (2010) presented a review paper focused on the different ways in which the tourist experience has been conceptualised and, although he discusses the activities that might constitute tourism, a definition of ‘the tourist experience’ is still absent.

Perhaps the reason why defining ‘the tourist experience’ is difficult is because it hinges upon understandings of tourism. In other words, defining an experience associated with a phenomenon that, itself, has defied conclusive definition would appear to be problematic. Moreover, there are a range of foci within the tourist experience literature (Mannell & Iso-Ahola, 1987). Therefore, as with the leisure experience, a “single sovereign” (Allport, 1968, cited in Neulinger, 1974, p. 8) definition might not be possible. Yet, the same is true with regards to definitions of tourism. Smith (1988, p. 110) notes that “there are so many definitions [of tourism] because there are so many

uses for definitions.” However, this disagreement has prompted fruitful debate about what tourism is and what it is not (Leiper, 1979, 1990, 2008; Smith, 1988, 1994). In contrast, tourist experience researchers have seemed content to leave the term undefined or, at best, somewhat woolly, preferring instead to provide explanations of the tourist experience (Ryan, 2010). Nevertheless, a broad operational definition for the purposes of this study is presented, but it is stressed that this definition might not suit all researchers who study the tourist experience.

### **3.2 Defining ‘the tourist experience’**

Experience occurs when there is “arousal and emotional activation of the organism. Experience is not just consciousness but a feeling of being animated by something significant” (Quarrick, 1989, p. 43). Ek, Larsen, Hornskov and Mansfeldt (2008, p. 128) state that ‘experience’ can be conceptualised in two ways, as noun and verb. The noun relates to the “observation and spatial participation in an event”, while the verb is to “live through an emotional sensation.” Hence, experience has objective and subjective dimensions: being part of something, and individuals’ emotional sensing of being part of something. For the purposes of the present chapter, the ‘something’ in question is tourism. Hence, ‘the tourist experience’ considers participation in touristic activity in tourism spaces (what people do/encounter whilst away from home on holiday), as well as the meaning these encounters have and the thoughts and feelings they arouse (what people think and feel about the things they do/encounter on holiday).

‘The tourist experience’ relates predominantly to leisure tourism, and thus research largely ignores conference-going and other forms of business travel (Ryan, 2002). Quan and Wang (2004) suggest that the tourist experience can be understood in terms of the interface between peak experiences (the main reasons for travel: involvement with cultures and attractions), supporting experiences (the service providers that facilitate tourism: transport, hospitality and amenities), and their relation to the daily routine experiences of the tourist. Ryan (2002) agrees with this definition, stating that the tourism industry creates satisfactory holiday experiences but that the tourist experience is shaped largely by society. Smith (1988, 1994) broadens this definition by also

incorporating the tourists' involvement with the host community, its culture, other tourists, and the built and natural environments whilst on holiday.

The focus on these definitions tends to relate to being 'on holiday', and as such it overlooks the broader temporal components of tourism. As touched upon in Chapter 2, Clawson and Knetsch (1966) explain that the recreation experience is not solely related to free time activities and the associated mental and spiritual states, but it also incorporates pre- and post-activity phases and their associated mental states. They identify five stages of the recreation experience: anticipation; travel to; on-site; travel back; and, recollection. Although dated, this work remains an appropriate framework for understanding the leisure experience (Mannell and Kleiber, 1997). It can also be considered an appropriate tool for analysing the tourist experience because all stages are represented in tourism as well (Botterill & Crompton, 1996). However, Jennings (1997) suggests that caution needs to be applied when considering the Clawson and Knetsch (1966) five-stage model. Citing Killion (1992, cited in Jennings, 1997) she explains that the Clawson and Knetsch model suggests a linear progression from one stage to the next although in reality, and with reference to tourism particularly, the model is circular: recollection impacts upon anticipation of future holidays. She goes on to comment specifically on the case of sailing tourism, explaining that the cyclical model of travel experience is supplemented by any number of mini-cycles. In other words, any one sailing holiday comprises a major cycle beginning and ending at home, while on any given day a mini-cycle is created when a tourist decides to move on from one anchorage to the next and then actually does so.

Taking stock of these definitions, it would seem that there is considerable attention in the literature to the first of the conceptualisations of Ek, et al. (2008), participation. A lot of work has been undertaken focused on what tourists do and encounter whilst on holiday. However, the more subjective responses of tourists – their thoughts and feelings – are less well represented. To explain this judgement, a literature review pertaining to the tourist experience follows. In the first instance, an overview of the tourist experience is presented and three principal approaches to study are identified: the definitional approach, the post-hoc satisfaction approach and the immediate conscious

experience approach. The subsequent sections provide a detailed review of each of these approaches, and finally a summary of the chapter is presented.

### **3.2.1 An overview of the tourist experience literature**

Although the tourist experience has been studied in various ways, several authors have attempted to provide a thematic review of the literature related to the tourist experience. Mannell and Iso-Ahola (1987) concluded that research into the tourist experience can be divided into three approaches: the definitional approach; the post-hoc satisfaction approach; and the immediate conscious experience approach. These approaches have different foci. The first refers to tourism's relationship with society, authenticity, tourist behaviour, tourist roles and the effect tourism has on tourists; the second relates to satisfaction or dissatisfaction as an outcome of tourism; and, the third is associated with the feelings associated with recreational activities as they occur. Therefore, experience in the sense of the noun and verb as expressed by Ek, et al. (2008) could be argued to be addressed implicitly in each approach.

The labels devised by Mannell and Iso-Ahola (1987) are by no means universally accepted. Prentice, Witt and Hamer (1998), Quan and Wang (2004) and Ryan (2010), for example, present their own labels. The successive classifications provide more and more subdivisions of the literature. Arguably, in doing so, they provide greater detail and more accurate overviews of the literature. However, there is something attractively manageable in Mannell and Iso-Ahola's (1987) threefold categorisation and the others seem somewhat unwieldy. Moreover, Table 3.1 demonstrates that several of the classification by the other authors can be subsumed in that of Mannell and Iso-Ahola (1987) implying that the disagreement is about terminology rather than content. In this light, this thesis adopts Mannell and Iso-Ahola's categories of tourist experience because it is maintained that it offers a comprehensive framework that is broadly representative of the literature on the subject. Therefore, the following sections explore these approaches in turn.

**Table 3.1. Approaches to the study of the tourist experience**

<b>Approach</b>	<b>Description (Reference)</b>
<b>Definitional</b>	"...several typologies have been suggested... The major dimension or factor used to distinguish between types of tourist experience has been the notion of authenticity" (Mannell & Iso-Ahola, 1987, p. 320)
Typological	"...typological approaches to experience... [demonstrated] that the tourist did not exist as a single type" (Prentice, et al., 1998, p. 3)
Phenomenological	"...the subjective experience from a common-sense standpoint of the naïve tourist" (Quan & Wang, 2004, p. 298)
Durkheimian	"...[the tourist experience is] equated to a quasi-religious, pilgrimage-like and sacred journey" (Quan & Wang, 2004, p. 298)
Involvement	"...the degrees to which the visitor becomes involved and the extent to which the involvement is enduring or situational" (Ryan, 2010, p. 38)
Liminality	"...the tourist is perceived as a person engaged in transitions from the ordinary to the extraordinary, and the back again to the ordinary" (Ryan, 2010, p. 38)
Role play	"...the roles tourists can adopt, and the degree to which these roles are motivated by play" (Ryan, 2010, p. 39)
Gaze theory	"...the tourists' desire for visually impressive (framed by the tourists' camera)" (Ryan, 2010, p. 39)
Back-stage and authenticity	"...visitors do search for authenticity and want to penetrate the tourist veil" (Ryan, 2010, p. 39)
Theories of consumerism	"Many tourist experiences are constructed by profit-making organisations" (Ryan, 2010, p. 39)
Mindlessness	"...there are many aspects of the holiday experience that are notable for their ordinariness" (Ryan, 2010, p. 39)
<b>Post-hoc satisfaction</b>	"The 'post-hoc satisfaction' approach equates leisure experience with the satisfaction derived from a recreation engagement" (Mannell & Iso-Ahola, 1987, p. 321)
Planned behaviour	"This model of planned behaviour has its roots in earlier consumer research on "expectancy-value" modelling... it offers the potential to evaluate behavioural beliefs in terms of the experiences or benefits sought" (Prentice, et al., 1998, p. 3)
Marketing/management	"...the service quality experience by tourists, such as hospitality, accommodation, and transportation" (Quan & Wang, 2004, p. 299)
Confirmation/Disconfirmation	"...a comparison between evaluations and expectations" (Ryan, 2010, p. 38)
Destination image	"...how it attracts, holds and establishes the criteria against which a visitor can evaluate their experience" (Ryan, 2010, p. 38)
<b>Immediate conscious experience</b>	"...the characteristics and properties of the actual experiences accompanying recreation activities" (Mannell & Iso-Ahola, 1987, p. 325)
Flow	"...a state of engagement involving a loss of the sense of time passing, a lack of self-consciousness, the dominance of intrinsic rewards, intense participant involvement, deep concentration, and a transcendence of the sense of self" (Prentice, et al., 1998, p. 3)
Flow, arousal and risk	"flow (and satisfactory experiences) exist when the participant's abilities are equal to the level of challenge that exists within a given situation" (Ryan, 2010, p. 39)

### **3.3 The definitional approach**

The definitional approach is one that seeks to categorise tourists and define their experiences. Prentice, Witt and Hamer (1998) term this approach the ‘typological approach’, while Quan and Wang (2004) suggest ‘phenomenological’ and ‘Durkheimian’ approaches are appropriate labels. Ryan (2010) provides a more extensive list of alternatives including ‘involvement’, ‘liminality’, ‘role play’, ‘Gaze theory’, ‘back-stage and authenticity’, ‘theories of consumerism’ and ‘mindlessness’. Regardless of terminological differences, the focus is similar. The definitional approach maintains that the tourist experience is usually presented in “*sharp contrast* to the daily experience” (Quan & Wang, 2004, p. 297). To this end, many authors have sought to define the nature of tourist experiences in relation to everyday life (Uriely, 2005). Accordingly, tourists’ experiences are sometimes presented as liminal. In other words, tourists are threshold people who are “neither here nor there” (Turner, 1969, p. 95), existing between cultural and societal norms of the everyday, the profane (Pearce, 2005), and that to which they are transitioning. Such experiences are dealt with in the literature, in very broad terms, according to two thematic perspectives, sociological and behaviour-related, which are reviewed below.

#### **3.3.1 Sociological perspectives of the tourist experience**

Typically, sociological studies of tourism have focused on the concept of authenticity. Authenticity can be viewed in two principal ways: museum-linked definitions, and sociological definitions (Trilling, 1972). The former definition refers to the authenticity of toured objects. This means that the objects seen whilst on holiday are what they claim to be, in the same way that a museum curator seeks to ascertain the authenticity of his/her exhibits. The latter refers to the experiences of tourists and their relationship with society (Lau, 2010; Wang, 1999), and thus this definition is of importance in the present study. In this instance, authenticity relates to life presented in contrast to the forces of modernity that fracture societies and destroy a sense of reality in industrial societies (Cohen, 1988). Thus, authenticity relates to traditional values (Sharpley,



2008). For this to be present, a sense of insider/outsiderness is necessary to define realities (MacCannell, 1976), a concept that is eroded by modern society.

Boorstin (1971) laments the decline of the traveller and the subsequent rise of the tourist, who, insulated by the tourism industry from the world in which s/he travels and its attendant experiences, experiences only pseudo-events. In this way, s/he seldom encounters the authentic which, Boorstin claims, would be unintelligible to the tourist anyway. Over time, “the mirror-effect law of pseudo-events” (Boorstin, 1971, p. 107) has led tourists to become willing participants in inauthentic experiences, that is, demanding pseudo-events over the authentic to confirm preconceived expectations of travel experiences. To him, tourists are the ‘lowest of the low’ (cf. Culler, 1981).

MacCannell (1976) contests Boorstin’s (1971) view. He contends that the culture of modernity has led ‘modern man’ to look towards leisure activities as a means of integrating himself into “a synthetic social perspective, a world view” (MacCannell, 1976, pp. 35-36). In other words, tourism offers modern man the opportunity to find reality in the simplicity and purity of others whilst travelling; tourism acts as a form of pilgrimage. However, the industry that has grown around tourists prevents the discovery of authenticity, presenting tourists with false backs and staged authenticity.

Both authors concur that the industry that has developed around tourists to facilitate tourist experiences is largely responsible for displays of inauthenticity. However, their most obvious difference is the role of the tourist: the consenting gullibility of Boorstin’s (1971) tourist contrasts markedly with MacCannell’s (1976) modern pilgrim. Common sense suggests that neither extreme can be entirely accurate (cf. Cohen, 1979). Indeed, Boorstin (1971) concedes that authentic experiences are attainable, but require extensive planning and considerable expense to avoid the trappings of the tourism industry. Thus, Boorstin’s essay mocks the modern mass tourist and the agents, or profiteers, who have facilitated the democratisation of travel (Wang, 1999). Such elitism has not gone unchallenged. MacCannell (1976, pp. 9-10) comments that “[i]t is intellectual chic nowadays to deride tourists... The modern critique of tourism is not an analytical reflection of tourism – it is part of the problem.” However, this acknowledgement does

not make MacCannell's views universally valid. The limitations of his methodology, based on observations of young, educated tourists, make the application of his position to all tourists untenable (Kavolis, 1970; Wickens, 2000). Nevertheless, both Boorstin and MacCannell provide insight into the nature of tourism for *some* tourists. Thus, they represent extremes on a conceptual continuum (Figure 3.1), hence delimiting discussion of the tourist experience.


**Figure 3.1. A conceptual continuum of the tourist experience**



To achieve a more meaningful understanding of the contribution of the tourist in the tourism system, Cohen (1988) comments that it is important that the space between conceptual extremes is defined. To this end, typologies have been developed to define the intermediate tourist roles. Typologies are classifications that organise subjects, in this case tourists, into groups that exhibit similar “characteristic actions, emotions, and attitudes” (Wickens, 2002, p. 846). The individual groups are called tourist roles. Figure 3.2 maps various tourist roles, which are reviewed within this sub-section and the next, onto the conceptual continuum of the tourist experience (presented initially in Figure 3.1) to allow synthesis of the different typologies.

Cohen's (1979) work serves as a useful mediation between Boorstin (1971) and MacCannell's (1976) extreme viewpoints. He identified five experiential roles related to tourists' search for 'centre'. The concept of centre is defined as the “zone of the sacred, the zone of absolute reality” (Eliade, 1971, cited in Cohen, 1979, p. 180). However, Turner (1973) commented that individuals' centre is not necessarily located within their everyday environments. When spatially separated from individuals' everyday environments, the “center out there” (Turner, 1973, p. 191) forms the impetus for

Figure 3.2. Tourist roles within the conceptual continuum of the tourist experience



<b>Pseudo-events</b> (Boorstin, 1971)							<b>Modern Pilgrim</b> (MacCannell, 1976)		
<b>Sunlust</b> (Gray, 1970)							<b>Wanderlust</b> (Gray, 1970)		
<b>Recreational</b> (Cohen, 1979)		<b>Diversionsary</b> (Cohen, 1979)		<b>Experiential</b> (Cohen, 1979)		<b>Experimental</b> (Cohen, 1979)		<b>Existential</b> (Cohen, 1979)	
<b>Psychocentric</b> (Plog, 1974)		<b>Near-psychocentric</b> (Plog, 1974)		<b>Midcentric</b> (Plog, 1974)		<b>Near-allocaentric</b> (Plog, 1974)		<b>Allocaentric</b> (Plog, 1974)	
<b>Charter</b> (Smith, 1989)	<b>Mass</b> (Smith, 1989)	<b>Incipient Mass</b> (Smith, 1989)		<b>Unusual</b> (Smith, 1989)	<b>Off-Beat</b> (Smith, 1989)	<b>Elite</b> (Smith, 1989)	<b>Explorer</b> (Smith, 1989)		
<b>First-Order Tourist</b> (Redfoot, 1984)		<b>Second-Order Tourist</b> (Redfoot, 1984)			<b>Third-Order Tourist</b> (Redfoot, 1984)		<b>Fourth-Order Tourist</b> (Redfoot, 1984)		
<b>Organised Mass Tourist</b> (Cohen, 1972)		<b>Individual Mass Tourist</b> (Cohen, 1972)			<b>Explorer</b> (Cohen, 1972)		<b>Drifter</b> (Cohen, 1972)		
		<b>Raver</b> (Wickens, 2002)	<b>Heliolatrous</b> (Wickens, 2002)	<b>Shirley Valentine</b> (Wickens, 2002)	<b>Cultural Heritage</b> (Wickens, 2002)	<b>Lord Byron</b> (Wickens, 2002)	<b>Experimental &amp; Experiential</b> (Uriely, et al. 2002)	<b>Humanistic</b> (Uriely, et al. 2002)	<b>Recreational &amp; Diversionsary</b> (Uriely, et al. 2002)
							<b>Multitype</b> (Uriely, et al. 2002)		

pilgrimage. Subsequently, Cohen (1979) applied this concept to tourist movements. He stated that there are five modes of experience depending upon the nature of tourists' quest for centre: recreational; diversionary; experiential; experimental; and, existential. The recreational mode provides the opportunity for tourists who feel allegiance to a centre at home to be re-created whilst on holiday, allowing them to return home ready to conform to the norms of the centre at home and reinforcing their allegiance to their centre. Diversionary tourists, however, feel no allegiance to the centre at home, and no desire to find centre whilst travelling. In this way, tourism is a diversion from the meaningless of modern life, simply making it endurable upon return. In both cases, similarities with the work of Boorstin (1971) can be seen: tourism serves no greater symbolic function than the participation in the touristic activities allow. In these modes, authenticity is not sought and tourist experiences are pseudo-events.

In contrast, Cohen's (1979) next three modes are experienced by those who feel no allegiance to a home-located centre, and feel the need to find centre elsewhere – the centre out there. The experiential mode allows tourists to search for centre, but involvement is detached and gained through observation. In the experimental mode, tourists search for centre through active participation in the realities whilst on holiday. However, this engagement is temporary because the experiential traveller does not commit to the centre in the belief that something more meaningful is available elsewhere. In contrast, the existential tourist experiments and elects to commit to the centre. In this way, the tourist adopts the values, beliefs and cultures of the elective centre. However, if they remain resident in their place of origin, they live in exile from the centre and are sustained only by visits to the centre. Thus, these tourist modes can be seen as being modern pilgrims searching for meaning (cf. MacCannell, 1976).

The anxiety that the desire for authenticity can create for some tourists has been recognised. Redfoot (1984) identifies four categories of tourist: first-order; second-order; third-order; and fourth-order. As the ordinal number increases, tourists' awareness of the authenticity associated with tourism increases, as does their anxiety about having inauthentic experiences. This concept is referred to as touristic angst (Redfoot, 1984, p. 306). The first-order tourist is least adventurous and most likely to

experience inauthenticity at industry-created destinations. However, the first-order is also most likely to experience “what is most importantly real”: leisure time with family and friends. This statement suggests that despite their lack of desire to find centre (Cohen, 1979), tourist experiences for first-order tourists can be meaningful in their own right, not simply in relation to its sociological function in reinforcing allegiance to the centre in their everyday environments. Therefore, analysis of tourist experiences should also encapsulate the social bonding dimensions afforded by tourism.

Second-order tourists are aware of the potential inauthenticity of tourist experiences and, therefore, feel some anxiety to avoid it (Redfoot, 1984). To achieve this, they are keen to escape resorts and see all the things that ‘ought to be seen’. Ironically, this simply reinforces their role as a tourist and gives rise to extensive photography as a means of capturing their experiences (cf. Boorstin, 1971). In this way, their anxiety about preserving experience suggests that they are all too aware that tourism is a temporary component of their overall life experience – a marginal paradise (Cohen, 1982) – that does not affect it in a profoundly meaningful way.

In contrast, third-order tourists actively seek authenticity. However, like Cohen’s (1979) experiential mode, they do not choose to engage with the culture but simply observe it and record it through photography. However, the use of photography in this case is a means of preserving authenticity that is gradually being destroyed by modernity (Redfoot, 1984). Similarly, the fourth-order tourist seeks authenticity, and actively shuns all associations with organised tourism. Like Cohen’s (1979) existential tourist, they adopt the values of the elective culture, and also suffer similar problems upon doing so. In time, it becomes apparent that the elective centre, like the one they have left, is not perfect, and they must cope with the conflicts that this new problem brings (Cohen, 1979; Redfoot, 1984).

### **3.3.2 Behaviour-related perspectives of the tourist experience**

An alternative form of understanding the tourist experience is to examine behaviours and attitudes. These studies have also been presented in the form of tourist typologies

and are mapped onto Table 3.2. At its most basic level, Gray (1970) distinguished between sunlust and wanderlust tourists. These roles can be seen to reflect traditional and stereotypical distinctions between tourists and travellers. The sunlust role relates to tourists who take holidays that are principally resort-based for relaxation purposes, whereas wanderlust travellers want involvement with host populations and cultures. However, instead of reinforcing stereotypes, Gray's binary typology is useful because it implies that tourists and travellers are simply differences in labelling that confuse an understanding of the wider phenomenon of tourism.

However, these roles are broad and do not provide much insight into the finer dimensions of tourist behaviours. Cohen's (1972) typology was a valuable first step towards this deeper insight. He acknowledges that tourists have different requirements, determined by their need for familiarity versus their desire for novelty. Familiarity whilst on holiday is created by tourism institutions and is labelled the "environmental bubble" (Cohen, 1972, p. 166). This bubble represents a controlled microenvironment from which tourists can safely view the unfamiliar and strange macroenvironment of the destination. On this basis, Cohen (1972) has developed four categories of tourist – organised mass tourist; independent mass tourist; explorer; and, drifter – that progressively shun familiarity, the intervention of tourism institutions and the environmental bubble, thus increasingly exhibiting a desire to experience novelty through interaction with the host community and cultures.

Plog (1974), based on a survey into willingness to fly in the USA, identified five tourist roles: psychocentric; near psychocentric; mid-centric; near allocentric; and, allocentric. Psychocentrics are characterised by a preference for destinations that have heavy tourism development and an "absence of foreign atmosphere" (Plog, 1974, p. 57). At the other end of the spectrum, allocentrics enjoy a sense of discovery in new places and cultures, and avoid destinations that are overly developed. The roles between these two extremes (near psychocentric, mid-centric and near allocentric) provide a gradation along the continuum, and as a population curve form a normal distribution. Thus, the majority of the population fall within the mid-centric group. The mention of distribution is a notable difference to theoretical typologies, which do not seek to apportion

typologies to populations. However, later testing of Plog's model suggested that the distribution was not replicated across other nationalities (Smith, 1990). In rebuttal, Plog (1990) suggested that methodological flaws were the reason for Smith's (1990) results, rather than a reliable comment upon the allocentric and psychocentric concept.

V. Smith (1989, pp. 11-12) developed a typology based upon tourist "numbers, their goals, and their adaptations to local norms." She stated that there were seven tourist types: explorer; elite; off-beat; unusual; incipient mass; mass; and, charter. As the typology progresses from explorer to charter, their willingness to adapt to local norms at the destination decreases and numbers within each tourist role increases. Thus, when applied to populations, the typology is best conceptualised as a pyramid of numbers (Smith, 1989). This proposition challenges Plog's (1974) normal distribution because, according to Smith (1989), a typological extreme bears the greatest tourist numbers rather than a mid-point.

Despite the various typologies that have attempted to bridge the divide between Boorstin (1971) and MacCannell (1976), Wickens (2002) maintains that the roles are still too broad. Therefore, her work provides greater subdivision within one of Cohen's (1972) tourist roles: the institutional tourist, and specifically the individual mass tourist. Like Plog (1974), Wickens' work shares the distinction of being informed by primary research. Eighty-six interviews of British tourists to Chalkidiki, Greece, were analysed and five 'micro-types' were identified: the Cultural Heritage; the Raver; the Shirley Valentine; the Heliolatrous; and, the Lord Byron. The Cultural Heritage tourist placed strong emphasis upon involvement with local cultures and the history of ancient Greece. The Raver type sought hedonistic pleasure whilst on holiday, and their holidays were confined largely to beaches and nightclubs. Thus, similarities with Cohen's (1979) recreational experience mode emerge. The Shirley Valentine was a female only group, in which the interviewees expressed a desire to have romantic encounters with Greek men. The Heliolatrous type are categorised as sun-worshippers whose holiday choices are determined by the need for sunnier weather conditions. Finally, the Lord Byron types are habitual visitors to the destination, and often to the same accommodation. These tourists visit repeatedly because it allows them to become integrated into a community.

In some respects, the Lord Byron type can be considered existential (Cohen, 1979) or fourth-order tourists (Redfoot, 1984). They have found meaning through tourism, but live in exile from this sense of “home” (Wickens, 2002, p. 841) that they find there.

Uriely, Yonay and Simchai (2002) also sought to provide greater clarification of the tourist roles proposed by Cohen (1972). Like Wickens (2002) they took a tourist role and explored the finer tourist types within it. However, Uriely, et al. (2002) focused on non-institutional tourists and, specifically, backpacker experiences were analysed as an example of the drifter role (Cohen, 1972). Based on in-depth interviews with 31 Israeli backpackers who had travelled to south-east Asia, Australia, New Zealand, Latin America and Africa, six backpacker tourist types were identified, largely using the vocabulary of Cohen’s (1979) experiential phenomenology.

Experimental backpackers and experiential backpackers exhibited an interest in Eastern philosophies and meditation, a sense of alienation from the ‘centre’ at home and sought ‘the centre out there’. However, the two differed in that the former participated in meditation courses whilst backpacking, whereas the latter simply observed. This division reflects the original differences implied by Cohen (1979). Similarly, Cohen’s assertions appear to hold true for diversionary backpackers and recreational backpackers. Both groups were interested in pleasure activities mainly and had no wish to engage with ‘the centre out there’.

At this point, it should be noted that Uriely, et al. (2002) went further than simply reaffirming initial typologies. They developed Cohen’s (1979) phenomenology by examining the humanistic backpacker type. The humanistic experience was identified by Cohen (1979) but not explored in depth. Humanistic experiences are those in which tourists feel no sense of alienation from the centre at home, but nevertheless desire engagement with a range of ‘centres out there’. This attitude is founded on the humanistic belief proposed by Goethe that “nothing human is alien to me” (cited in Cohen, 1979, p. 192). Hence, the humanistic backpacker seeks meaningful experiences whilst on holiday to assimilate the centre at home and the various ‘centres out there’ (Uriely, et al., 2002).



Furthermore, Uriely, et al. (2002) also identified the multitype backpacker, who undertakes multiple backpacker holidays. In this way, it is acknowledged that a person can fall into different typological roles at different times in their lives. For example, one multitype backpacker initially wanted relaxation and pleasure (recreational backpacker). Upon returning to Israel, s/he then felt a sense of alienation from its values, and so undertook further holidays to escape this alienation (diversionary backpacker). Furthermore, Uriely, et al. (2002) demonstrated that within the course of one holiday, one person can have multiple experiences. For example, one interviewee exhibited characteristics of the recreational backpacker and the experiential backpacker during a single holiday. This finding would appear to be of particular relevance with regards to experiences of transport in tourism. Chapter 1 demonstrated that transport plays a dual role within tourism: 'tourist transport' and 'transport tourism' (cf. Lumsdon & Page, 2004). Therefore, it would appear reasonable to assume that those who engage with both, e.g. travelling by air to a destination (tourist transport) to board a cruise ship (transport tourism), are likely to have two different experiences of transport. The former associated with its utility, and the latter resulting from its hedonic attributes (Brechan, 2006).

As useful as the categories of Wickens (2002) and Uriely, et al. (2002) are for understanding the experiences of tourists on package holidays to Greece and backpacking, respectively, their applicability to tourism more generally is limited. Nevertheless, the studies of Wickens and Uriely, et al. establish an important precedent. They suggest that a definitional approach can be used to investigate tourist experiences in a specific context – for example, package holidays to Greece or backpacking – rather than simply acting as holistic conceptualisations. This precedent implies that a definitional approach is a suitable first step in the analysis of the transport-tourist experience at the broadest level, to provide the theoretical framework to underpin subsequent focused primary research into experiences of transport tourism.

### **3.3.3 The construction of the tourist experience**

As well as typological studies that attempt to categorise the tourist with regards to authenticity and thus pluralise the tourist experience (Uriely, 2005), other studies have taken a different approach that cross-section the typographical work. They are far less abundant, but they attempt to define the tourist experience by providing insight into the way in which the tourist experience is constructed. By and large, it is maintained that the tourist experience is visual, although more recently other sensory inputs have been recognised.

#### **3.3.3.1 The tourist experience is visual**

Urry (1990; 2002b) is the most notable author writing about the visual in the tourist experience. He contends that tourism is

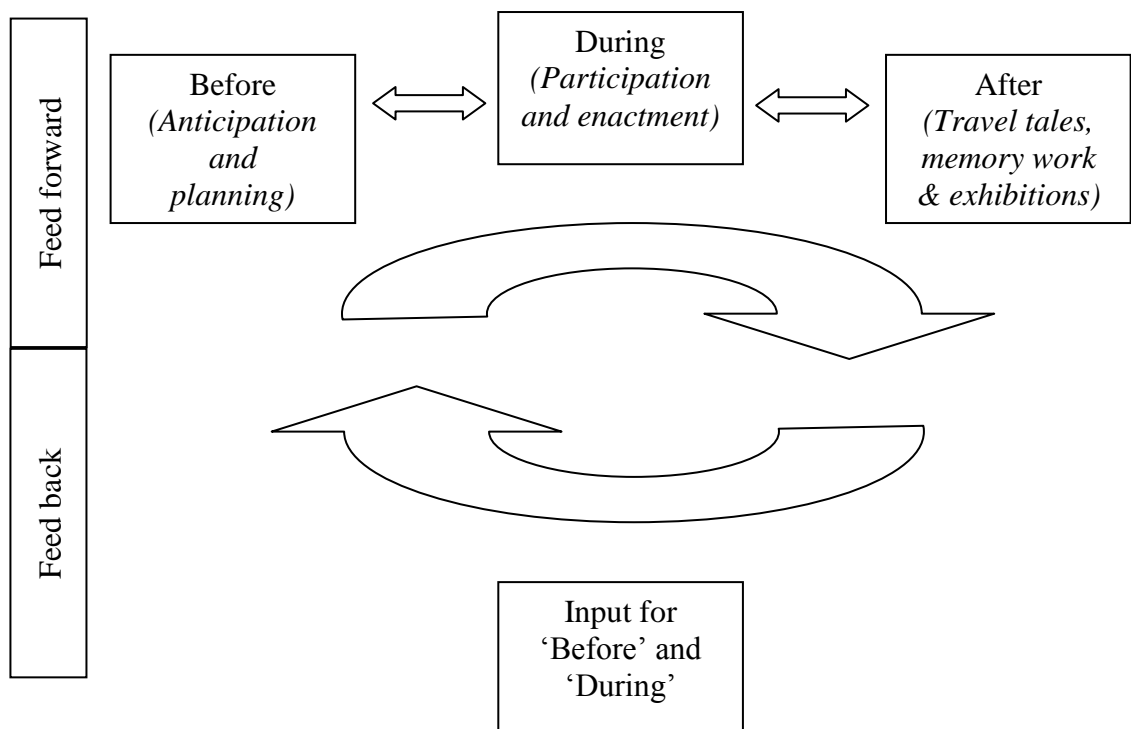
“about consuming goods and services which are in some sense unnecessary. They are consumed because they supposedly generate pleasurable experiences which are different from those typically encountered in everyday life. And yet at least part of that experience is to gaze upon or view a set of different scenes, of landscapes or townscapes which are out of the ordinary” (Urry, 2002b, p. 1).

The pleasurable experiences that arise from the tourist gaze is largely a result of contrast with “non-tourist forms of social experience and consciousness”, it is socially constructed and systematised, and “there are many professional experts who help to construct and develop our gaze as tourists” (Urry, 2002b, p. 1). In this way, the pervasive influence of the tourism industry and its effects on the tourist experience are still stressed: tourists travel to gaze upon that which ‘ought’ to be gazed upon (cf. Boorstin, 1971; MacCannell, 1976). The tourist gaze falls upon places

“that are visited because there is anticipation, especially through daydreaming and fantasy, of intense pleasures... Such anticipation is constructed and sustained through a variety of non-tourist practices, such as film, TV, literature, magazines, records and videos, which construct and reinforce that gaze” (Urry, 2002b, p. 3).

The gaze is of signs, in other words views that represent typical preconceptions (constructed by the tourism industry and media) of cultures and places, rather than that which is authentic in the ‘toured object’ sense of the word (Wang, 1999). In this way, tourism has been suggested to be a hermeneutic circle (Urry, 2002b, p. 129), and presented diagrammatically by Ek, et al. (2008) in Figure 3.3.

**Figure 3.3. Performing and experience circle**



Source: (Ek, et al., 2008, p. 127)

However in gazing upon sights, in other words the “during” phase (Ek, et al., 2008), Scarles (2009) suggests that the tourist is more than just viewing what ought to be seen as dictated by the tourism industry. Instead, “as tourists move through place, collective

discourses merge with subjective experiential encounters that unfold as not only prescribed and anticipated but also immanent and personalised” (Scarles, 2009, p. 479). Hence, tourists are co-creators of the tourist gaze. The tourist gaze typically takes two forms: the ‘romantic gaze’ and the ‘collective’ gaze (Urry, 2002b). The former refers to ‘romantic’ idea of the self that is found through “solitude, privacy and a personal, semi-spiritual relationship with the object of the gaze” (Urry, 2002b, p. 43). In contrast, the latter “necessitates the presence of large numbers of people... Other people give atmosphere or a sense of carnival to a place. They indicate that this is the place to be and that one should not be elsewhere” (Urry, 2002b, p. 43).

The tourist gaze was later modified by Larsen (2001) to form ‘the travel glance’, which considered the need to adapt the tourist gaze to situations in which the tourist is mobile. He discusses the differences between the stationary tourist gaze, which is likened to fixed photographic views, and the mobile travel glance that is cinematic in nature. In this adaptation, trains and cars become “vision machine[s]” (Larsen, 2001, p. 88). The tourists are “detached from the space of the perceived landscape. This is partly due to the velocity of these machines, but more significantly because the car driver and train passenger are literally sealed off from the now “exterior” world” (Larsen, 2001, pp. 88-89). Glances of landscapes are fleeting and brief, characterised by vehicular mobility and personal immobility and the tourist is an armchair traveller who is likened to a cinema spectator (Larsen, 2001). Certainly, Edensor and Holloway’s (2008) rhythmanalysis of coach tours (see Section 2.4.2) supports this notion, but also suggests that the travel glance extends to coaches and not just Larsen’s (2001) original focus on train and car. Indeed, the defining characteristics “based on speed, mobile visual perception, bodily immobility, and the promise of a pleasurable touristic journey” (Larsen, 2001, p. 94) might be argued to apply to a wide range of transport tourism products.

Regardless of Larsen’s (2001) development of the idea, Urry’s (2002b) tourist gaze holds good and supports the general opinion of those who came before him in terms of tourism’s sociological relationships with ‘otherness’ and the agents responsible for the construction of the tourist experience (Cohen, 1979; MacCannell, 1976; Quan & Wang,

2004). However the inherent difference, and therefore the ultimate value, of the notion of the tourist gaze is that it provides an understanding of the way in which the tourist experience is co-created by tourists and not simply a definitional explanation of the make-up of the experience itself. For this reason, the value of the work is well recognised in the tourism literature and its influence has been extensive (cf. Larsen, 2008).

However, that is not to say that otherness is always related solely to society. Haldrup and Larsen (2003) proposed the family gaze to describe the way in which family social bonds are developed through tourism (cf. Redfoot, 1984). They suggest that, in contrast to authenticity studies that suggest a quest for the ‘other’ or the ‘centre out there’, family tourism is often about “the desire to find a ‘home’ where families imagine themselves as being a *real* loving family; doing various mundane social activities together as a tight-knit affectionate unit” (Haldrup & Larsen, 2003, p. 26). However, as with authenticity studies, this desire is created because of a perceived deficiency in everyday life. They continue,

“Living in an era of pure relationships... where the values and institutions that once legitimized and bonded the family biologically and culturally is losing power, ‘families’ are in constant need of performing acts and narratives that provide sense, stability and love to their familial relations” (Haldrup & Larsen, 2003, p. 26).

They suggest that tourist photography allows for the capturing of family time together, much in the way that it allowed Redfoot’s (1984) tourists to photograph authenticity to preserve it. The views that were constructed in photographs ranged from those that were mundane and everyday to the posed and idealised. As the photograph became more staged, the views of landscapes became more fully incorporated into the photograph (Haldrup & Larsen, 2003).

More recently, there has been a move to stress that ‘otherness’, or the difference that it is possible to experience through tourism, is not necessarily what tourism is about.

Habits and practices from everyday life are taken like baggage on holiday with tourists (Edensor, 2007; Ryan, 2010) and often cannot be left at home regardless of any strength of desire that the tourist might have to visit the 'other', be different and experience authenticity. Therefore, differences between tourism and everyday life experiences are not always very evident (Larsen, 2008), and the routine, the mundane and the mindless habits of home are suggested to be a part of tourism (Edensor, 2007; Edensor & Holloway, 2008; McCabe, 2002; Ryan, 2010); even work-life has been shown to influence experiences of post-modern tourism (Uriely, 2001). But it is not simply the impact of the everyday on tourist experiences that is of note. Increasingly, because of the ever-expanding influence of media, information communication technologies and the spread of simulated environments, the 'other' is no longer only found 'out there'; the signs that Urry (1990) mentions can be gazed upon at home or, at least, in the everyday lifespace (cf. Gibson, 2006). For this reason, he and Lash pronounced grandly the 'end of tourism' (Lash & Urry, 1994). Whether this statement is true or not is most certainly beyond the aims of the present thesis. However, the central notion it conveys is an important contrast with the differentiated analyses of tourism often argued in the typological works of the 1970s and 1980s, and can be best summarised as the de-differentiation of tourism (Uriely, 2005).

### **3.3.3.2 The tourist experience is multi-sensory**

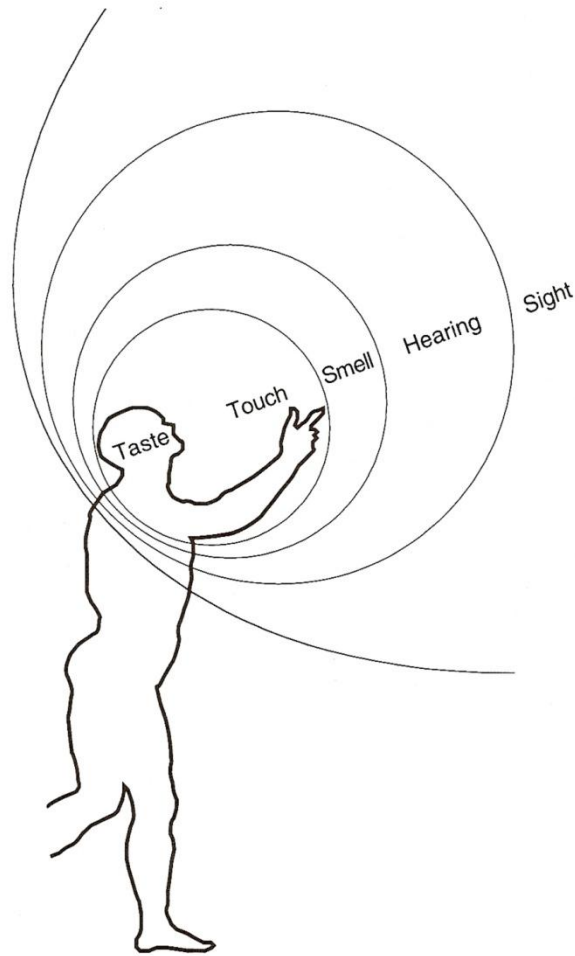
The previous sub-section detailed the visual construction of the tourist experience, but Edensor (2006, p. 23) notes that "the senses of smell, tactility, hearing, and other senses have been less considered" in tourism research. Obrador-Pons (2007, p. 132) agrees, and accuses most tourism researchers of "ocularcentrism". However, although Edensor (2006) does not criticise the works of vision and tourism *per se*, he does suggest that a narrow preoccupation with it might lead to "an exaggeration that downplays other tourist ways of apprehending the world" (Edensor, 2006, p. 23). Indeed, as Garlick (2002) asks, if the de-differentiation of tourism means that 'the other' is increasingly readily experienced visually in everyday lifespaces, and the tourist experience is visual, then why travel at all? The answer is in the journeying (Garlick, 2002) and the

journeying, according to Edensor (2006) and Pan and Ryan (2009), is a multi-sensory experience.

Urry is not ignorant to this fact. In developing the tourist gaze from its earlier conceptualisation (Urry, 1990; Urry, 2002a) and taking on board criticism, he recognises the need to embody the gaze so as to appreciate that “in all situations, different senses are inter-connected to produce a sensed environment” (Urry, 2002b, p. 146). Therefore, there is a need to consider tourists’ interactions with not only landscapes and townscapes visually, but also soundscapes, smellscapes, tastescapes and the geographies of touch (Urry, 2002b). Rodaway (1994) outlines the range of sensual experiences available. Figure 3.4 indicates the proximity to the body that is needed in order for individuals to experience environments through a given sensual mode. Possibly the more distant range at which environments can be experienced visually explains the prominence of visually-related research in tourism. However, experiences can involve all or just a selection of the senses and, of the senses that are involved at any given moment, a hierarchy exists suggesting that not all senses play an equal role (Rodaway, 1994). Moreover, this hierarchy is not fixed; it differs from environment to environment.

Dann and Jacobsen (2003) agree with Urry (2002b), stating that the development of a framework for appreciating the polysensual nature of tourism is needed. However, such a model has not yet been developed with regards to the experiences of tourists. Pan and Ryan (2009) have made some advancement in the application of the concept to destination marketing in New Zealand, although the visual component of the tourist experience is omitted. On the other hand, other research that exists on the non-visual and tourism tends to focus on one particular sense, providing insights into the nature of that sensory experience but still dodging the difficult task of developing a multi-sensory model of the tourist experience.

**Figure 3.4. The range of the senses**



Source: (Skurnik and George, 1967, cited in Rodaway, 1994, p. 27)

It might be suggested that the reluctance of researchers to deal with multi-sensory experiences is understandable given that humans do not simply experience passively but also impact actively on environments. With reference to sensing, Rodaway (1994) explains that individuals have perception ('to experience' environments as it is commonly understood) but also presence (that is, to be a co-creator of environments), that gives rise to both general, passive, unspecified sensing and more focused, active, specific meaning. Consequently, a matrix can be drawn to describe sensing in its various forms (Figure 3.5). However, it should be noted that taste is missing because "for taste to operate things have to be placed on the tongue or in the mouth, but smell



[and the other sensory modes] give us access to a world around us” (Rodaway, 1994, p. 63).

**Figure 3.5. The sensuous matrix**

		Sensation			
Perception		<i>Visual: to see</i>	<i>Visual: to appear, to be seen</i>	Presence	
		<i>Auditory: to hear</i>	<i>Auditory: to be heard</i>		
		<i>Smell: to notice a smell (generalised)</i>	<i>Smell: to be smelled (odour signature)</i>		
		<i>Haptic: to feel or sense (contact)</i>	<i>Haptic: to be touchable (tangible)</i>		
		<i>Visual: to watch, to look</i>	<i>Visual: to look (appearance), to give an image</i>		
		<i>Auditory: to listen</i>	<i>Auditory: to sound, voice</i>		
		<i>Smell: to smell, sniff (specialised, exploratory)</i>	<i>Smell: to give out an intentional odour</i>		
		<i>Haptic: to touch, feel (explore)</i>	<i>Haptic: to touch or reach (communication)</i>		
		Meaning			

Source: (adapted from Rodaway, 1994)

The combination of perception and presence, sensation and meaning are examined in the following sub-sections focused on the auditory, olfactory (incorporating smell and taste (Rodaway, 1994)) and haptic (touch (Rodaway, 1994)) sensing of environments.

### 3.3.3.3 Auditory experiences

Soundscapes are an auditory component of landscapes and individuals' responses are determined by the listeners' state of mind and attitudes rather than noise level (Zhao, 2009). In a study of acoustic landscapes (soundscapes combined with visual landscapes) of 13 places along the scenic waterfront of West Lake in Hangzhou City, China, Zhao (2009) found that preferences were for natural/rural settings rather than urban/street. In particular, natural sounds such as water and birdsong were found to increase perceptions of pleasantness of visual experiences. Therefore, when visual and auditory components of landscapes are logically matched, a process of co-operation occurs whereby "the sum of the partnership exceeds the effectiveness of each alone" (Rodaway, 1994, p. 36).

However, Matless (2005) suggests that an understanding of soundscapes is more complex than simply the effect of sounds on individuals' experiences. Expectations of soundscapes shape tourist behaviour as co-creators of soundscapes. In other words, the argument for the hermeneutic circle of the visual in tourism is replicated with respect to the aural and tourism. Tourists arrive at destinations with expectations of soundscapes, although the construction of these expectations is somewhat harder to explain than the visual anticipation that is constructed through information communication technologies, and auditory expectations usually govern tourist behaviours. Hence, in rural locations, there is an expectation of quietness and natural sounds, and thus visitors tend to modify their noisemaking behaviour to match the setting (Matless, 2005). People who are loud are deemed out of place and can impact negatively upon the experiences of others (Matless, 2005). This suggestion is in keeping with the findings of Zhao (2009) who demonstrated that it was not only the presence of natural noises in rural settings that was pleasant but also the ability to hear them because of noise levels. Therefore, if sounds are intrusive or out of place "this is not for intruding into a landscape lacking sound, but from disrupting a valued acoustic ecology already full of sound" (Matless, 2005, p. 762). Inferentially, perceptions of unpleasantness might result when intruding noise levels prevent such appreciation. Certainly, the rhythm analysis of coach tours by Edensor and Holloway (2008) supports that inference; they reported that certain intrusive sounds (mobile telephones ringing) disrupted rhythms onboard.

In terms of the tourist experience, particularly in natural settings which would appear to be the most preferable soundscape, the possibility for conflicts between user groups exists. Tourists as recreationalists have different expectations of soundscapes from, say, environmental conservationists who might share the use of natural areas. Accordingly, different sonic behaviours might arise, some of which can be considered out of place and unwelcome for other user groups (Matless, 2005). However, not all tourism takes place in rural environments; for example, city breaks and resort-based tourism are urban. Translated to other settings then, there is a question as to whether music played in public urban spaces is in the ‘cultural grain’ (Schofield (2009), for instance, looks at the pop music soundscape in Manchester), or whether it is out of character and intrusive. Such considerations might lead to what Matless (2005) refers to as a moral geography, that is, questioning as to whether the soundscape is what it ‘ought’ to be.

#### **3.3.3.4 Olfactory experiences**

Dann and Jacobsen (2003) contest that smell is the least researched sense, possibly because its reporting is constrained by the difficulties of describing smells verbally. Porteous (1985) expands upon this point. He reviews two hundred years of olfactory research and concludes that little advancement has been made since the work of Linnaeus in the mid-eighteenth century in terms of classifying smells, and that knowledge with regards to smell in 1940 was of the same scientific level as sight and hearing in 1750. Broadly, he continues, smell can be classified in seven categories: “aromatic, fragrant, ambrosial (musky), alliaceous (garlicky), hircine (goaty), foul and nauseating. Note four of these categories are defined hedonically” (Porteous, 1985, p. 358). It is also important to bear in mind the concept of adaption with regards to smell. Over time, the perceived intensity of smell decreases, “not that the smell disappears, but the perceiver has become habituated to it” (Porteous, 1985, p. 358). Arguably, it is adaption rather than descriptive difficulties that makes research of smells associated with the tourist experience problematic; it suggests that any olfactory influence in the experience is likely to be short-lived. Moreover, unlike the visual aspects of tourism that can be captured through photography or otherwise imagined and recollected, the

capturing of olfactory experience is difficult especially if researched using post-experience methods. However, smells also differ from visual stimuli in the tourist experience in that they are more pervasive and less escapable, whereas tourists' selective gazing (Edensor & Holloway, 2008) or states of relaxed distraction (Edensor, 2006) mean that some visual stimuli are either purposely ignored or simply overlooked.

Dann and Jabobsen (2003) present an analysis of tourism smellscapes, defined as smells that are "spatially ordered or place related" (Porteous, 1985, p. 357). They review a selection of 65 accounts that refer to smells of places and/or people encountered whilst travelling. Accounts come from the writings of Paul Theroux, Mark Twain and Jack Kerouac to name a few, travelling in urban and rural destinations in pre-modern/developing, modern/developed and post-modern/developed time/space settings. By analysis of the reporting of smell across the time and space variations, Dann and Jabobsen (2003) conclude that rural areas are more positively reported than urban, and rural areas are most positively reported in modern settings; negative accounts are broadly similar in rural areas regardless of time setting. With regards to the broadly negative descriptions of smells in urban areas, modern cities (industrial revolution to post-World War II) are most negatively perceived. Although sensually different, the parallels with the findings of Zhao (2009) with regards to preferences for rural/natural soundscapes is worthy of note, and once again suggests the strength of sensual co-operation (Rodaway, 1994).

The clever use of smell in destination marketing can enhance visitor attractions so as to reconstruct a "positive version of yesteryear, by simultaneously screening out all the unpleasantness" (Dann & Jacobsen, 2003, p. 17). Hence, links to object authenticity (Wang, 1999), or rather inauthenticity, re-emerge as does the cynical construction of the tourist experience by the tourism industry (Boorstin, 1971). Tourism operators alter the authentic attraction for something more sanitised which is acceptable to modern day tourists and thus most profitable for themselves. Yet, however manipulative and despicable the tourism industry's olfactory tricks might be, Dann and Jacobsen (and utilising the work of others) suggest a greater possible horror:

“Surely the worst way to take in such a place is in an air-conditioned tour bus (Urry 2000: 95), cut off from the natural street odours in an encapsulated (Weightman 1987) ‘sanitized, hygienic bubble’ (Bauman 1993: 39), where the only activity is visual – that of passively ‘looking down one’s nose’ at the Other through a tinted window” (Dann & Jacobsen, 2003, p. 20).

Quite why bus/coach tourists’ experiences warrant the special distinction of being ‘the worst’ is unclear since Larsen (2001) discusses the travel glance and sensory economies with regards to other tourist transport modes too. So, whilst not questioning the facts of the statement by Dann and Jacobsen (2003), its tenor is reminiscent of other works that pit tourist against tourist, and brand certain tourist experiences less valuable than others (cf. Culler, 1981; MacCannell, 1976). Despite levelling a charge of what MacCannell (1976) might imply is academic snobbery at Dann and Jacobsen (2003), their valuable contribution to the field of tourism is acknowledged in the present study. Although the work does not give any particular insight into the olfactory components of tourism and their impact on the tourist experience through primary research, they provide a foundation for other studies to consider that smell is indeed part of the tourist experience and that it is not always exclusively visual.

Tastes within the olfactory system are far less well-researched than smells with regards to their use in sensing environments (Rodaway, 1994), and thus are of very limited use in the present research. Certainly, tourists eat whilst on holiday and the foods they eat might be the same as or different from those eaten at home. Yet, the literature search for the present thesis found no research related to taste with regards to tourist experiences, although there is a wide range of studies focused on eating and gastronomy. However, these works are not in keeping with the focus of this study and thus are overlooked.

### **3.3.3.5 Haptic experiences**

Derived from the Greek meaning ‘to lay hold of’ (Dixon & Straughan, 2010), the haptic system processes touch sensations. Rodaway (1994, p. 48) explains that haptic sensing

allows humans to determine surface (texture), geometry (shape, size), material (mass, weight), location (distance), energy (temperature) and dynamic (vibration, locomotion, movement) aspects of environments. Such sensing is undertaken in four ways: global touch (general sensing of environments and the body within the world); reach-touch (what is felt with hands, arms, fingers, toes, and so on); extended-touch (touch using instruments to extend the bodily reach); and, imagined touch (rooted in memory and expectation) (Rodaway, 1994, pp. 48-54). Therefore, haptic sensations are both proximal (reach-touch and extended-touch) and distal (global touch and imagined touch) (Dixon & Straughan, 2010). Proximal haptic sensations are often performative, mundane, fragmented and context-specific, whereas distal sensations are associated with broad, detached knowledge (Hetherington, 2003, cited in Dixon & Straughan, 2010). That is to say, things that are touched with limbs or using equipment tend to be isolated experiences that are not necessarily representative of the wider environment and thus, unlike distal sensations, proximal sensations do not always provide information to enhance knowledge of place.

Perhaps a notable exception to this general rule is the beach holiday. Here, the proximal and the distal co-operate because “[t]he beach is first and foremost a haptic geography” (Obrador-Pons, 2007, p. 134). Obrador-Pons (2009) explores sandcastle building as a proximal haptic performance that allows the building of ‘as-if’ worlds, but at the same time touch reaffirms “our witness with things” (Patterson, 2007, cited in Obrador-Pons, 2009, p. 203). In short, it gives rise to imaginative daydream and story-telling but simultaneously roots tourists firmly within the beach environment. However, Obrador-Pons (2009) provides an etic description of sandcastle building as performance, but insight into the way the tourists experience the haptic geography of the beach is missing. However, this situation changes when, in the same paper, quotations from tourists are suddenly incorporated with regards to distal sensations related to sunbathing (the reason for the change of approach is not explained). He finds that the heat from the sun relaxes and energises the sunbathers on the beach, and it is likened to a caress. The activity involves receptivity and stillness, and it contrasts clearly with the performative activity of sandcastle building. Often, visual sensations are eliminated because tourists close their eyes allowing thoughtful reflection.

Still more personalised accounts of haptic sensations of beaches are evident in Obrador-Pons's (2007) study of tourists on a nudist beach in Menorca. Here, he found that haptic sensations were central to the nudism and that viewing was actively 'downgraded' to reduce tourists' own embarrassment or discomfort to others. The haptic sensation of being nude on the beach included "[t]he direct and often sensual contact with the environment, the feeling of the sun caressing the skin, the sensual movement of the naked body into the seawater and the unpleasant infiltration of the sand into body orifices" (Obrador-Pons, 2007, p. 134).

As well as haptic sensations of environments, be they proximal or distal, humans also sense their body in motion (Rodaway, 1994). Sheller (2007) explores automated mobilities, or the moving body in moving cars. In contrast with Larsen's (2001) suggestion that car travel is visual because, amongst other things, the body is immobilised inside the vehicle, Sheller (2007, p. 177) proposes that driving is "a practice that intertwines and *mixes* the human and the inhuman, the person and the thing... [and] it is important to consider the kinaesthetic involvement between the human and the car." The kinaesthetic intertwining produces motion and emotion, yet descriptions of both are not provided because Sheller (2007), who chooses not to produce an ethnography of the driving experience through interviews or focus groups, instead provides a discussion of claims of theorists and the car industry "and the actual work of developing new driver-road systems" (Sheller, 2007, p. 178). Despite this, the work also provides evidence that the car interior is multi-sensory and gives rise to auditory and visual experiences because of developments in information communication technologies, such as CD, DVD and MP3 players, mobile telephones and mobile internet devices, that can be used whilst mobile (Sheller, 2007). Hence, experiences of transport tourism might involve not only what is outside the vehicle, but also within.

### **3.3.4 Evaluation of the definitional approach**

The review of definitional approach has demonstrated that its focus is on describing the nature of tourists' experiences and explaining the way in which these experiences are

constructed. A variety of influences have been identified that potentially shape the tourist experience: the tourists' personality, the tourism industry, the destination, the host population at the destination and its culture, and other tourists including family. The ways in which these influences are experienced by tourists are considered. Visual experiences dominate but other sensory modes are evident too. When taken together, these studies demonstrate that the range of tourist experiences is vast and indicate that models of the tourist experience will never be able to encapsulate all elements.

What is also apparent from the review of the definitional approach is that the influence of key works of the 1970s and 1980s focused on authenticity and 'the centre out there' and later works on the construction of the tourist experience in the 1990s and 2000s has distracted from study of tourists' experiences (verb) of the tourist experience (noun) (Ek, et al., 2008); in other words, what tourists think and feel about the things they encounter. Arguably, the preoccupation with defining what the tourist experience is, and why it is the way it is, has overlooked a more detailed analyses of the effect it has on the tourist. For this reason, it is important to consider the outcomes of tourism and the real-time thoughts and feelings associated with tourism. These aspects will be considered next with reference to the post-hoc satisfaction approach (outcomes) and in section 3.5 in terms of the immediate conscious experience (real-time).

### **3.4 The post-hoc satisfaction approach**

Typically, 'post-hoc satisfaction' studies seek to determine the extent to which tourists' expectations of holidaying are met by their perceptions of the actual experience. In this respect, Mannell and Iso-Ahola (1987, p. 321) state that there is an assumption that "people are aware of their leisure needs or motivations, the kinds of experiences that will satisfy these needs, and that they can make accurate judgements about when these are met (satisfactions, psychological outcomes achieved)." Hence, Prentice, et al. (1998) call this approach the 'planned behaviour approach', while Ryan (2010) labels it 'confirmation/disconfirmation' and notes its linkages with 'destination image'. In this way, Quan and Wang (2004) state that an understanding of satisfaction is advantageous for tourism organisations, and note that this body of work tends to be marketing or



management focused. As a result, only a brief overview of this body of literature is presented as it is predominantly supply-sector oriented, whilst the focus of the present study is on the tourist.

Under the assumption that satisfaction can be measured, Mannell and Iso-Ahola (1987) comment that quantitative studies are predominant in the post-hoc satisfaction approach whereby satisfaction relating to various attributes is rated by tourists. Quan and Wang (2004, p. 298) comment that this approach supposes that the tourist experience is a “subjective psychological process... that can be studied in positivist methods.” Given tourists’ assumed awareness of needs and expectations, and their accurate choice making in relation to these needs, research has focused mainly upon the satisfaction gained through tourist experiences.

#### **3.4.1 Measuring tourist satisfaction**

Ryan (2002) notes how expectations are antecedents of the tourist experience, upon which subsequent satisfaction judgements of satisfaction are made. This position is based upon confirmation/disconfirmation models that have been developed most fully in the marketing literature focused on service quality, notably SERVQUAL (Parasuraman, Zeithaml, & Berry, 1985, 1988). Confirmation/disconfirmation models maintain that satisfaction is determined by the gap between customers’ expectations and perceptions. Satisfaction occurs when customers’ perceptions of service meet or exceed their expectations of ideal service (Parasuraman, et al., 1985, 1988). Thus, dissatisfaction is when perceptions of service are lower than expectations.

The confirmation/disconfirmation principle has been applied subsequently within the tourism literature. Tribe and Snaith (1998) developed HOLSAT, a technique for measuring holiday satisfaction, piloted in Varadero, Cuba. They propose that HOLSAT is a more desirable means of measuring holiday satisfaction than SERVQUAL because the latter is focused on more tightly defined service industries (cf. Augustyn & Seakhoa-King, 2004), for example “restaurant, airline, [or] hotel experiences... [but a] holiday is a much more messy concept” (Tribe & Snaith, 1998, p. 28). Hence, HOLSAT aims to provide a holistic measure of holiday satisfaction, incorporating elements of the

physical resort and facilities; ambiance; restaurants, bars, shops and nightlife; transfers; heritage and culture; and, accommodation. However, it is interesting to note that only four of the 56 items in the HOLSAT tool refer to transport: two relate to functional transport, the third relates to the airport environment, and the final one to the iconic nature of classic American cars as symbols. Hence, possibility for the positive utility of travel (Mokhtarian & Salomon, 2001) is not measured.

Despite its original Cuban focus, the HOLSAT model has been applied successfully in Vietnam as well (Truong & Foster, 2006), with Vietnamese variables replacing Cuba-specific items in the questionnaire. The extent to which the substitutions damage the reliability of the data collection tool is not examined in any detail within the article. Moreover, the importance of transportation within the measured experience is marginalised further; Truong and Foster (2006) allocate only two functional transport variables within the questionnaire. Nevertheless, Truong and Foster's work indicates that HOLSAT can be applied equally successfully at other destinations. The importance of such a finding is highlighted by others who claim that knowledge of tourists' levels of satisfaction at destination level can be useful to managers, and that satisfaction increases the likelihood of repeat visitation and builds destination loyalty (Žabkar, Brenčić, & Dmitrović, 2010).

The main limitation associated with both Tribe and Snaith (1998) and Truong and Foster (2006) is the way in which the statements used to measure satisfaction were generated. In both cases, reviews of promotional materials, newspapers, travel literature and guide books, and interviews with travellers with previous experience of the destination were conducted. It could be argued, therefore, that HOLSAT, as a confirmation/disconfirmation model, is a measure of the effectiveness of the product created by tourism institutions. Thus, it can be viewed cynically as a means of evaluating pseudo-events (Boorstin, 1971), staged authenticity (MacCannell, 1976) or the hermeneutic circle of the tourist gaze (Urry, 2002b): the greater the satisfaction score, the more complete the illusion. In other words, it provides a means of measuring the extent to which tourists experience all the things that they are told that they are going to experience by tourism institutions, rather than a meaningful insight into the

tourist experience. For this reason, it is maintained in this thesis that the approach to study of the tourist experience must be interpretive, emic (determined by the research subjects) and qualitative, rather than positivist, etic (determined by the researcher) and quantitative. That is to say, the description and analysis of the tourist experience should emanate from the tourist and not the researcher.

There are several studies into tourism satisfaction of products that have not applied confirmation/disconfirmation models (for example, Eraqi, 2006; Ibrahim & Gill, 2005; Nadiri & Hussain, 2005; Yoon & Uysal, 2005; Yu & Goulden, 2006). This body of research also measures tourists' evaluation of destination attributes and products, but without the focus on prior expectations. However, insight into the broader tourist experience is equally limited. The research evaluates satisfaction in destination-specific or service product contexts. Therefore, it can be argued that it is of limited use to the present literature review that seeks to examine the nature of the tourists' experiences of transport, and thus it is not reviewed in detail. Nevertheless, a point of interest emerges with reference to the present study's focus on transport experiences: Eraqi (2006) and Yu and Goulden (2006) reported that internal transport (around the destination) was an element of the total tourist satisfaction that received low ratings from tourists. From this, it is reasonable to infer that transport, even in its functional role, is an important aspect of total tourist satisfaction and can be of detriment to overall satisfaction if infrastructure is lacking or if service quality is poor.

### **3.4.2 Evaluation of the post-hoc satisfaction approach**

Post-hoc satisfaction approach studies are useful in that they provide insight into the tourist expectations, perceptions and dis/satisfaction, but in the context of the present research they are of limited value. The quantitative nature of studies within this approach imposes a rigidity upon respondents' replies that prevents insight into the nature of the tourist experience or its meaning to the individual (Mannell & Iso-Ahola, 1987). Quantitative studies of this sort measure tourists' satisfaction with the expected, and provide no opportunity for the unexpected, the novel and the personal to emerge. This conclusion does not mean that post-hoc satisfaction studies are without value. They

hold considerable worth for tourism companies and destination management organisations aiming to enhance their product and encourage customer loyalty (Alegre & Garau, 2010; Ibrahim & Gill, 2005; Nadiri & Hussain, 2005; Yoon & Uysal, 2005). In this respect, they are useful measures of tourist satisfaction with functional transport (Eraqi, 2006; Yu & Goulden, 2006) but are of peripheral importance to the aim of the current research that aims to analyse tourists' experiences of transport tourism, not simply the associated levels of satisfaction.

### **3.5 Immediate conscious experience**

Studies adopting the immediate conscious experience approach seek to understand the nature of the experience as it occurs. This approach has been dominated by Csikszentmihalyi (1975), and writing subsequently with various co-authors (for example, Csikszentmihalyi & Csikszentmihalyi, 1988; Csikszentmihalyi & Nakamura, 1989), principally in relation to leisure pursuits. Given the dominance of Csikszentmihalyi's work, Prentice, et al. (1998) termed such studies the 'flow' approach, as did Ryan (2010) albeit allied with 'arousal and risk'. However, it might be argued that the labels of Prentice, et al. and Ryan are too restrictive because they prevent consideration of other dimensions of the immediate conscious experience, such as absorption, that exhibit flow-like states but not its causal characteristics (Quarrick, 1989; Tellegen & Atkinson, 1974).

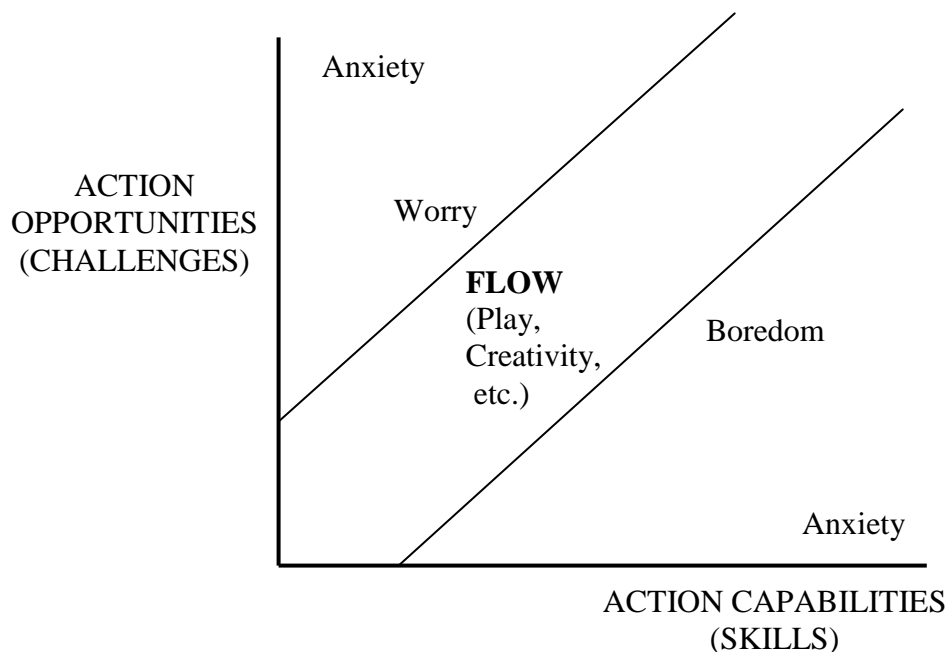
The central question in immediate conscious experiences studies is "[w]hat is the actual content of the experiences accompanying leisure behavior and what are the factors within the individual and the immediate environment that influence these?" (Mannell & Iso-Ahola, 1987, p. 325). Mannell and Kleiber (1997, p. 83) concur, stating that this approach focuses upon "the anatomy of the experience, its evaluative components (e.g., moods, emotions, feelings), cognitive components (e.g., thoughts, images), intensity, and duration." Although a sizable body of literature exists, major theoretical progress has been limited since the mid-1970s. The majority of subsequent studies have sought to apply early concepts, for example flow (Csikszentmihalyi, 1975) and absorption (Tellegen & Atkinson, 1974), to different situations. Typically, research centres on

optimal leisure experiences – those that are special, meaningful and out-of-the-ordinary (Mannell, 1996) – although they can arise in everyday life space. Accordingly, this research body is located in the leisure literature, suggesting a research gap within the tourism field of study (Mannell & Kleiber, 1997). But given recently emerging arguments for the de-differentiation of tourism (Section 3.3.2), the case for the inclusion of leisure states arising from everyday life space activities in tourism is strengthened. Therefore, this sub-section focuses on the immediate conscious experience concepts of flow and absorption.

### **3.5.1 The concept of flow**

In the seminal work, *Beyond Boredom and Anxiety*, Csikszentmihalyi (1975) suggested that behaviourist explanations for actions were not entirely satisfactory. He proposed that there was a need to understand recreational activities better through an analysis of participants' experiences rather than by simply determining their motivations to participate. Thus, Csikszentmihalyi (1975, p. 9) sought to analyse enjoyment “here and now – not as compensation for past desires, not as preparation for future needs, but as an ongoing process which provides rewarding experiences in the present.” The rewarding experiences were autotelic, that is, “a psychological state, based on concrete feedback, which acts as a reward in that it produces continuing behavior in the absence of other rewards” (Csikszentmihalyi, 1975, p. 23). Analysis of data collected from in-depth interviews with painters, amateur athletes, rock climbers, dancers, chess masters, high school basketball players and composers of music was undertaken. It revealed that, despite the idiosyncrasies of the activities, the structure of the experiences gained through participation was similar. The term ‘flow’ was adopted because it is a native category: “a word frequently used by the informants to describe the experience” (Csikszentmihalyi, 1975, p. 36).

**Figure 3.6. Model of flow**



Source: (Csikszentmihalyi, 1975, p. 49)

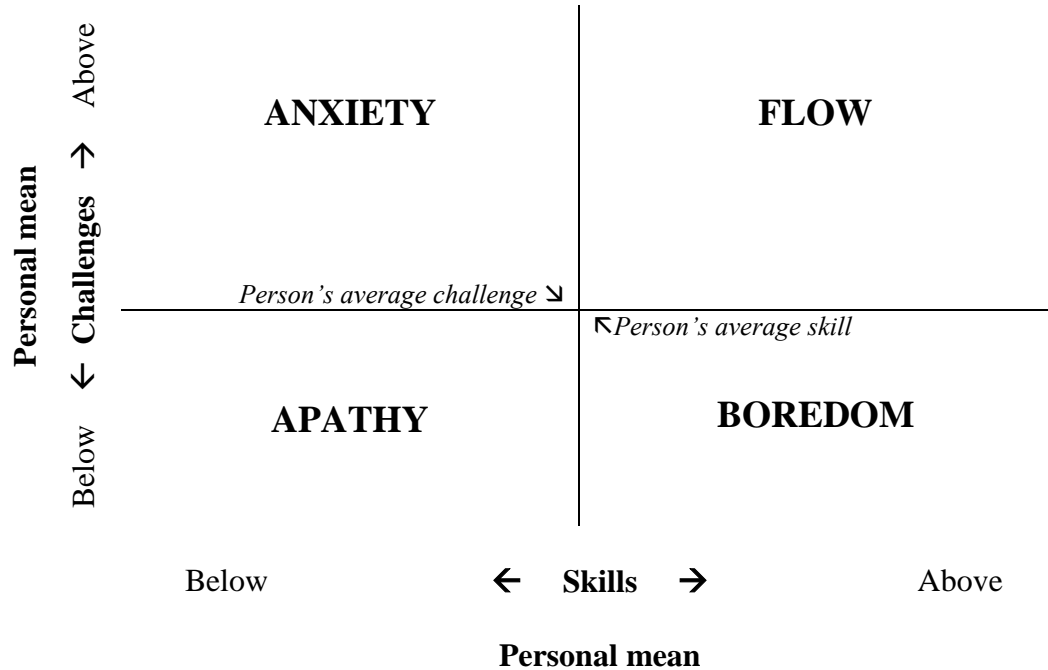
Figure 3.6 reveals that if individuals' skills are matched correctly to the level of challenge of the activity, flow can occur. If challenge greatly exceeds skills then anxiety occurs, or worry at a lesser level. Conversely, when skills exceed challenge then anxiety can also occur, but is experienced as boredom at lesser levels. The experiential states are usually brief. It is entirely possible that an individual in flow may be in a state of worry in the next moment if the demands of the activity increase beyond the individual's perceptions of their ability. Flow has several characteristics (Csikszentmihalyi, 1975, pp. 38-48):

1. a merging of action and awareness;
2. the centring of attention on a limited stimulus field;
3. the loss of ego/self-forgetfulness/loss of self-consciousness;
4. the control of actions and environments;
5. coherent, non-contradictory demands for action and provides clear, unambiguous feedback to a person's actions; and
6. an autotelic nature (i.e., it needs no goals or rewards external to itself or any extrinsic rewards are incidental).

The empirical study of flow is difficult because it is transitory in nature. The model suggests that flow only occurs when skills and challenges match; however, the skill-challenge ratio varies from moment to moment during an activity (Csikszentmihalyi, 1982). Moreover, the experience of flow is seldom experienced repeatedly by the same person in the same challenge setting because skills improve over time, thus requiring greater challenges to enable flow. This process is referred to as complexification (Csikszentmihalyi & Csikszentmihalyi, 1988). Therefore, the diagonal channel on Figure 3.6 indicates how, in a single activity, challenges have to increase in tandem with skills levels to facilitate flow states.

Subsequent research into the concept of flow revealed problems with the initial model (Csikszentmihalyi, 1982; Csikszentmihalyi & Csikszentmihalyi, 1988). Despite a skills-challenge match, often people did not experience the positive elements of flow. Massimini and Carli (1986, cited in Jones, Hollenhorst, & Perna, 2003) tested Csikszentmihalyi's (1975) model and discovered that flow will only occur when skills and challenges are matched at a level above an individual's mean, that is, above levels that are typical in daily life. As a result of this finding, the flow model was reworked. Figure 3.7 reveals that flow is experienced when skills and challenges are above the personal mean; anxiety occurs when challenge is above but skills are below the personal mean; boredom is experienced when skill is above and challenge is below the personal mean; and, apathy is felt when both skills and challenge are below the personal mean. This four channel model was later extended by Massimini and Carli (1988) to eight channels, incorporating relaxation, control, arousal and worry based upon different ratios of skill and challenge in reference to the personal mean.

**Figure 3.7. The four channel model of flow**



Source: (Massimini and Carli, 1986, cited in Jones, et al., 2003, p. 20)

Later, Csikszentmihalyi (1992, p. 183) reflected upon the additions to his model, stating:

“I guess I have always worried about “breaking the spirit” of flow by defining it too soon or too precisely...The important thing, in my opinion, is not to reify flow. The moment we say that “flow is the balance of challenges and skills” or that “flow is a score of ‘x’ on the Flow Questionnaire,” we have lost it. We have mistaken the reflection for the reality. The concept of flow describes a complex psychological state that has important consequences for human life. Any measure of flow we create will only be a partial reflection of this reality.”



Viewed very cynically, this statement appears to be a convenient shield against any criticism that suggests that flow is not a robust and operational theory. However, the central premise of the statement is of note: knowing that a state that is labelled flow by humans (or at least by the participants in Csikszentmihalyi, 1975) to describe an experience arising from active participation in activities exists is more important than being able to measure it precisely. If the latter becomes the pre-occupation, then the interest that spawned the initial research is destroyed.

Despite criticisms of the initial concept and extensions, the concept of flow has been well-studied, particularly with reference to Massimini and Carli's (1986, cited in Jones, et al., 2003) four channel model of flow in the leisure literature (Carli, Delle Fave, & Massimini, 1988; Csikszentmihalyi & Nakamura, 1989; Ellis, Voelkl, & Morris, 1994). Other studies have applied the model to the practical consideration of managing consumers' experiences, particularly with regards to adventure activities (for example, Jones, et al., 2003; Martin & Priest, 1986; Pomfret, 2006; Priest & Bunting, 1993; Ryan, 2002). However, Voelkl and Ellis (1998) warn that applied research needs to always mention that that accurate measurement of flow is not possible and that dimensions in research might not fully reflect the true experience for research subjects, and thus recommendations should be presented cautiously. Nevertheless, the possibilities for flow and the alternative experiential states (worry, boredom, et al.) provide a useful frame of reference for the current research. This would appear to be particularly true for transport tourism in which the tourist has active involvement in transportation, such as cycling, sailing, horse riding and so on (Pomfret, 2006).

Despite Csikszentmihalyi's (1975) initial contention that flow is experienced only in autotelic activities (those without external reward), it is interesting to note that other researchers find this to be untrue. Research presented contemporaneously by Hamilton-Holcomb and I. Csikszentmihalyi (1975) details the flow experiences of surgeons at work. Their study reveals that the structure of surgeons' work experience is in keeping with Csikszentmihalyi's (1975) model despite the two major extrinsic rewards associated with being a surgeon: pay and status. Other researchers have subsequently supported the finding that flow experiences can occur in the workplace (for example,

Delle Fave & Massimini, 2003; Mannell, Zuzanek, & Larson, 1988). Indeed, Bryce and Haworth (2002) suggest that amongst both men and women flow is experienced more frequently at work than in leisure time. However, Allison and Duncan (1988) suggest that flow at work is linked to the nature of the work undertaken and the freedom of control jobs allow. Their research focused upon professional and blue collar women experiencing flow at work, home and during leisure activities. They discovered that professional women experience flow at work, whereas blue collar workers do not. However, at home and in leisure activities, both groups of women experienced flow.

Although Allison and Duncan's (1988) work was focused on flow, they propose that a complete understanding of experience is only achievable if the opposite of flow, 'antiflow', is examined. Antiflow is defined as "meaningless, tedious activity that offers little challenge; it is not intrinsically motivating; and creates a lack of control" (Allison & Duncan, 1988, p. 120). Antiflow is an attractive concept, in that it provides catchy label for an experiential state outside the flow channel (see Figure 3.6). Their definition of antiflow would seem an appropriate definition for experiences associated with certain types of work, namely those of a blue collar nature. However, quite why 'antiflow' should be more suitable than the term 'work' is not entirely clear. Moreover, in such circumstances, it would seem reasonable to assume that it equates with experiences of boredom already mentioned in Csikszentmihalyi's (1975) model. Furthermore, Allison and Duncan (1988) do not address other experiential states that are also outside of the flow channel, such as worry and anxiety. Therefore, as a means to understand experiences that are not flow, Allison and Duncan's (1988) antiflow concept seems inadequate.

Despite these limitations, Allison and Duncan (1988) highlight an interesting point. Flow research only provides an understanding of positive experiential outcomes: flow itself. Other outcomes identified by Csikszentmihalyi (1975), boredom, worry and anxiety, are left ignored. While this is perfectly acceptable inasmuch as the aims of his research – an understanding of "*the quality of subjective experience that made a behavior intrinsically rewarding*" (Csikszentmihalyi, 1975, p. 7) – this omission is not helpful to those wishing to analyse experience more broadly. Indeed, Mannell and Iso-

Ahola (1987, p. 326) note that the immediate conscious experience literature focuses upon the “positive or ‘up-beat’ side of these experiences [which] tends to divert one’s attention away from factors that may inhibit the achievement of meaningful states.” However, they too seem to overlook the fact that tourist experiences is not simply about meaningful states. McCabe (2002) and Edensor (2007) suggest that the mundane, the perfunctory and even the unpleasant are part of the tourist experience. Therefore, it is maintained here that these aspects should not be automatically considered, as Mannell and Iso-Ahola (1987) might imply, factors that inhibit meaningful states but rather parts of the experience that need to be documented. Therefore, to provide a holistic analysis of tourists’ experiences of transport tourism, the possibility of experiential outcomes that are negative or perceived with indifference must be anticipated and reported in the present study.

#### **2.5.1.1 Flow and transport**

Unlike the previous two approaches to study outlined by Mannell and Iso-Ahola (1987), the immediate conscious experience, and specifically the concept of flow, has been discussed with relation to transport and travelling. Massimini and Carli (1988) conducted a study of high school youths to discover the occurrence of flow in daily experiences. Data were collected from 47 Italian students aged 16-19 years old. The experiential sampling method was used, whereby each subject was given a pager and questionnaire booklet. The students were paged approximately seven times per day, between 8.00 a.m. and 10.00 p.m., for one week. Consequentially, some of the data captured are during periods of travel. During transportation, flow was experienced 19.2% of the time by the youths. However, the most dominant experiences were boredom (41.1%), apathy (21.9%) and anxiety (17.8%). In terms of all weekly activities, transportation accounted for only 4% of flow experiences.

Massimini and Carli (1988) did not discuss transport experiences specifically in their study. This omission is unsurprising given the limited occurrence of transportation in total weekly flow experiences of high school youths. Nonetheless, it is a useful point of note that flow has been reported as an experiential outcome associated with

transportation, and thus it is a relevant concept for consideration in the present study. That said, the lack of detail in the study raises questions as to the extent of its relevance. A cause for concern is the fact that the Massimini and Carli (1988) sample reported boredom and apathy states as a result of their involvement with transport more often than they reported flow. It is likely that this finding is because high school youths travel mainly when they are required to, in other words mandatory trips to and from school. Thus, the key element associated with leisure and tourism, freedom of choice, is removed. Accordingly, it would imply that the quality of experience is reduced (Mannell, et al., 1988; Smith, 1994; Tinsley & Tinsley, 1986). This inference is important because it would suggest that experiences of functional travel, even if perceived positively, are likely to be of inferior experiential quality than those associated with transport tourism because tourists in the former category have little freedom of choice in terms of their involvement with transport. In short, if they want to go on holiday they have no choice but to use transport. Conversely, the latter freely choose their engagement with transport because it is central to the tourism product they choose, and therefore the possibilities for flow experiences are enhanced.

Perhaps more importantly in the context of the present study, Massimini and Carli (1988) do not specify the mode of transport that facilitates flow. Abiding by Csikszentmihalyi's (1975) criteria, it would seem logical that flow is experienced so infrequently during transportation by high school youths because the opportunity for the matching of skill and challenge is limited. In other words, unless walking, cycling or driving (as opposed to being driven), transportation is usually a passive activity for youths. Therefore, it is not possible to determine whether the flow experiences reported by Massimini and Carli (1988) are associated with active transportation (walking, bicycling, driving) or passive transportation (being driven, scheduled or charter transport), or a combination.

The concept of flow has been applied to a transport context more directly in the work of MacBeth (1988). He discusses the case of ocean cruisers, defined as leisure sailors and not to be confused with tourists on cruise liners. These individuals reject mainstream lifestyles in favour of an autotelic lifestyle, that is, the participation in an autotelic

activity for a prolonged period of time, in “an attempt to restructure everyday life activities into a continuous flow experience” (MacBeth, 1988, p. 214). MacBeth’s qualitative study analyses cruisers’ experiences using the six characteristics of flow (Csikszentmihalyi, 1975) and the Cantril Self-Anchoring Striving Scale. However, evidence of the latter is not entirely apparent in the study, with Csikszentmihalyi’s (1975) work seemingly providing the structural and analytical framework for the findings.

The insight provided by MacBeth (1988) verges on the sociological owing to the fact that cruisers have rejected conventional lifestyles: the interviewees’ accounts are largely about the ‘otherness’ of their existences and its relationship with the societies they have rejected. Indeed, he later explores cruisers’ roles as utopian tourists: “a search and the creation of a lifestyle alternative – a utopia” (MacBeth, 2000, p. 22). As such, his findings are more in keeping with the discussions of tourism as an activity that provides the opportunity to find centre and meaning or, at the very least, deal with the lack of centre in everyday life (Cohen, 1979; MacCannell, 1976; Turner, 1973). Nevertheless, the findings of MacBeth (1988) suggest that flow is a likely experiential outcome of those engaged in active transportation, that is, where the subject is responsible for operating and navigating the mode of transport and hence allowing the matching of skill and challenge resulting in flow experiences. However, it should be noted that there is nothing about the experience of travelling *per se* that engenders flow. Instead, MacBeth’s (1988) work verifies that that the challenge of actively operating a vehicle can be considered an autotelic activity.

### **3.5.2 Absorption**

As attractive and generally well-received as flow and its adaptations might be, particularly with reference to active transportation in the present study, criticism of its success exists. Perhaps the most well-reported criticism is that flow experiences are limited to certain activities, namely those that allow a matching of skills and challenges. Fox and Walker (2002) state that flow’s focus on skill and challenge is typical of Euro-North American perspectives of leisure as physical, active or visually apparent activity.

The preoccupation with visually apparent activity might seem surprising given that a study by the US Bureau of Outdoor Recreation (cited in Quarrick, 1989, p. 12) revealed that

“for most adults outdoor recreation is close to being a spectator sport. Of the fourteen most popular outdoor recreations, half are nearly as passive as watching television. These consist of sight-seeing, driving and walking for pleasure, boating, attending sports events, and visiting zoos, fairs, or parks... It was estimated that only 5 to 20 percent of the people participate in what might be called ‘strenuous’ outdoor recreation.”

It is to state the obvious to mention that this reference is dated; the percentage figures will undoubtedly be different today. However, the central message remains accurate. The popular preference for passive leisure activities means that there is a need to progress beyond the usual academic understanding of active leisure in order to understand mindfulness, meditation and the act of non-doing leading to creativity, imagination, clarity, choice and wisdom (Kabat-Zinn, 2004). Fox and Walker (2002, p. 17) agree, stating that

“contemplation, listening to or observing the world, or reading is considered passive, because there is no outwardly visible action. However, each of these activities may require considerable energy expenditures related to cognitive and empathetic responses.”

Similarly, Mannell, et al. (1988, p. 302) suggest that

“[i]t could be argued that flow experiences are only one facet of leisure states. Experiences accompanying pure leisure, while less flow-like, may be reflective meditative, expansive and relaxing – experiences that are valuable in their own right.”

The consensus supports Pearce's (2005; see Table 3.2) contention that tourist involvement with the tourism product can be described as (i) active, involved, immersion, interpretation, effortful, mindful, or (ii) passive, receiving, visual and mindless routine. Therefore, the need to understand experiences associated with the passive involvement in tourism products is as important as understanding the active and its flow experiences. This need would appear particularly critical in the present study because not all involvement with transport tourism is active. In many cases involvement is passive, for example, tourists on cruise ships or coach holidays.

**Table 3.2. Classifying tourists' involvement in tourism products**

<b>Pre-travel experience and commitment</b>	<b>On-site Style</b>	<b>Post-experience outcomes</b>	<b>Tourist classifications</b>
High Committed → Planned	Active Involved Immersion Interpretation Effortful Mindful	Recognition Achievement Knowledge Skills Social capital Rejuvenation Satiation Boredom	Specialists Serious Involved Lovers Determined Interested Generalists Accidental Incidental Dabblers Amateurs Disinterested
Low Casual Opportunistic →	Passive Receiving Visual Mindless routine		

Source: (Pearce, 2005, p. 46)

Pearce's (2005) table usefully clarifies the interactions between active and passive involvement with tourism products and the post-experience outcomes. However, the tricky task of describing what the experience actually is has been avoided; rather the 'style' that gives rise to the experience and the 'post-experience outcomes' are outlined. It would seem that a fifth column, inserted in the middle of the table describing 'the experience', would be beneficial.

If it can be accepted that flow provides insight into active leisure and tourism experiences, then an alternative for passive experiences is needed. Absorption is possibly the most promising for investigation. However, it should be made clear that this statement is based on the judgement of the present researcher without a great deal of supporting evidence from the literature. This admission is made because literature searches of a variety of databases reveal very few studies of experiences of passive leisure, and none of tourism, in the sense that it is meant in this thesis (clearly, these key words flag up a whole range of articles where they appear unrelated to the present context). So, while it is difficult to definitively say that absorption is the most appropriate concept for consideration according to citations, a plausible alternative to absorption is not obvious either, be it by the objective measure of citation or even by less rigorous, subjective judgement.

Absorption can be defined as a state of total attention that involves "a full commitment of available perceptual, motoric, imaginative and ideational resources to a unified representational of the attentional object... be it a landscape, a human being, a sound, a remembered incident, or an aspect of one's self" (Tellegen & Atkinson, 1974, p. 274). In this way, the three interrelated master codes that govern humans – an awareness of self; reality orientation; and evaluative processing (Quarrick, 1989) – are affected in an absorbed state.

Typically, the self is constant and dominant, and external objects are transitory and secondary (Tellegen and Atkinson, 1974). In other words, external objects (the world around the individual) are tagged and identified in terms of what they mean to an individual's purpose as the objects move in and out of the individual's attention



(Quarrick, 1989). However, in an absorbed state “there is no self-reference, no pride, no vanity, no sense of oneself, no wish, no being-with-anything, no intrusion of the self [upon the object of attention]” (Stephenson, 1967, cited in Quarrick, 1989, p. 35). Thus, individuals become object-focused, rather than self-focused, and in this way become ‘one with’ the object of attention, even if the attentional object is constructed from memory or imagined (Tellegen and Atkinson, 1974). Furthermore, external objects and events that are not attended by the individual are not noticed in an absorbed state. Therefore, s/he can be said to be “impervious to normally distracting events” (Tellegen & Atkinson, 1974, p. 274).

The second master code, reality orientation, “mediates sense of space and time, monitoring our ever-changing relationship to external objects” (Quarrick, 1989, p. 30). Typically, this code allows attention to multiple objects, but in an absorbed state attention is focused on a single object. Thus, it is possible to create a ‘new reality’ based on whatever is at the centre of the absorbed attention, disorientation in space and time, and an altered relationship with external objects (Quarrick, 1989). Although the exchange of reality for the new absorbed reality is a psychological process, Quarrick (1989, p. 42) suggests that tourism also provides opportunities for creating new physical and social realities by altered locations, environments or social roles because “the need for diversion [from everyday reality] is what stimulates travel.” However, he goes on to state that it is likely that psychological diversions offer a more intense diversion than those that are merely physical, such as tourism and other recreational activities.

In everyday life, because the self and reality are dominant, evaluative processing occurs. In other words, experiences that are unpleasant, painful, irritating, shameful and embarrassing are avoided because humans instinctively instigate corrective action to protect the self (Quarrick, 1989). Moreover, evaluative processing resulting from social pressures that regulate human behaviour overrule instinctive urges and neutralise emotional experience leading to delayed gratification and the tolerance of frustration (Cohen, 1979; Quarrick, 1989). However, because individuals in an absorbed state are said to be in relaxed arousal, attendance to self is absent and a new reality is created.

Hence, experience of the attentional object is heightened, and even unpleasant experience can be enjoyable, for instance when watching a horror film.

The enhanced experience occurs at three levels (Quarrick, 1989). In its mildest form, it is associated with play activities, such as games or outdoor sports. However, Quarrick considers it to be the mildest form of absorption because such activities do not “plunge us into a new reality... [but] leave us in the everyday reality; they just dilute it a little” (Quarrick, 1989, p. 8). In other words, although relaxed, people in flow states playing games still have a sense of self in terms of interacting with others, competing, succeeding and developing skills. The second level is the absorbed state, where a complete break with self and reality occurs: “the absorbed individual is in a trance, completely unmindful of his normal self and the surrounding world” (Quarrick, 1989, p. 9). Such experiences might manifest themselves in terms of the feeling of being in another world, feelings of another identity and relaxed arousal “where cues of everyday life and the internal, self-referent programs are suspended” (Quarrick, 1989, p. 10). The third level is an altered state of consciousness. However, this type of absorption is rare and usually induced by “psychedelic drugs or long term cultivation of meditation techniques” (Quarrick, 1989, p. 10).

The depth of absorption is a result of the intensity of involvement with the object of attention, and not levels of activeness (Quarrick, 1989). Indeed, traditional definitions of leisure (for example, Iso-Ahola, 1980; Neulinger, 1974) emphasise the two elements of the concept – free time and state of mind – but do not specify a minimum intensity of activity that needs to be undertaken during free time to allow leisure states. Absorption, therefore, requires mental relaxation, a suspension of “cognitive processing, problem-solving and analyzing, ...losing oneself and being harmoniously carried along by some fascination” (Quarrick, 1989, p. 19). With this comes a period of silence, because talk involves interaction with other people, and motionlessness and a lack of facial expression (Quarrick, 1989). In this way, there are arguably parallels with the romantic gaze of Urry (1990; 2002b) that can only be achieved when alone.

This seminal literature on absorption is dated. However, as with the key references for the concept of flow, they still provide the main foundation for all subsequent works and are most heavily cited. Initially, absorption was examined in terms of the susceptibility to hypnosis (for example, As, O'Hara, & Munger, 1962; Shor, Orne, & O'Connell, 1962; Tellegen & Atkinson, 1974). Individuals who experienced periods of absorption were determined to be more susceptible to hypnosis. This line of enquiry has continued (Roche & McConkey, 1990). Equally, the construct has also been applied to a range of other situations, most notably the use of information communication technology (Agarwal & Karahanna, 2000). However, as previously noted, no research was discovered that applied absorption to the tourist experience. Nevertheless, the possibilities for optimal experiences in a passive setting which does not permit the skills/challenge match of active leisure, or in the present study the active use of transport as an activity central to certain transport tourism products, needs to be considered.

### **3.5.3 Evaluation of the immediate conscious experience approach**

The immediate conscious experience approach to the study of experience is not well-developed in the tourism literature. The approach is advanced predominantly in the leisure, recreation and social psychology fields of study; in these works, research pertaining to flow is far more developed than absorption. The latter is predominantly studied in the psychology literature in relation to hypnosis, but links with leisure are made tentatively. The lack of tourism research on the immediate conscious experience is surprising considering Mannell and Iso-Ahola (1987), Prentice, et al. (1998), Quan and Wang (2004) and Ryan (2010) all recognise it as a viable avenue for researching the tourist experience. However, when their review papers are examined closely, it is clear that the conclusions of this section match theirs. Despite its limited take-up by tourism scholars, it is maintained in the present study that the work is particularly relevant to the tourist experience because it begins to give insight into the nature of experience as it unfolds and in terms of how it affects the tourist. Therefore, it can be seen to supplement the other more dominant studies of the tourist experience which focus on its construction and its effect on behaviour.

### 3.6 Chapter summary

This chapter has reviewed the literature relating to the tourist experience using the three approaches to study identified by Mannell and Iso-Ahola (1987). It is probable that studies that do not obviously fall under these three categories have been excluded as a result of this decision. However, the more recent review papers of Prentice, Witt and Hamer (1998), Quan and Wang (2004) and Ryan (2010) would seem to indicate that the coverage of the three approaches is satisfactory. What would seem certain from the present literature review is that the tourist experience has been studied extensively. However, more important is to consider that the chapter has shown that it is not simply that the same thing, 'the tourist experience', has been studied in different ways but that different things, 'tourists' experiences', have been studied in different ways. Perhaps this conclusion explains why there is no sovereign definition of the tourist experience: quite simply there is no universal tourist experience that allows definition.

Tourists' experiences, then, are multi-faceted. They involve the tourist and are affected by their state of mind and personality. They are affected by tourism organisations, who aim to satisfy tourists' needs and wants, as well as other people including family, other tourists and the host population and its culture. As well as these human influences, the destination also plays a large role in tourists' experiences. All of these elements of the tourist experience are experienced via a range of sensory modes. In the main, tourists' experiences are visual. However, other sensual experiences are involved, including those heard, smelled/tasted and felt. The extent to which these sensual influences impact upon the tourists' experiences of environments varies. Whilst on holiday, tourists typically engage in activities. These activities, if undertaken with no other motivation than the enjoyment of the activity itself, can give rise to feelings of flow. However, non-visually apparent activities are also undertaken whilst on holiday, which can result in feelings of absorption.

To account for the variance in experiences, the chapter has shown that typologies have been developed to express plurality. As such, Smith (1990, p. 40) comments that typologies have "an intuitive appeal." However, there are limitations associated with

typologies that need to be discussed. Mannell and Iso-Ahola (1987) note that the development of typologies “has led to little empirical work.” This statement can be seen to be equally accurate over twenty years later, with perhaps the often quoted exceptions of Wickens (2002) and Uriely, et al. (2002). These studies have demonstrated that theoretical typologies (Cohen, 1972, 1979) might provide useful foundations for empirical work and, in turn, the empirical work has yielded evidence to support the propositions made in the conceptual works albeit with some modification. For example, Uriely, et al. (2002) demonstrated considerable support for the phenomenology of tourist experiences (Cohen, 1979). Therefore, it would seem to solidly suggest that typologies, as conceptual frameworks, are valuable starting points for empirical research. With this conclusion in mind, a theoretical typology of transport-tourist experiences will be developed in Chapter 4 to provide the overarching context for the primary research into tourists’ experiences of transport tourism although, as with Wickens (2002) and Uriely, et al. (2002), not all roles within the typology will be studied empirically.

## **CHAPTER 4: THE TRANSPORT TOURIST EXPERIENCE**

### **4.1 Introduction**

The previous two chapters presented literature reviews pertaining to transport and tourism (Chapter 2) and the tourist experience (Chapter 3). On the whole, these fields of research were dealt with discretely and overlaps were rare. The separation was not forced. The lack of overlap was indicative of the fact that very few tourism researchers have focused on transport experiences and, in counterpoint, few transport researchers have focused upon the experience of passengers as tourists. Indeed, examination of the reference lists of many of the works that centre on the experiences of transport and tourism in some shape or form reveals that the key authors in both fields of study tend to overlook the works of key authors in the other. That said, there is a growing body of researchers who are attempting to knit the two fields together. However, Chapters 2 and 3 indicate that the focus of their works tend to be on a particular transport tourism product type (coach tour, cycling, and so on) and/or on a particular aspect of the experience (for example, social interaction). Therefore, it is maintained that there is no existing holistic expression of the transport tourist experience that incorporates both its utilitarian and hedonic roles, and accounts for the range of possible experiences that might exist within those roles.

Given the lack of a holistic understanding of tourists' experiences of transport and tourism – or, as it will be referred to, the transport tourist experience – it is difficult to situate the present research, which analyses tourists' experiences of transport tourism (where transport is the tourism product), within a broader range of transport tourist experiences. In the same way that Wickens (2002) and Uriely, et al. (2002) were able to conduct empirical research into experiences of a particular group of tourists based upon the broader theoretical typologies of Cohen (1972, 1979), it is maintained that an overarching theoretical framework is needed to underpin the primary research of the present thesis. It is this framework that this chapter seeks to present through the development of a typology of transport tourist experiences.

## 4.2 Clarifying tourists' involvement with transport

It was explained in Chapters 2 and 3 that the tourist experience is a multi-phase concept comprising five stages: anticipation; travel to; on-site; travel back; and, recollection (Clawson & Knetsch, 1966). Chapter 3, in particular, demonstrated that research into the tourist experience has focused predominantly upon experiences at the destination, that is, on-site experiences. Consequently, transport and travelling as part of the tourist experience has been largely overlooked (Clawson & Knetsch, 1966; Halsall, 1982; Lumsdon & Page, 2004; Page, 2005, 2009; Quan & Wang, 2004).

Using the framework presented by Clawson and Knetsch (1966), it can be seen that transport is a component of all tourist experiences because it facilitates travel to and travel back from on-site activities. This role can be seen to be congruent with studies that emphasise the functionality of transport in tourism systems as a means of accessing destinations (Leiper, 1979; Prideaux, 2000a, 2000b). However, Clawson and Knetsch (1966, p. 33) state that “many travelers seem to regard the trip as a necessary nuisance.” In this way, the argument for the disutility of travel is strengthened (Goodwin & Hensher, 1978; Gunn & Var, 2002; Metz, 2003; Prendergast & Williams, 1981)

On the other hand, Clawson and Knetsch (1966, p. 33) recognise that “some persons or groups may enjoy the travel itself.” Hence, the possibility for tourists to enjoy experiences of transport is acknowledged, providing a rationale for the incorporation of transport studies focused upon the positive utility of travel (Anable & Gatersleben, 2005; Houseman, 1979; Hupkes, 1982; Lyons, et al., 2007; Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001; Ory & Mokhtarian, 2005). However, Clawson and Knetsch (1966, p. 33) warn that “this attitude [the enjoyment of travel] seems to have been more prevalent in an earlier day, when travel was less common and many persons traveled for the sheer enjoyment of the trip” (cf. Boorstin, 1971).

Using the framework of Clawson and Knetsch (1966), albeit dated, to unify transport studies and tourist experience research, it becomes clear that tourists' experiences of transport, when it acts as a means of accessing destinations (travel to and travel back

phases (Clawson & Knetsch, 1966)), can range from a reluctant use of transport as a necessary ill of tourism to an enjoyable involvement that enhances the total tourist experience. And, although dated, it is maintained that their claim that “we know little about the role travel [to and back] satisfactions or their lack play in outdoor recreation... we know still less about the difference between the going and the returning trips” (Clawson & Knetsch, 1966, p. 34) remains accurate. Thus, the possibility for varying outbound and return experiences of transport should be recognised (Hammitt, 1980).

There are aspects of the interface between transport and tourism (Lumsdon & Page, 2004; Page, 2009), however, that are not encapsulated in the Clawson and Knetsch (1966) model. For example, transport in its functional role also facilitates travel around destinations, in other words within the on-site phase. Examples of such movement might include excursion trips from tourist accommodation to attractions or trips for maintenance purposes such as shopping (Dallen, 2007; Lumsdon & Page, 2004; Pearce, 1995). The reason for the exclusion of such experiences is clear. Clawson and Knetsch (1966) focused upon singular recreational experiences, rather than the more complex experience of tourism where the on-site experience is longer in duration and composed of numerous interactions between tourists, host, suppliers and environments (Leiper, 1979; Quan & Wang, 2004; Tribe & Snaith, 1998). Moreover, it is unclear whether the involvement of tourists with transport in its functional form around the destination is experientially different from the functional use of transport to and back from the destination. It is worth adding that transport might also be used to facilitate access within large attractions as well, and the contribution of these experiences to the overall tourist experience has not been considered (Hall, 1999).

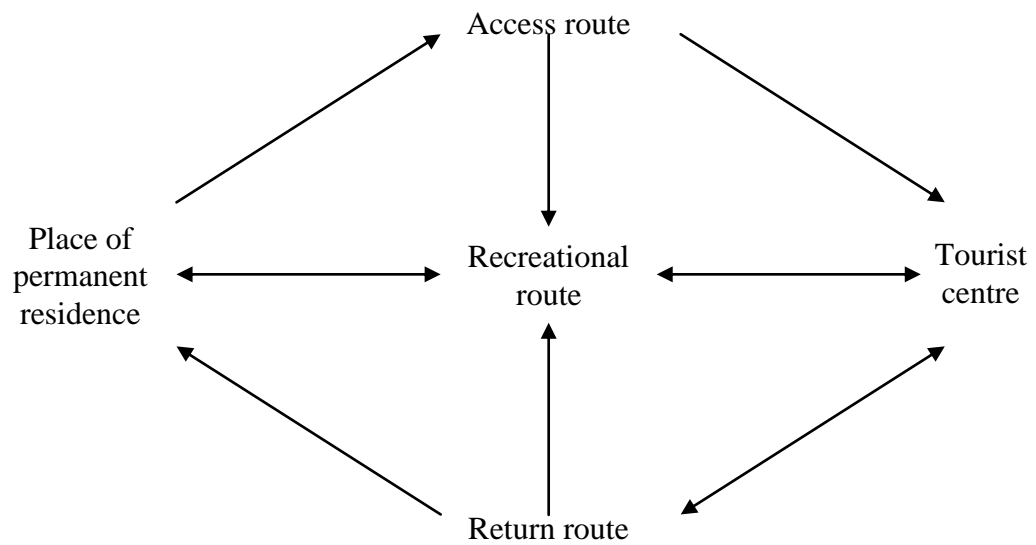
Another role of transport identified in the transport and tourism literature, but excluded from the experiential stages proposed by Clawson and Knetsch (1966), is that transport is sometimes the principal context for tourist experiences (Lumsdon & Page, 2004; Moscardo & Pearce, 2004; Page, 2009). Here, the focus is on transport tourism as forms the focus of the primary research in the present study. As mentioned in Chapter 1, examples of transport tourism products that would facilitate such experiences might include cruises, coach tours, cycling holidays, sailing holidays and the like. The



omission from the Clawson and Knetsch (1966) model is undoubtedly because it related to experiences resulting from recreational activities rather than transport tourism. However, it overlooks the fact that travel might be the main component of recreational activities such as mountain biking, canoeing and hiking and trekking. In this way, the same principle is ignored – that excess discretionary travel occurs (Mokhtarian & Salomon, 2001).

In these instances, ‘the destination’, as a geographically fixed component of the tourism system, does not always exist. Instead, much of the tourist experience occurs within what have been called transit routes in the tourism system (Leiper, 1979), in other words whilst the tourist is travelling. However, ‘transit routes’ does not capture adequately the true nature of the routes used when transport is the central context for the tourist experience. Transit routes are defined as “paths linking tourist generating regions with tourist destination regions” (Leiper, 1979, p. 397), which are selected often to minimise travel costs (time, price, etc.) (Goodwin & Hensher, 1978; Metz, 2003). Therefore, routes used by tourists for hedonic, enjoyment purposes require another term. To this end, Mariot (1969, cited in Pearce, 1995; see Figure 4.1) differentiated recreational routes, those used for enjoyment purposes, from those used for functional purposes of access and return, which might otherwise be termed transit routes (Leiper, 1979).

**Figure 4.1. Mariot's model of tourist flows between two locations**



Source: (Mariot, 1969, cited in Pearce, 1995, p. 3)

It is maintained in this thesis that tourists who use transport as the principal context for their holiday, for example cruise, cycling holidays, usually spend the majority of their time when awake in recreational routes, only leaving them to visit attractions or accommodation via transit routes. However, it is acknowledged that recreational routes will also be used by tourists who take a fixed-destination holiday, but use transport whilst at the destination because of the enjoyable experiences gained through its use, such as hiring a pedalo, exploring the destination by car, visiting a heritage steam railway. In this way, transport acts as a tourist attraction (Robbins, 2003), but the tourist has only limited temporal involvement with it in this instance. It is not clear whether the hedonic experiences of those using transport as the principal tourism product and those involved with transport as a tourist attraction are similar.

So far, then, this section has demonstrated that the transport tourist experience is multi-faceted. It would appear to be seven main styles of involvement between tourists and transport (Table 4.1). In part, the involvement comprises utilitarian trips to and from the destination, around the destination and within attractions at the destination reflecting its status as a derived demand (Mokhtarian & Salomon, 2001). The use of transport in this instance is referred to as 'tourist transport' to emphasise its utilitarian nature and adopt a

similar language to other supply sectors within tourism (tourist accommodation, tourist attractions and tourist amenities). Usage of utilitarian transport gives rise to experiences that are pleasurable or unpleasant; the former is reflected in studies focused on the positive utility of travel, whilst the latter relates to the disutility of travel literature. Utilitarian trip making purposes take place in transit routes, which tend to minimise costs through the most direct or quickest route. On the other hand, some uses of transport within tourism are undertaken specifically because they are pleasurable. Examples include transport tourism products that form the context for the entire tourist experience, or transport tourism attractions that comprise only a part of a broader holiday experience. Such instances are referred as transport tourism to share the language of other tourism product types (culinary tourism, spa tourism, adventure tourism, and so on). These trips often take place in recreational routes, in other words routes that are designed because of their hedonic qualities (Lumsdon, 2006), but may also incorporate transit routes. In these instances, it is suggested that experiences will be predominantly of a pleasurable nature.

**Table 4.1. Tourists' involvement with transport**

Category	Style of involvement
Tourist transport	<ul style="list-style-type: none"> <li>• transport to the destination</li> <li>• transport back from the destination</li> <li>• transport to another location within the destination</li> <li>• transport back from the location within the destination</li> <li>• transport within attractions at the destination</li> </ul>
Transport tourism	<ul style="list-style-type: none"> <li>• transport as the principal tourism product</li> <li>• transport as a tourist attraction</li> </ul>

Given this backdrop of usage of transport by tourists and tentative suggestions at the nature of experiences (either pleasant or unpleasant), the following section begins to develop the description of transport tourist experiences more fully.

### **4.3 Conceptualising the transport tourist experience**

A definitional approach (Mannell & Iso-Ahola, 1987) is adopted for the conceptualisation of transport tourist experiences, and a theoretical typology, similar to those developed by Cohen (1972, 1979), is presented in order to underpin the study's primary research. The clear distinction between tourist transport and transport tourism expressed in Table 4.1 is maintained, reflecting similar divisions in Lumsdon and Page (2004) but utilising a different terminology. Examples of tourists' use of transport (Lumsdon & Page, 2004; Page, 2009) according to the various styles of involvement are mapped onto these two broad categories (Table 4.2). The extended list is not exhaustive, but it provides an indication of the type of transport usages undertaken by tourists. Examples of utilitarian 'tourist transport' are such that the destination is the primary reason for the trip and the experience of travel is ancillary (Mokhtarian & Salomon, 2001). However, tourist involvement with these common types can be split, categorised broadly as either positive or reluctant to reflect tourists' attitudes towards the trip.

The development of the typology of transport tourist experiences is still furthered because 'transport tourism' examples are sub-divided depending on the nature of tourist involvement in accordance with the classifications of involvement suggested by Pearce (2005; see Section 3.5.2). Active transport is defined as transport that requires the active involvement of the tourist (powering a bicycle, sailing a boat) and/or where independent organising, route planning and/or interpretation occurs. In this sense, the active transport tourist can be considered to share characteristics similar to other non-institutionalised tourists (Cohen, 1972; Plog, 1974; Redfoot, 1984). In contrast, passive transport is defined as transport situations in which the tourist has a less involved role, in terms of powering the vehicle, organisation, route planning and/or interpretation and quite often this responsibility is devolved to a tourism operator (for example, cruises, coach tours, rail tours). Thus, the passive transport tourist shares similarities with institutionalised tourists who are insulated within a 'tourist bubble' whilst on the move (Jaakson, 2004). Despite these differences, the experience of travelling is still the primary reason for the trip (Mokhtarian & Salomon, 2001), be it as the principal context

for the tourist experience or merely a tourist attraction in an otherwise fixed-destination holiday.

**Table 4.2. Characteristics of involvement of each transport tourist type**

	Transport Use	Characteristics of Tourist Involvement	Transport Tourist Type
Tourist transport	<ul style="list-style-type: none"> <li>▪ Flights</li> <li>▪ Inter-city rail</li> <li>▪ Scheduled coach</li> <li>▪ Ferry</li> <li>▪ Taxi</li> <li>▪ Bus</li> <li>▪ Intra-urban rail</li> <li>▪ Metro</li> <li>▪ Car</li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>transport to access destinations</i></li> <li>▪ <i>limited freedom of choice</i></li> <li>▪ <i>travel is enjoyed</i></li> </ul>	Positive Transport Tourist
		<ul style="list-style-type: none"> <li>▪ <i>transport to access destinations</i></li> <li>▪ <i>limited freedom of choice</i></li> <li>▪ <i>travel is endured reluctantly</i></li> </ul>	Reluctant Transport Tourist
Transport tourism	<ul style="list-style-type: none"> <li>▪ Urban Walking</li> <li>▪ Strolling</li> <li>▪ Hiking/Trekking</li> <li>▪ Mountain biking</li> <li>▪ Cycling</li> <li>▪ Kayaking</li> <li>▪ Undirected car travel</li> <li>▪ Sailing</li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>transport as a desired component of the tourist experience, either as principal tourism product or attraction</i></li> <li>▪ <i>transport operated by the tourist</i></li> <li>▪ <i>tourist plans the route</i></li> <li>▪ <i>independent</i></li> <li>▪ <i>freedom of choice at a maximum</i></li> <li>▪ <i>skill competency required</i></li> <li>▪ <i>independent interpretation of environments and cultures</i></li> </ul>	Active Transport Tourist
	<ul style="list-style-type: none"> <li>▪ Cruises (sea/river/canal)</li> <li>▪ Heritage railways</li> <li>▪ Railway tours</li> <li>▪ Open top buses</li> <li>▪ Ballooning</li> <li>▪ Car trails/tours</li> <li>▪ Coach tours</li> <li>▪ City walking tours</li> <li>▪ Scenic air trips</li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>transport as a desired component of the tourist experience, either as principal tourism product or attraction</i></li> <li>▪ <i>transport operated, and route planned, by provider</i></li> <li>▪ <i>transport operated by tourist but following provider-planned routes/tours organised</i></li> <li>▪ <i>environments and cultures interpreted by tour leader</i></li> </ul>	Passive Transport Tourist

From these definitions of involvement, it is possible to propose four transport tourist roles – the positive, reluctant, active and passive transport tourists – and, using the literature reviewed in Chapters 2 and 3, identify possible associated experiences.

### **4.3.1 The positive transport tourist experience**

The positive transport tourist uses transport as a means to an end. The demand for travel is derived because the main reason for travelling will be to access a destination, and located along transit routes (Leiper, 1979; Mariot, 1969, cited in Pearce, 1995). In this sense, transport is a necessary component of the overall holiday (Mokhtarian & Salomon, 2001), and thus the experience can be considered to be located in travel to or travel back stages of the total tourist experience (Clawson & Knetsch, 1966). However, it is possible that the positive transport tourist will also use transport to access locations within the destination (Pearce, 1981, cited in Pearce, 1995). Related transport commodities might include airline flights, ferries, bus, taxi and the private car. However, despite transport's functional role, the act of travelling is enjoyable for positive transport tourists.

Travelling, particularly over long distances, might be associated with status, novelty, escape or buffering (Mokhtarian & Salomon, 2001; Ory & Mokhtarian, 2005). Positive transport tourists might also like travelling because it provides tourists with a sense of connectivity to the surrounding geographical area and cultural context (Mokhtarian and Salomon, 2001), even if only visually (Larsen, 2001). Tourists are 'sealed' within many modern forms of transport, such as the aeroplane, trains and coaches, thus suggesting that levels of arousal from surrounding environments might be low leading to emotions such as relaxation, calmness and being at ease. This sense of calm might be enhanced by vehicular entertainment systems that add auditory sensations to travel (Sheller, 2007), although the opposite might be true as well depending on what is being heard. Modes that allow more direct interaction with the environmental stimuli, such as bicycle or walking, might result in moderate to high levels of arousal leading to emotional responses such as excitement, delight or happiness.

### **4.3.2 The reluctant transport tourist experience**

The reluctant transport tourist also uses transport as a means to an end and, accordingly, the experience is located within travel to and travel back stages of the total tourist experience (Clawson & Knetsch, 1966). The destination is the sole reason for travelling for this group, thus travel is a necessary evil (Gunn & Var, 2002). The basic definitions of tourism and leisure stress that in order for pleasurable leisure experiences to occur, activities must be freely chosen by the participant (Iso-Ahola, 1980; Neulinger, 1974; Smith, 1994). Therefore, because involvement with transport is undertaken despite tourists' dislike for travelling in order to reach the destination, the associated experiential outcomes will be predominantly negative and involvement is reluctant.

Transport commodities are the same as for the positive transport tourist. However, the reluctant transport tourist experience will be qualitatively different. It might include feelings of physical discomfort (Goodwin & Hensher, 1978), tedium, monotony, disruption to preferred activities, and a perception of travel as a waste of time (Mokhtarian & Salomon, 2001; Salomon & Mokhtarian, 1998). In this respect, it can be argued that the reluctant transport tourist experience might include feelings characterised as anti-flow, including anxiety and apathy (Allison & Duncan, 1988). Travel by motorised transport might also be a source of worry for environmentally conscious travellers, who are unhappy about the negative ecological externalities of their touristic travel (Becken, 2005; Dickinson, et al., 2004; Lumsdon, 2000; Lumsdon, et al., 2006; Lumsdon & Peeters, 2009; Salomon & Mokhtarian, 1998). Additionally, for some, travel sickness or security fears might occur when travelling, compounding feelings of physical discomfort (Moscardo & Pearce, 2004). Despite the negative feeling associated with travel, the reluctant transport tourist will still undertake travel because the benefits gained by accessing the destination will outweigh the unpleasant experience of travel (Metz, 2003).

### **4.3.3 The active transport tourist experience**

The active transport tourist uses transport primarily because of the enjoyment associated with travel itself. Specifically, such tourists will have a desire for active involvement with transport as the tourism product (Pearce, 2005). Travel might be difficult because it can involve physical hardship (such as tiredness or discomfort), intellectual demands (such as route planning), require fitness and stamina (for instance, when walking or cycling), and involve immersion in and interpretation of unfamiliar environments and cultures.

Despite these hardships, it is maintained that active transport tourists will welcome the difficulties because they pose challenges that have to be conquered (Ory & Mokhtarian, 2005). In this respect, the active transport tourist experience could hold possibilities for flow experiences (Csikszentmihalyi, 1975), whereby the activity at hand – the experience of travelling – becomes the sole reward for engaging in the activity (MacBeth, 1988, 2000). Flow would be experienced particularly when the transport is operated or powered by the tourist (e.g., walking, mountain biking, kayaking or sailing) if the skill competency of the tourist matches the challenge of the activity. However, states outside the flow channel – worry, anxiety and boredom – might also be experienced when the skill competency match does not occur (Allison & Duncan, 1988; Csikszentmihalyi, 1975; Massimini & Carli, 1988). The enjoyment of physical exercise might also be an outcome associated with some of the transport commodities purchased (Mokhtarian & Salomon, 2001).

Engagement with the destination might be an ancillary reason for travel. In this respect, the active transport tourist experience replaces the on-site experience as the key phase in tourist experience (Clawson & Knetsch, 1966). In the main, the tourist experience will occur within recreational routes (Mariot, 1969, cited in Pearce, 1995). Therefore, the active transport tourist experience might include feelings of enjoyment associated with the beauty or amenity of the route travelled (Hupkes, 1982; Mokhtarian & Salomon, 2001; Salomon & Mokhtarian, 1998).



In keeping with other conceptualisations of non-institutionalised tourists, it is possible that the active transport tourists will have a desire for novelty (Cohen, 1972, 1979; Plog, 1974; Redfoot, 1984; Smith, 1989), authenticity (Cohen, 1988; MacCannell, 1976; Wang, 1999) and centre (Cohen, 1979; Turner, 1973). However, because of the mobile nature of the transport, it is likely that only transitory engagement with environments and cultures will occur (Larsen, 2001). Therefore, the active transport tourist experience would only be experiential (Cohen, 1979) in nature at its most authentic. For this reason, a moderate degree of touristic angst might also be associated with the active transport tourist experience (Redfoot, 1984). However, it is most probable that the active transport tourist experience will be recreational or diversionary (Cohen, 1979) because tourists searching for the 'centre out there' (Turner, 1973) would probably choose fixed-destination holidays.

#### **4.3.4 The passive transport tourist experience**

The passive transport tourist also chooses to use transport primarily because of the enjoyment associated with travel itself. However, their desire for active involvement with transport is less important than for the active transport tourist. Passive transport tourists purchase commodities that are organised and planned by transport and tourism providers. Thus, comparisons with other institutionalised tourists can be made (Cohen, 1972; Redfoot, 1984; Smith, 1989; Wickens, 2002), whereby tourist experiences are predominantly recreational or diversionary (Cohen, 1979). In some cases, the tourist will be responsible for driving the vehicle (for example, organised car tours). However, because the route is planned by the operator, the active involvement of the tourist is diminished. Moreover, it is likely that the organised route will focus on notable tourist attractions and destinations, and thus bypassing the 'authentic' destination and its cultures (Wang, 1999). Hence, tourists' opportunities for encountering the strange or novel will be limited. Therefore, it is probable that the passive transport tourist experience would lack authenticity and tourists, instead, would experience staged authenticity (MacCannell, 1976) or pseudo-events (Boorstin, 1971) to prevent disappointment.

In many cases, however, the active transport tourist will not drive the vehicle and instead will be 'parcelled' by the operator, for example on cruise, railway or coach holidays (Baloglu & Shoemaker, 2001; Edensor & Holloway, 2008; Enoch, 1996; Jaakson, 2004; Larsen, 2001). The lack of involvement in operating the vehicle is desirable for many because it frees time for anti-activity (Lyons, et al., 2007; Mokhtarian & Salomon, 2001). Anti-activity might include engagement with the environments through which the vehicle is travelling (Mokhtarian & Salomon, 2001; Salomon & Mokhtarian, 1998) leading to happiness and excitement, relaxation and calm. Additionally, because the passive transport tourist is not driving the vehicle, they are able to focus their full attention on sensations of movement and speed without distraction (Hupkes, 1982; Lyons, et al., 2007; Mokhtarian and Salomon, 2001). Thus, it is possible that passive transport tourists experience might include periods of absorption (Quarrick, 1989; Tellegen & Atkinson, 1974). On the other hand, anti-activity might enhance the transport tourist experience by allowing involvement with supporting products (Huang & Hsu, 2010; Quan & Wang, 2004) available as part of some transport tourism products, for example casinos on cruise ships or restaurant cars on trains, and allow social time with friends and family (Haldrup & Larsen, 2003; Redfoot, 1984; Yarnal, 2004; Yarnal & Kerstetter, 2005).

#### **4.4 Discussion**

The theoretical typology of the transport tourist experience presents a broad and unrefined suggestion as to what tourists' experiences of transport might be, both in its utilitarian and hedonic manifestations. The typology, like all theoretical typologies, has been developed after detailed reviews of the literature (Chapter 2 and 3). The typology suggests what a range of other academics researching in the fields of transport, tourism, sociology, social psychology, geography, economics and business management have shown transport and the tourist experience to be in myriad settings. Therefore, there is nothing original in the typology except the typology itself. However, this contribution is useful; typologies provide "a set of 'what is possible'" (Szostak, 2003, p. 45). Until this point, there has been no attempt to synthesise the breadth of studies focused on transport and the tourist experience – the transport tourist experience – into an overarching

holistic framework. It is argued in the present chapter that without such a framework transport-tourism researchers consistently fail to locate their research, which is often mode/product specific, within a broader scheme of transport tourist experiences. This failure, in turn, prevents parallel lines of enquiry and weakens the body of research as a whole.

Although the theoretical typology is a useful first step towards an overarching understanding of the full range of transport tourist experiences, it is by no means perfect. Because it is a theoretical typology, it inherits the limitations associated with theoretical typologies. At best, theoretical tourist typologies are 'broad brush' attempts to capture the nature of human experience. They can be considered simplistic because the finer dimensions of experience are overlooked (Uriely, 2005; Uriely, et al., 2002; Wickens, 2002). Nevertheless, the microtypes detailed in the empirical research of Uriely, et al. (2002) and Wickens (2002) were only possible once the seminal theoretical tourist typologies were developed (Cohen, 1972, 1979). In this respect, the conceptual typology presented here serves as a useful theoretical framework to underpin the empirical research of the thesis. Although, it should be stressed, it is not presented in order to be tested positivistically. It is simply meant to provide a context for the primary research phase.

Second, theoretical typologies lend themselves to reader inference that individuals are easily classified into a particular tourist role. By presenting a four-fold typology of the transport tourist experience, the present chapter might appear to suggest the same. However, even if it were possible to accurately capture the nature of the transport tourist experience in its various forms in a theoretical typology, it is acknowledged that the application of typologies to reality is problematic. Tourists cannot be readily classified. For example, it is not possible to determine exact membership transition between the positive and reluctant transport tourist experience. Therefore, it is appropriate to apply fuzzy set theory, whereby set membership ranges from zero to one, rather than the binary zero or one associated with classical set theory (Zadeh, 1965). In this respect, it is acknowledged that transport tourist experience categories are not discrete and, in reality, tourists can span categories.

Another limitation associated with definitional approaches to the study of the tourist experience is that categorisation suggests that human nature is fixed, thus compartmentalising tourists. In reality, this is not the case. Attitudes towards travel have been shown to change with experience. Pearce's (1988) travel career ladder indicates that tourists' motivations and goals change over time. Therefore, it would appear logical to infer that as tourists become more familiar with travel, the transport tourist experience might change as well. For example, familiarity might cause positive feelings to diminish or alternatively cause negative feelings, such as fear, to abate. Alternatively, some people become more cautious with age and require greater assurance over time. Exactly whether such changes occur, and if so how, is beyond the remit of this study. However, the need to bear in mind that human behaviour changes over time is stressed and it should be noted that tourists can migrate between transport tourist roles over time.

More importantly, it should be recognised because of the complex role of transport in tourism it is possible that one tourist might have multiple transport tourist experiences during the course of one holiday. The notion of multiple experiences during a holiday is not new. Uriely, et al. (2002) identified the multi-type tourist, who went backpacking to have experiences ranging from recreational to the authentic. In the present study, the relationship between the various transport tourist experience types is expressed in figure 4.2.

**Figure 4.2. Model of the transport tourist experience**

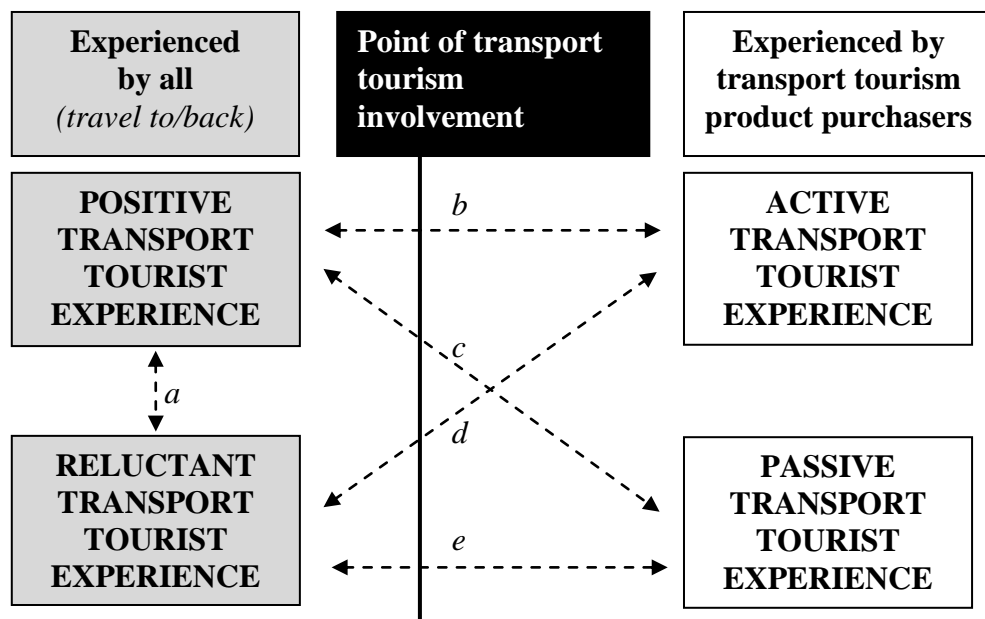


Figure 4.2 indicates, in the grey boxes, that all tourists have positive or reluctant transport tourist experiences when using tourist transport for utilitarian travel to and back from the destination, around the destination or within attractions at the destination. However, arrow 'a' demonstrates that the experience is not fixed. In other words, outbound, return and destination-based journeys hold the possibility for differing experiences. Therefore, a single tourist might possibly experience either or both the positive and reluctant transport tourist experiences during their use of transport for functional purposes (Clawson & Knetsch, 1966; Hammitt, 1980).

The point of transport tourism involvement, the black box and solid line, indicates the point at which tourists use transport as the principal context for their tourist experience or as a tourist attraction at a destination. At this point, tourists' engagement with transport ceases to be one of functional utility and, instead, transport's hedonic attributes are sought. For this reason, the experiences to the right of the divide are not applicable to all tourists; they apply only to those who use transport tourism. The point of transport tourism involvement can take the physical form of a transport terminal (Bamford, 2001) demarcating liminality (Turner, 1969). However, it is possible that the same mode of transport that was used for utilitarian trips is also used for hedonic purposes. In this case, the point of transport tourism involvement is psychological not physical. For example, Table 4.2 presents a range of transport uses and 'car' appears in the utilitarian positive/reluctant experiences and the hedonic active/passive as well. Therefore, the mode remains constant: it is used to travel from home to the destination but then, when the tourist has reached the destination, their perceptions of the experience of travelling might change.

Once the point of transport tourism has been crossed, tourists who have positive transport tourist experiences of utilitarian transport will go on to have active (arrow 'b') or passive (arrow 'c') transport tourist experiences depending on the nature of involvement with transport tourist. However, although unproved empirically, assuming that all tourists on transport tourism holidays have positive transport tourist experiences with regards to functional travel is likely to be erroneous. Hence, Figure 4.2 allows for the possibility that reluctant transport tourist experiences can occur with regards to

functional travel, yet passive (arrow 'd') or active (arrow 'e') transport tourist experiences of transport tourism. It should be noted that arrows 'b', 'c', 'd' and 'e' presents in Figure 4.2 are double ended. They indicate that after transport tourism involvement, tourists need to return home and utilitarian travel back might constitute the same experience as the outbound trip, but that it is not always the case.

#### **4.5 Chapter Summary**

This chapter has presented a conceptual classification of the transport tourist experience using a typology, a common method of expressing a range of tourist experiences (Cohen, 1972, 1979; Plog, 1974; Redfoot, 1984; Smith, 1989; Uriely, et al., 2002; Wickens, 2002). Four transport tourist experiences were identified: the positive, the reluctant, the active and the passive. However, the chapter has developed the idea of a typology further than many of the existing works in that it has attempted to demonstrate linkages between the different experiential roles. It can be argued that, although part of the overall tourist experience, the positive and reluctant transport tourist experience share some similarities with utilitarian transportation for mandatory and maintenance purposes. Thus, the insight that can be gained by investigating such experiences in a tourism context might be minimal because of the extensive work undertaken in connection with traditional transport economics and the positive utility of travel (for example, Goodwin & Hensher, 1978; Handy, Weston, & Mokhtarian, 2005; Hupkes, 1982; Metz, 2003; Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001; Ory & Mokhtarian, 2005; Ory, et al., 2004; Salomon & Mokhtarian, 1998). In this way, it is maintained that the positive and reluctant transport tourist experiences are already relatively well described in the transport literature, if not by specific reference to these terms.

In contrast, tourists' experiences of transport tourism are far less well researched. Works that do include reference to experiences are typically mode/product specific (for example, Dallen, 2007; Dickinson & Robbins, 2009; Edensor & Holloway, 2008; Huang & Hsu, 2009, 2010; Jaakson, 2004; Ritchie, et al., 2010; Szarycz, 2008; Tucker, 2006, 2007; Yarnal, 2004; Yarnal & Kerstetter, 2005). Moreover, there has been little

attempt to cite these works as tourist experiences. That is to say, many of these studies consider experiences of transport modes/products but tend not to consider how the findings sit with the key themes of the tourist experience literature (Mannell & Iso-Ahola, 1987; Prentice, Witt, & Hamer, 1998; Quan & Wang, 2004; Ryan, 2010).

In order to contribute to knowledge, the present study will focus on experiences of transport tourism incorporating a range of transport tourism modes/products. Using the theoretical typology developed in the present chapter to guide the primary research, the active and passive transport tourist experiences will be explored in detail. The analyses will focus on the content of tourists' experiences of transport tourism and the factors that influence these experiences. Then, once the analyses are complete, a composite model of tourist experiences that applies to transport tourism in its broadest form can be developed. In order to explain the development of the study from its present secondary research stage, through primary research phases and to the ultimate model of tourist experiences that applies to transport tourism, the next chapter presents the methodology.

## **CHAPTER 5: METHODOLOGY**

### **5.0 Introduction**

The previous chapters reviewed the literature related to the transport and tourism (Chapter 2) and the tourist experience (Chapter 3) to allow the development of the theoretical typology (Chapter 4) that is used to underpin the primary research phase of this study. The present chapter outlines the study's methodology. It clarifies the research philosophy that guides the study and the research approach. The function of the literature review is highlighted and the justification for the primary data collection is detailed. The chapter explains the way in which the data were collected, recorded and analysed. Finally, the reliability and validity of the study are considered, and ethical implications are addressed.

### **5.1 Research philosophy**

The research philosophy refers to the way in which researchers believe that knowledge is constructed. It relates to the nature of the research, the subject and their relationship (if any) with the researcher. Broadly speaking, two major philosophies dominate social science research – positivism and interpretivism – although it is recognised that others exist (see, for example, Babbie, 1995, for a review). The positivist and interpretivist philosophies are explained briefly within this section and the extent to which they guide the present research is identified.

Positivism has its roots in the natural or 'hard' sciences (Flick, 1998). In the context of social sciences, this philosophy centres on the belief that there is a reality 'out there' to be studied (Guba & Lincoln, 1994). Therefore, in the case of social scientific research, such as the present thesis, that means that the society can be observed objectively and humans act rationally to produce replicable generalisations (Gill & Johnson, 2002; Remenyi, Williams, Money, & Swartz, 1998). Typically, the generalisations are presented as associations (relationships and differences) through statistical analysis of quantitative data (Guba & Lincoln, 1994; Saunders, Lewis, & Thornhill, 2003).



Research guided by positivist philosophies has much merit, namely that it can be unbiased and rigorous, and it is often considered to be ‘high quality’ because of its heritage within the hard sciences (Sechrest, 1992, cited in Guba & Lincoln, 1994). However, criticism has emerged regarding its applicability to the research of social practices such as tourism.

Guba and Lincoln (1994) suggest that the adoption of quantitative positivistic research methods usually focuses on key variables identified in pre-stated hypotheses, and thus can strip data of their context. In other words, although positivistic studies can be highly reliable (they can be replicated by other researchers to produce similar results) they might have limited relevance to the real world because of context stripping. Therefore, the findings are only repeatable in controlled environments similar to that of the original research. Additionally, the distillation of reality to generalisations can mask its complexities and intricacies, and thus could be argued to present an incomplete analysis of reality given its focus on specified variables (Saunders, et al., 2003). Therefore, Guba and Lincoln (1994) suggest that interpretivist, qualitative research is more appropriate for the social sciences as it allows data to be better contextualised.

Another criticism of positivism relates to etic and emic views of social situations (Guba & Lincoln, 1994). Etic theories are developed by ‘outsiders’ and determine the direction of the research and the nature of the findings. In this sense, etic theories guide positivistic research through the determination of hypotheses for testing. However, it is suggested that such theories and hypotheses might have little or no meaning to those within the social situation, and hence emic theories – those generated from within the studied subjects – are claimed to be most meaningful and commonly obtained through qualitative research methods (Guba & Lincoln, 1994). Moreover, because a priori hypotheses are the starting point within positivistic studies, the possibility for discovery is considered lower than through competing philosophies which put the data at the forefront of theory generation (Guba & Lincoln, 1994).

To deal with these limitations, interpretivism has emerged as an alternative philosophy to underpin the direction of research. Interpretive research typically focuses upon social

situations and attempts to analyse “the subjective reality of [research subjects]... in order to be able to makes sense of and understand their motives, actions and intentions in a way that is meaningful for these research participants” (Saunders, et al., 2003, p. 84). In short, interpretivism dictates that social situations and their intricacies are best understood through the comprehension of the importance that the research subjects place upon reality, and studied using qualitative research methods. Hence, the interpretivist research philosophy guides the present research focused on tourists’ experiences of transport tourism. In this way, it is maintained that an understanding of experiences can be best obtained by analysis of their meaning to tourists.

Despite the benefits of interpretivism, weaknesses also exist. First, because research according to this philosophy puts emphasis on the understanding of specific social situations, criticisms regarding the limited generalisability of research emerge (Saunders, et al., 2003). However, Saunders, et al. (2003) state that this is not necessarily problematic if research into social situations is exploratory, and it does not seek to claim that the findings are applicable in all cases. Second, interpretivist research typically involves close interaction between researcher and subject in data collection and, as a result, there is scope for researcher influence on the findings. Additionally, the lack of conceptual underpinning has led to some criticism of the reliability of interpretivist research (Saunders, et al., 2003). As a result of these limitations, interpretivism has been typically been perceived to yield research of lower credibility than positivism (Finn, Elliott-White, & Walton, 2000). Given these weaknesses, the next sections detail the research approach and strategy that have been adopted and highlight the ways in which the limitations associated with interpretivist research have been addressed.

## **5.2 Research approach**

The philosophy that underpins a researcher’s work determines the approach adopted. The approach refers to the ‘place’ of theory within a study (Frankfort-Nachmias & Nachmias, 1996; Saunders, et al., 2003). As mentioned previously, the positivist philosophy dictates that reality exists objectively following a formal logic. Therefore,

research is conducted to test reality according to existing theories using a set of hypotheses. In this way, theory is at the forefront of the research process. This approach is referred to as deduction (Babbie, 1995; Frankfort-Nachmias & Nachmias, 1996; Saunders, et al., 2003). Conversely, interpretivism does not impose theory onto the social situation under study but instead develops theory through analysis of said situation (Babbie, 1995; Strauss & Corbin, 1998). Practically, induction is the generation of theory from analysis of research data. However, it is too simplistic to state that all positivist research is deductive and all interpretivist research is inductive (Saunders, et al., 2003); often a mixture of both deduction and induction is used regardless of the overarching philosophy. As Blaikie (2000, p. 103) notes:

“...presuppositionless data collection is impossible. Concepts, and the theoretical baggage that goes with them, are required before any observations can be made. The choice of concepts, and the way they are defined, will predetermine what data are collected. Therefore, the researcher will begin with some preconceptions and choices about what will be observed.”

Pedantically, it might be argued that preconceptions are in direct conflict with the guiding philosophy of interpretivism. However, Blaikie (2000, p. 104) goes on to comment that “if the definitions of the concepts are made explicit [from the outset] the conclusions can be evaluated in terms of them, and other researchers can attempt to replicate the findings.” Hence, the initial theoretical typology developed from the literature in the present study to guide the primary research was developed. However, this initial step does not preclude induction from the data. Thus, the present research adopts an inductive approach, but it is guided by the theoretical framework deduced from the literature. Accordingly, the critical review of concepts and theories in Chapter 2, 3 and 4 represent the first step of the research process. For the purposes of the methodology, the next section details the procedures performed within the literature review.

### **5.3 The literature review**

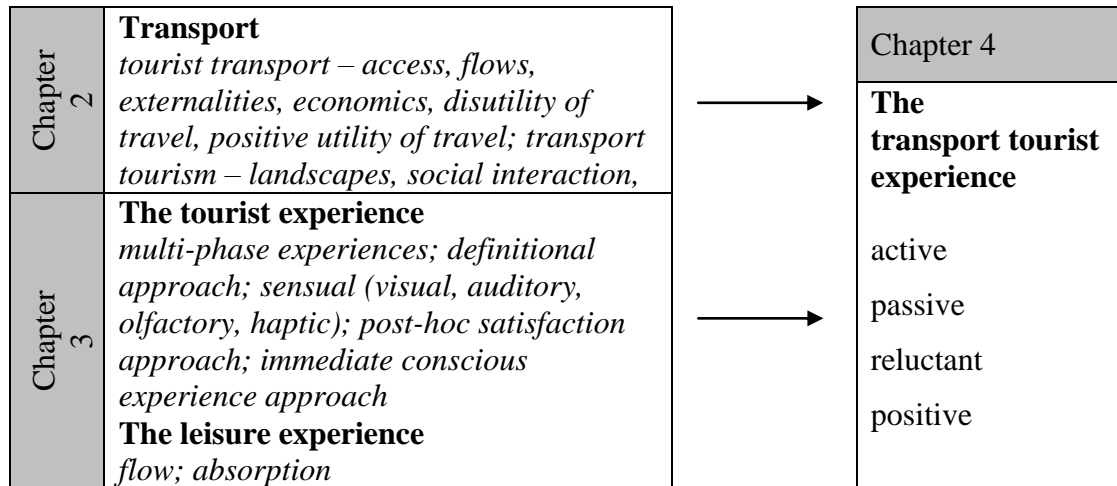
The literature review serves to generate and clarify initial research ideas and demonstrate an understanding of the current state of knowledge within the research field (Fink, 1998; Saunders, et al., 2003). It revealed that although much work centres on transport and tourism, and the tourist and leisure experiences separately, there is still limited work focusing specifically on the experience of those using transport for touristic purposes (the transport tourist experience). However, only transport tourism, as distinctly different from tourist transport (see Chapter 1), is the main focus of this study, and the review demonstrated that a holistic understanding of tourists' experiences of transport tourism was not evident. Accordingly, as detailed in Chapter 1, the following aims were developed:

1. To appraise theories and concepts relating to transport and tourism, and the tourist and leisure experiences.
2. To ascertain the content of the tourists' experiences of transport tourism.
3. To analyse the factors that influence tourists' experiences of transport tourism.
4. To develop a tourist experience model that applies to transport tourism.

The literature review not only allows the generation of study aims but also provides definition of the concepts and theories central to the study which, as explained previously, is not used strictly in a deductive sense to test the data collected but to guide the direction of predominantly inductive research (Flick, 1998). The literature review in this thesis is presented in Chapters 2, 3 and 4. Figure 5.1 demonstrates that the dominant themes evident in the transport, tourist experience and leisure experience literature bases were influential in the development of the tentative transport tourist experience typology that serves as the framework for primary research (see section 4.3). In this way, the literature review relates Aim 1 of the thesis. The literature search utilised Scopus as the primary electronic database, which provided links to associated publishers' electronic databases. Because the coverage of Scopus is limited with

reference to tourism studies, although expanding continually, GoogleScholar was used to supplement the Scopus searches. Endnote Web 2.10 was used to manage the thesis's references.

**Figure 5.1. Literature reviewed to develop the framework to guide primary research**



In addition to clarifying the conceptual and theoretical context of the study, the literature review also allows the critique of the methodologies of other researchers to inform the research design process, including the appropriateness of research strategies; the selection and construction of the data collection tool; sampling procedures; and, data analysis techniques (Blaikie, 2000; Saunders, et al., 2003). The review of the tourist experience literature revealed that many seminal studies, particularly within the definitional approach that defines typologically the nature of tourism as experienced by the tourist, did not incorporate any primary research (for example, Cohen, 1972, 1979; Redfoot, 1984; Smith, 1989). This finding suggests that there is a need for primary research to support or contest the major typologies. Indeed, as mentioned in Chapter 4, more recent studies (Uriely, et al., 2002; Wickens, 2002) have done just that, and these typologies of tourists' experiences have been developed by the collection of primary data through interviews. Similarly, many of the key works in the leisure literature (for example, Csikszentmihalyi, 1975; Csikszentmihalyi & Csikszentmihalyi, 1988) use

interviews. Therefore, the literature review provided sufficient justification for the use of qualitative research methods for primary data collection within the present study.

## 5.4 Primary research

Primary research is conducted first-hand by the researcher. Informed by the guiding research philosophy and approach, a research strategy is needed to frame the collection and analysis of primary data. Accordingly, this section first explains the nature of the research strategy adopted in the present study. Next, the procedures for the treatment of the primary data are outlined, including data collection technique; design of data collection instrument; sampling; and, data analysis.

### 5.4.1 The research strategy

The research strategy includes the skills, assumptions and practices used by the researcher to gather primary data (Denzin & Lincoln, 1994). A range of research strategies are described by authors within the research methods literature (Table 5.1).

**Table 5.1. Qualitative research strategies**

<b>Author</b>	<b>Research strategy</b>
(Miller & Crabtree, 1999a)	Experiment; survey; documentary-historical; field; philosophic
(Creswell, 1998)	Biography; phenomenology; grounded theory; ethnography; case study
(Denzin & Lincoln, 1994)	Case study; ethnography and participant observation; phenomenology, ethnomethodology and interpretive practice; grounded theory; biographical method; historical method; applied and action research; clinical models
(Saunders, et al., 2003)	Experiment; survey; case study; grounded theory; ethnography; action research

It is recognised that the table of research strategies is not exhaustive. Equally, it is beyond the remit of the present study to explain and review all of the mentioned strategies. However, Creswell (1998) presents a useful table (Table 5.2) that can be used to review the dominant strategies within qualitative research.

**Table 5.2. The five dominant research strategies in qualitative research**

	Biography	Phenomenology	Grounded theory	Ethnography	Case study
Focus	Exploring life of an individual	Understanding the essence of experiences about a phenomenon	Developing a theory grounded in data from the field	Describing and interpreting a cultural and social group	Developing an in-depth analysis of a single case or multiple cases
Discipline origin	Anthropology Literature History Psychology Sociology	Philosophy Sociology Psychology	Sociology	Cultural anthropology Sociology	Political science Sociology Evaluation Urban studies Other social sciences
Data collection	Primarily interviews and document	Long interviews with up to 10 people	Interviews with 20-30 people to 'saturate' categories and detail a theory	Primarily observations and interviews with additional artefacts during extended time in the field (e.g., 6 months to a year)	Multiple sources – documents, archival, records, interviews, observations, physical artefacts
Data analysis	Stories Epiphanies Historical content	Statements Meanings Meaning themes General description of the experience	Open coding Axial coding Selective coding Conditional matrix	Description Analysis Interpretation	Description Themes Assertions
Narrative form	Detailed picture of an individual's life	Description of the 'essence' of the experience	Theory or theoretical model	Description of the cultural behaviour of a group or an individual	In-depth study of a 'case' or 'cases'

Source: (Creswell, 1998, p. 65)

The dominant strategies are biography, phenomenology, grounded theory, ethnography, and case study. The table provides guidance on the focus, discipline origin, typical methods for data collection and analysis, and form of narrative report that emerges from the analysis. Bearing in mind Aim 2 (to ascertain the content of the tourists' experiences of transport tourism) and Aim 3 (to analyse the factors that influence tourists' experiences of transport tourism), a phenomenological research strategy would initially appear appropriate.

Phenomenology's central concern is the meaning of lived experiences for individuals regarding a concept or phenomenon (Creswell, 1998). Holstein and Gubrium (1994, p. 263) traced the roots of phenomenology to Alfred Schutz who

“...[in 1964] argued that the social sciences should focus on the ways that the life world – that is, the experiential world every person *takes for granted* – is produced *by members*: ‘The safeguarding of the subjective point of view is the only but sufficient guarantee that the world of social reality will not be replaced by a fictional world constructed by the scientific observer.’”

Thus, in contrast with positivist strategies that impose a priori hypotheses, phenomenological research aims to understand phenomena from the perspective of those being studied (Riemen, 1986) and, therefore, it is especially appropriate given the study's aims. Moreover, it is maintained that phenomenological research is often key to the development of new knowledge:

“without thereby first disclosing the foundations of a phenomenon [through phenomenological research], no progress whatsoever can be made concerning it, not even a first faltering first step can be taken towards it, by science or by any other kind of cognition” (Colaizzi, 1973, cited in Riemen, 1986, p. 90).

As such, phenomenology can offer a particularly suitable research strategy to meet the principal assessment criterion of PhD study: original contribution to knowledge.



At this point, it should be noted that phenomenology has a history of use in tourist experience research (for example, Cohen, 1972; Cohen, 1979; Szarycz, 2008; Uriely & Belhassen, 2005). However, the methodologies of these phenomenological researchers and many others besides have been reviewed by Jamal and Hollinshead (2001), Pernecky and Jamal (2010), Ryan (2000) and Szarycz (2009) and, it would seem, there is consensus that the term phenomenology is often used imprecisely and operationalised incorrectly; at the very least, there is considerable variation in approach. The most common error of ‘flawed’ phenomenological tourism studies is that instead of simply describing the essence of experience, attempts are made to explain it as well. In this light, Aims 2 and 3 of the present study are reviewed and, it would seem, this thesis might be accused of similar weakness if claims are made that it is a phenomenological study in its purest form. Clearly, an alternative strategy is needed to embrace the breadth of the aims.

Ryan (2000) proposes that phenomenography might be more appropriate for the study of tourism. Drawing on Marton’s pioneering efforts in the field, Ryan explains that “[p]henomenology is a study of *what* people perceive in the world; phenomenography is a study of the *way* they perceive the world. It is not solely a description of what people see, but how they see and make sense of their world” (Ryan, 2000, p. 122). Mindful of the fact that the present study has demonstrated in Chapter 3 that there is compelling evidence to embody the tourist experience and move way from ocularcentrism (Edensor, 2006; Obrador-Pons, 2007, 2009; Rodaway, 1994) so that perceiving of the world is multi-sensory, Ryan’s (2000) emphasis on ‘see’ is argued to be limiting. However, if ‘see’ is replaced by ‘experience’ (and it is assumed that this context is how it was originally how it was intended), then the spirit of Ryan’s (2000) quote is most certainly appropriate for this study’s aims. In this case, Aim 2’s focus is on the contents of tourists’ experiences of transport (what people ‘see’/experience (Ryan, 2000)), while Aim 3 relates to the factors that influence the experiences (how they ‘see’/experience and make sense of their world (Ryan, 2000)). Accordingly, phenomenographic research is not first-order (the phenomenon itself) but second order research (how the phenomenon is experienced) (Åkerlind, 2005; Barnard, McCosker, & Gerber, 1999;

Marton, 1981; Richardson, 1999). In other words, it is not a study of reality but a study of perceptions of reality which, Marton (1981, p. 178) stresses, are very different.

Despite the differences between phenomenology and phenomenography, the central tenets of both are common; they detail the way in which experience is constructed and interpreted by individuals. Equally, both dictate the way in which research is conducted (Creswell, 1998). Experiences are objectified by the research subjects with reference to a stock of knowledge, defined as “images, theories, ideas, values and attitudes [that] are applied to aspects of experience, making them meaningful” (Holstein & Gubrium, 1994, p. 263). In turn, stocks of knowledge are assigned to a more limited range of constructs and categories by typification, which makes it possible for individuals to “account for experiences, rendering things and occurrences recognizable as being of a particular type or realm” (Holstein & Gubrium, 1994, p. 263). If, Holstein and Gubrium (1994, p. 263) continue, “human consciousness necessarily typifies, ...language is the central medium for transmitting typifications and thereby meaning.” Therefore, data collection methods must incorporate ways of collecting ‘language’ as it is the medium for the transmission of experiences.

#### **5.4.2 Primary data collection**

Research related to the collection of the word data of language (Holstein & Gubrium, 1994) is referred to as qualitative research; in contrast, quantitative research relates to studies involving numeric data (Blaikie, 2000). Often, one form of research is used exclusively but in some cases, and increasingly, a mixture of both is used to meet the study aims (Saunders, et al., 2003). However, for the present inductive research, qualitative research is used solely (Marton, 1981).

One criticism of qualitative research relates to its relative lack of universally accepted research procedures in contrast with quantitative research (Miller & Crabtree, 1999a). However, the phenomenographic approach reveals a well-structured research process, although that is not to say there is total agreement yet as to what that structure entails. The lack of consensus possibly results from the fact it was developed within the last

thirty years and, as Barnard, et al. (1999) put it, phenomenography is an evolving research approach (see Åkerlind, 2005, for a review).

Differences notwithstanding, the first phase of phenomenography, as with phenomenology, involves the bracketing. This phase represents the suspension of the researcher's own perspective of the phenomenon (Holstein & Gubrium, 1994; Riemen, 1986), alternatively referred to as epoche (Creswell, 1998). In doing so, the researcher can then "focus on the ways in which members of the life world themselves interpretively produce the recognizable, intelligible forms they treat as real" (Holstein & Gubrium, 1994, p. 263). Although the notion of bracketing is laudable, its practicality has been criticised by Szarycz (2009, p. 53) who asks a simple question to which the research methods books, he argues, provide no easy answer: "how, exactly, is it supposed to work?" He suggests that it is impossible to suspend perspective of a phenomenon, after all "it is not like emptying one's pockets" (Szarycz, 2009, p. 53). The difficulty arises because, more often than not, the researcher is not aware of his/her own perspectives, and thus cannot 'suspend' them. It is suggested, therefore, that the researcher should articulate his/her relationship with the object of study. Therefore, here I present my perspectives on transport tourism:

*Academically, my present interest in tourists' experiences of transport tourism arises from my enjoyment of transport modules in my undergraduate studies of Geography, my postgraduate study of Tourism Management and my teaching interest in The Tourist Experience. Therefore, geographical perspectives and business and management approaches are the most obvious insights that I bring to bear on the analysis of the tourists' experiences, but my teaching commitments have also help to broaden my subject knowledge to incorporate sociological and social psychological dimensions of the tourist experience.*

*On a personal level, I have never had any experiences of transport tourism where transport has formed the main context for a holiday. For instance, I have never been on a coach tour, a cruise, a cycling holiday or a sailing*

*holiday (as will be explained later, the main types focused upon in the primary research). I have never been on these types of holidays because, at this time in my life, I prefer to visit places rather than tour.*

*Transport tourism might also take the form of transport as tourist attraction, although this aspect will not be considered in the primary research. In this respect, I find enjoyment in taking tourist boat rides during city breaks (for example, on the Seine in Paris, gondola in Venice, Staten Island ferry in New York), I have hired bicycles and cars whilst on holiday and I have ridden steam trains twice. For utilitarian trips, I am a car owner and keen car user, I enjoy the experience of flying overseas but for domestic trips enjoy using the train if I am travelling to city destinations where transport networks are good. I have no desire to give up my car or stop flying, and the present range of 'carrots'/'sticks' cannot persuade me otherwise.*

*It could be concluded that I have a positive opinion of transport and tourism. However, attempts will be made to suspend these largely positive views of transport in order to allow the reporting of negative accounts from interviewees. Equally, where respondents express views that are anti-car and anti-aeroplane I will report them in the spirit the interviewee expressed them. On reflection, perhaps in writing this, I expect there to be negative accounts and anti-car and anti-aeroplane sentiment, and these too are preconceptions to suspend.*

Despite descriptions of researchers' perspectives, as above, Szarycz (2009, p. 53) notes that there are bound to be preconceptions that are "below the waterline of consciousness", and that these are likely to be the most powerful. Plus, when preconceptions are identified, instruction as to how to conduct bracketing is not explained. It would seem a hopeless case, then. Therefore, all that can be done is to acknowledge the researchers' perspectives, and reflect on the extent to which they influenced the study in the conclusions (see Section 9.3.1).

### 5.4.3 Interviews

After bracketing, or a best possible attempt, data are collected by a series of interviews with individuals who have experienced the phenomenon (Åkerlind, 2005; Barnard, et al., 1999; Marton, 1981; Richardson, 1999). Accordingly, the procedures for the study's interviews are outlined in the following sub-section. Interviews are one of the many ways in which researchers attempt to understand other human beings. They are "a research gathering approach that seeks to create a listening space whereby meaning is constructed through an interexchange/cocreation of verbal viewpoints in the interest of scientific knowing" (Miller & Crabtree, 1999b, p. 89). It is claimed that they are the most common form of qualitative data collection (Saunders, et al., 2003). Interviews exist in several forms, including individual (face-to-face or using information communication technologies) and group formats (focus groups or nominal group technique) (Fontana & Frey, 1994; Miller & Crabtree, 1999b; Saunders, et al., 2003).

The interview alternatives available offer rich variety for qualitative researchers. Face-to-face individual interviews are considered to be the most powerful data collection technique since an understanding of society depends on interaction between its actors, which is facilitated during the interview situation (Fontana & Frey, 1994). Individual interviews can be especially useful for gathering a lot of information during expert interviews and suitable for discussing sensitive topics which would not be possible using group interviews. However, the interpersonal nature of interviews means that anonymity is lost, unlike questionnaire research which can almost guarantee anonymity (Frankfort-Nachmias & Nachmias, 1996), and interviewees might be reluctant to 'open up' to strangers. Therefore, interviewee reticence is one challenge faced by all interviewers.

However, less reticence is experienced if interviewing by telephone; Frankfort-Nachmias and Nachmias (1996) report that telephone interviews have a higher response rate than their face-to-face counterparts. Telephone interviews, once advised against because of the sampling bias that limited phone ownership represented (Frankfort-

Nachmias & Nachmias, 1996), is now accepted as a suitable method for contacting interviewees. However, the change in acceptance might be true only in the most developed countries of the world because phone ownership in developing countries might not be as widespread. They are considered quick, cost-effective alternatives to the face-to-face interview (Saunders, et al., 2003) and, more importantly, have been demonstrated to produce findings that are as accurate as face-to-face interviews (Frankfort-Nachmias & Nachmias, 1996). However, personal connection between interviewee and interviewer is more difficult to establish on the telephone. Therefore, telephone interviews easily allow for the ‘broken-off interview’ – those in which interviewees have hung up and thus prematurely terminating interviews (Frankfort-Nachmias & Nachmias, 1996). However, the termination of interview by interviewee is less common during face-to-face interviews.

Although individual interviews replicate, to a certain extent, the social interactions that allow for an understanding of society, it is argued that individual interviews are still too artificial in their nature. A perceived power differential between interviewer and interviewee can sometimes deter potential interviewees from participating (Frankfort-Nachmias & Nachmias, 1996) or lead to less than honest answers (Flick, 1998). Therefore, group interviews, such as focus groups, present a setting that is more in keeping with the scenarios in which opinions are produced in the real world through social exchanges with peers (Flick, 1998). Moreover, group interviews that follow the nominal group technique can be used to reach consensus about issues and problems, and find solutions. However, despite the advantages of group interviews, pitfalls exist. Studies into group dynamics have demonstrated cases in which certain group members dominate conversation and railroad conversation away from the research topic (Flick, 1998). Moreover, the problems associated with the analysis of qualitative data for individual interviews are multiplied given the numerous interviewees that have contributed to each group interview transcript.

Regardless of interview type, all are suitable for obtaining large quantities of detailed data, and can reveal new data that have not emerged previously in other studies. As a lot of data can be collected through interviews, it is common that a smaller sample is used

in contrast with quantitative studies (Creswell, 1998). The large amounts of data that can be collected through interviews, even from a small sample, are a problem associated with interview research. Transcription and analysis can be time consuming and difficult, particularly in the absence of long-established analysis methods (Blaikie, 2000).

The present study uses individual, face-to-face interviews because it allows the collection of data pertaining to the tourists' experiences of transport tourism (Aims 2 and 3). However, several interview styles exist within the individual, face-to-face interview type: structured, semi-structured and unstructured interviews (Flick, 1998; Fontana & Frey, 1994; Frankfort-Nachmias & Nachmias, 1996; Saunders, et al., 2003). Structured interviews are those in which there is a predetermined list of questions that each interviewee is asked and, in some instances, responses to these questions might be pre-coded (Flick, 1998). Therefore, this style of interviewing could be considered to be more in keeping with deductive research approaches that puts theory at the forefront of research through the predetermination of a rigid interview schedule that offers no opportunity for deviation and, as a result, little opportunity for the emergence of 'unexpected' data.

Conversely, unstructured interviews have no predetermined structure; instead, they form a discussion around the research theme (Frankfort-Nachmias & Nachmias, 1996; Saunders, et al., 2003). Here, the interviewee has far greater control over the content and structure of the interview, although the interviewer needs to communicate clearly the topics for discussion to ensure relevant data collection (Saunders, et al., 2003). In this way, the research might be considered truly inductive because all data are provided by the interviewee without interviewer-intervention and particularly suitable for grounded theory studies. However, unstructured interviews are an interview style suited particularly to those with a lot of experience in interviewing (Bell & Opie, 2002) as it requires firm but subtle skill to maintain relevant discussion and ensure full coverage of the research aims. For this reason, semi-structured interviews offer the benefits of a predetermined interview schedule but allow some divergence for interviewees to raise issues not included on the interview schedule which they feel are pertinent. Equally, semi-structured interviews allow for the 'probing' for ideas, that is,

“a technique used by the interviewer to stimulate discussion and obtain more information. A question has been asked and an answer given. For any number of reasons, the answer may be inadequate and require more information to meet the survey objectives. Probing is the act of getting this additional information” (Survey Research Center, 1976, cited in Frankfort-Nachmias & Nachmias, 1996, p. 241).

Although, equally, interviewer silence is considered an effective means of encouraging interviewees to talk (Barnard, et al., 1999; Ryan, 2000). It is often as a result of probing for data that new data emerge (Frankfort-Nachmias and Nachmias, 1996). Therefore, semi-structured interviews are suggested as the most effective data collection method in phenomenography (Richardson, 1999). As a result, this method was adopted for the collection of primary data in this study.

#### **5.4.4 Interview schedule design**

The design of the interview schedule was guided by the literature review, but at the same time had to allow enough latitude for interviewees to discuss their experiences in a manner that they found meaningful (Appendix 1). The interview schedule was divided into sections labelled 1 to 4 corresponding broadly, but not exactly, with the phases of experiences outlined by Clawson and Knetsch (1966). For example, section 1 focuses on the anticipation phase but it is acknowledged that questions do not measure tourists' experience of that time *per se*; at all times, the interview represents the recollection phase (Clawson & Knetsch, 1966) as it takes place after the holiday has occurred. Accordingly, it should be acknowledged that the reliance on recollection is a limitation of the present study because it is likely that memories of experiences diminish with time. Nevertheless, the term anticipation was used to signify that the set of questions relate to the period of time prior to taking transport tourism holidays. Furthermore, travel to and travel back do not have separate sections; as functional travel it can be argued that they represent the same experiential context and should be dealt with together rather than in the chronological order dictated by Clawson and Knetsch (1966).



In this way, although distinguished by the questioning, putting questions related to travel to and travel back in the same section also minimised repetition in the interview schedule. Questions regarding anticipation, travel to/back and recollection were included to provide a context for the tourists' experiences of transport tourism, although the aims of the research relate solely to transport tourism. Equally, on-site phases, experiences at destinations during stops, were not included. The focus was solely upon the experiences of transport (and travelling) as a tourism product.

Initially, interviewees were asked to discuss the transport tourism holidays they had taken within the past five years (Q1). This question was intended to reveal the nature of the holidays that facilitated the transport tourist experience. Additionally, because the question required interviewees to talk about their holidays generally, rather than through directed questioning, it aimed to provide an opportunity for interviewees to become comfortable with speaking in the interview situation (Flick, 1998). Reasons for taking the holiday were examined next (Q2). It was acknowledged that some interviewees may have taken more than one transport tourism holiday within the five year parameter identified at the outset and, therefore, the interview schedule was designed to account for multiple transport tourism holidays and the resultant experiences (Q3). Questions four and five sought to reveal the reason why alternative transport tourism holidays and holidays that did not have transport as their central context were rejected in order to elicit reasons and experiences that respondents considered obtainable solely through involvement with their chosen transport tourism holiday type. The final question of Section 1 utilised the teleportation test developed by Mokhtarian and Salomon (2001). It sought to discover the importance that the act of travelling within the tourist-experience had for respondents, that is, whether they would have still undertaken the holiday if the travelling component could be omitted.

Section 2 of the interview schedule centred on the experiences gained during involvement with the transport tourism product itself and, in doing so, aimed to uncover the content of and influences on tourists' experiences. Interviewees were asked to recount their typical day during the transport holiday/s (Q7) and the amount of time spent travelling (Q8). Question 9 required the interviewees to reflect upon the extent to

which they considered travelling to be wasteful and preventing alternative activity (Goodwin & Hensher, 1978; Marchetti, 1994) or of some intrinsic value to the tourist experience (Lumsdon & Page, 2004; Page, 1999, 2005, 2009). Next, interviewees were asked to relate what they felt (Q10) in relation to the multi-sensual nature of experience (Edensor, 2006; Rodaway, 1994), what they thought about (Q11) and what they did (Q12) during their transport tourism holiday/s, as well as to identify things that influenced their thoughts and feelings. In doing so, the questions aimed to determine whether the experiences reported in other tourism and leisure research were reported and if new experiences emerged. Question 13 was designed in response to the suggestion that the experience of travelling and the tourist experience are visual predominantly (Haldrup & Larsen, 2003; Larsen, 2001; Urry, 1990; Urry, 2002b).

Section 3 (Q14-18) focused upon functional travel, that is, the use of transport to travel to and from the terminal at which the interviewees boarded the vehicle that was used during their transport tourism holidays or the psychological point at which the switch to transport tourism occurred (see Section 4.4). The section's purpose was to establish the interviewees' experiences of utilitarian travel to allow a clear distinction from experiences of transport tourism.

Finally, section 4 was designed to collect the demographic details of the interviewee, including age, employment status and job title. Although not asked, gender was also recorded. The demographic data were required to present a profile of respondents. However, it should be stressed that no attempt is made in this thesis to find associations between the demographic data and findings. Interpretive research seeks to discover patterns of experience (in this case, although other studies' focus will differ) rather than statistical associations, particularly when the sample is small (Blaikie, 2000). That is not to say that some qualitative researchers do not do so anyway. However, Szarycz (2009) notes that it is impossible to identify which of an individual's characteristics (if any) account for a particular response or utterance in an interview. Therefore, the very idea of transferability in such instances is questionable.

Open questions – questions that do not give interviewees researcher-specified response choices (Frankfort-Nachmias & Nachmias, 1996) – were used throughout the interview. Open ended questions are considered useful in qualitative research because they give interviewees maximum opportunity to express thoughts and feelings that they consider important, rather than those pre-determined as important by the interviewer. Although all of the questions in the interview were open questions, those at the beginning were less structured and more conversational in their nature to allow the interviewee to relax. In turn, it is suggested that this technique prevents the researcher imposing the research framework upon the interviewees' responses (Flick, 1998). Later, more structured questions focused on specific concepts identified in the literature were asked to uncover the details of the experience. Prompts were used where the information provided required clarification or was unexpected to fully allow the process of induction to occur during analysis.

#### **5.4.5 Sampling**

In line with the study's aims, the research population was defined as tourists who had taken transport tourism holidays. The vast scope of this research population posed a problem for two main reasons. First, it would include participants who had participated in a transport tourism holiday many years ago. Given the developments in transportation technologies and the related tourism products, it could be argued that the experiences gained might not reflect accurately current transport tourism experiences. More importantly, the problems associated with poor recollection (outlined in section 5.4.4) are likely to be increase as the length of time between holiday and interview increases. Second, given the vast array of transport tourism holidays available, identifying the research population precisely is impossible and, therefore, it would not be possible to achieve a full analysis of experiences of transport tourism in all its forms. As a result, sampling techniques were selected that imposed criteria for participation in the research.

The sample for the present study was limited to tourists who had taken transport holidays within the past five years. In doing so, it was hoped that the problems associated with diminished memory would be minimised. In common with most

qualitative research, a non-probability sampling technique was adopted to collect data from a selection of the research population. Probability sampling aims to ensure that “every population element must have a known and non-zero chance of being selected” (Blaikie, 2000); in contrast, non-probability sampling does not give every population element an equal chance of selection. Several non-probability sampling techniques exist, including convenience, quota, judgemental/purposive, snowball and theoretical (Blaikie, 2000; Frankfort-Nachmias & Nachmias, 1996; Saunders, et al., 2003; Strauss & Corbin, 1998).

Phenomenographic guides to research – or at least the ones consulted in this study including the seminal work of Marton (1981) – yield no guidance as to the prescribed sampling method to use. Even Ryan’s (2000) explanation of phenomenography for tourism research fails to provide insight. Therefore, the present study uses theoretical sampling. Developed initially as part of grounded theory, but applicable to inductive research more broadly, theoretical sampling refers to a set of decisions that are made as the research progresses rather than a sampling strategy *per se* that prescribes a necessary size or make up (Strauss & Corbin, 1998). It relies upon the researcher’s ability to initially identify individuals from whom to collect data which, in parallel with data analysis, allows future decisions to be made in order to extend “variations among concepts and to diversify categories in terms of properties and dimensions” (Strauss & Corbin, 1998, p. 201). In other words, it is in keeping with the cumulative (Strauss & Corbin, 1998) and explorative (Barnard, et al., 1999) nature of interpretivism. The initial selection of interviewees occurs because of their relevance to the research question (Strauss & Corbin, 1998). The sample for the present study was identified through personal contacts with people who had participated in transport tourism and also by a process of snowballing, whereby interviewees recommend other potential interviewees who meet the research criteria (Blaikie, 2000). However, these recommendations were vetted by the researcher to ensure they were appropriate to address the research question.

Because theoretical sampling is concerned with breadth and variation in concepts rather than any particular characteristic of the research subjects, lack of representativeness is

reported frequently within qualitative research (Saunders, et al., 2003). However, as theory generation rather than testing is the usual concern of qualitative research, the representativeness of samples is not problematic. Instead,

“individuals, groups etc. are selected according to their (expected) level of new insights for the developing theory, in relation to the state of elaboration so far. Sampling decisions aim at that material which promises the greatest insights, viewed in light of the material already used and the knowledge drawn from it” (Flick, 1998, p. 65).

Therefore, as long as the selected interviewees continue to yield data that contributes towards theory generation, their transcript can be considered to be appropriate for the purposes of a qualitative study and enlargement of the sample should continue.

The lack of prescription associated with non-probability sampling often leads to difficulties determining the appropriate sample size (Frankfort-Nachmias & Nachmias, 1996). Probability sampling provides formulae that allow the calculation of ideal sample size. However, this is not the case with non-probability techniques such as theoretical sampling. Blaikie (2000, p. 213) states that non-probability sample size decisions “evolve along with the theory” and, interestingly, many other research methods texts fail to mention sample size at all regarding non-probability sampling. Tourist experience typologies developed through interviewing might offer some guidance: Uriely, et al. (2002) interviewed 31 backpackers, whilst Wickens (2002) interviewed 86 holidaymakers. Yet neither justify why this particular number was ‘chosen’ (in the sense that they ‘decided’ 30 and 85 interviews, respectively, were insufficient and that 32 and 87 interviews were more than necessary). On the other hand, as detailed earlier in Table 5.2, Creswell (1998) recommends that many qualitative research strategies employ smaller sample sizes and typically have no more than ten interviewees in phenomenology and between 20-30 in grounded theory. Although potentially confusing, the lack of consensus also provides a certain amount of freedom in determining the ideal sample size for a qualitative study. Essentially, the ideal sample size is reached when the theory is fully developed and categories are

saturated, assuming data collection and data analysis occur concurrently (Strauss & Corbin, 1998). This point is often referred to as theoretical saturation (Flick, 1998; Strauss & Corbin, 1998). However, Guest, Bunce and Johnson (2006) explain that this term, although frequently used, is seldom explained. Almost never, they claim, do researchers explain how they know when their categories are saturated. They suggest that data saturation might be a better term to use because it is can be measured. Data saturation occurs when “new information produces little or no change to the codebook” (Guest, et al., 2006, p. 65). Therefore, the change (or lack of change) occurs visibly to the categories within the codebook, rather than a more subjective judgment of saturation within the categories as suggested by theoretical saturation. Guest, et al. (2006) found that twelve interviews were enough to develop stable detailed codebooks and, if less detailed overarching categories are required, six interviews were sufficient.

Strauss and Corbin (1998) note that initial decisions have to be made with regards to the number of interviewees, although these decisions can be modified during the course of a study. For the present research, twenty interviews were decided upon initially, and no more were needed because data saturation appeared to have occurred at that point. In other words, no new categories of description were emerging. The interviews lasted between 45 minutes and 1.5 hours and were digitally-recorded. Interviewees who had taken passive ( $n=10$ ) and active ( $n=10$ ) transport tourism holidays, as defined in Chapter 4, were sought from a range of ages and both genders. Given that a range of transport tourism product types might be included in the broad categories passive and active (as outlined in Chapter 4, Table 4.2), a selection was made: coach tours and cruises were chosen to represent passive transport tourism, while cycling and sailing holidays represent active transport tourism.

The choice of transport tourism product types was made to allow the analysis of experiences arising from tourists’ experiences of different modes (ship, coach, bicycle and sailing boat), ways (land-based and waterborne) and organisational types (institutionalised/non-institutionalised tourists: Cohen, 1972). In this way, it was hoped that the broadest possible range of experiences would be elicited. Moreover, it is maintained that the selection reflects largely the most commonly taken transport tourism

products in order to make the present research broadly in keeping with real world market developments from a UK-perspective. For instance, in a recent update of leisure travel forecasts resulting from the economic downturn of 2008/2009, Mintel (2009e) list key tourism product types relevant to UK tourism consumers. Both cruises and coach tourism have dedicated market reports, while cycling and sailing are incorporated in activity/special interest holidays. The data indicate that although all of these holidays are effected negatively by the economic downturn, cruises and coach tours remain staple products of the UK holiday market; the downturn also impacts negatively on cycling and sailing abroad although, as a result, domestic markets are projected to benefit (Mintel 2009e). Additionally, the concentration of previous research focused on transport and tourism (see Chapter 2 for a review) has also centred on these product types, with the exception of sailing which is selected as an active alternative to cruises (reviewed in Chapter 3 with reference to flow), thereby supporting the choice of these product types as appropriate selections for the present study. That said, it is likely that this choice influences the outcome of the research and the transferability of the present findings will be limited (see Chapter 9 for an evaluation of sampling decisions). However, pragmatism was applied and a decision was made to sacrifice breadth (a wider range of product types) to best allow focus on depth given the time limitations of the researcher, particularly as a part-time student.

#### **5.4.6 Quality assurance in research**

Reliability and validity are two measures used typically to assess the quality of research. Reliability refers to the extent to which a particular method can continuously lead to the same measurements or results (Blaikie, 2000; Flick, 1998), particularly if used by other researchers (Saunders, et al., 2003), when applied to the same object (Babbie, 1995). Validity refers to the extent to which the research instrument measures what it intends to measure (Saunders, et al., 2003). In other words, validity is a question of whether the measurement reflects the real meaning of the phenomenon under study (Babbie, 1995). Ideally, research should be both reliable and valid, that is, it should yield the same results repeatedly and measure accurately the concepts it aims to measure. This ideal

proves difficult to achieve perfectly. Babbie (1995) notes that tension exists between the two concepts and one might be achieved but at the expense of the other.

The issues of reliability and validity, of particular importance in the hard sciences, are applied frequently to the social sciences because of the positivist influence that guided its evolution (Flick, 1998). However, the emergence of interpretivism and its related research methods has led to criticisms of reliability and validity as benchmarks for quality assessment. Their use in their traditional context is considered inappropriate given the nature of qualitative research and merely a way of facilitating the “acceptance of qualitative research in a quantitative world” (Creswell, 1998, p. 197). As a result, adapted criteria for assessing the quality of qualitative research are required to ensure what Lincoln and Guba (1985, cited in Creswell, 1998) recommend to be the central concern of quality assurance in qualitative research: its ‘trustworthiness’.

#### **5.4.6.1 Achieving ‘reliability’ in qualitative research**

It is maintained that reliability, as a measure of replicability, cannot be achieved practically in social sciences because of the approach to the subjects under study. In contrast with positivist philosophy that presupposes an objective reality which does not change and allows repeated measurement, interpretivism views reality as a social construct that is not fixed (Flick, 1998). Therefore, because socially constructed realities change constantly, the very idea of repeated measurement is problematic. Given reality’s fluidity and the fact that reality is subjective, objective perceptions of uniformity in individuals’ responses that might be interpreted as reliability could just as easily be ascribed to stereotype, that is, “a purposively shaped version of events rather than as a clue for how it ‘really’ was” (Flick, 1998, p. 223). Put simply, reliability is redundant in its traditional form.

Despite these criticisms, it is important that qualitative research is undertaken in a way that makes it possible for others to understand and replicate the research process, even if the concept of reliability is not transferable strictly. One way in which this aim can be achieved is through the use of recognised methods (Creswell, 1998). In the present



study, it has been stated previously that interviews are used not only because of their value as data collection tools in phenomenography but also because they have been used widely in research into the tourist experience.

The standardisation of the interview procedure is another way in which the concept of reliability can be adapted to qualitative research (Flick, 1998). For this reason, the semi-structured interviews used in this study provide a certain level of standardisation, although the data emanates from the interviewees, the direction that this data takes the interview and the interview-specific clarification questions of the researcher makes complete standardisation impossible. Nevertheless, the protocols used for recording the data, in this case digital-recording, and the method of data transcription should be explained and should be consistent. In addition, transparency in data analysis is important to further facilitate understanding for other researchers: “the reliability of the whole process will be increased by documenting it” (Flick, 1998, p. 224). Therefore, explicit explanation of the steps taken towards recording, transcribing and analysing the data are required (Section 5.5), and the various stages of interpretation are detailed thoroughly in the findings chapters (Chapters 6 and 7) and the discussions chapter (Chapter 8).

#### **5.4.6.2 Achieving ‘validity’ in qualitative research**

As mentioned previously, interpretivism holds that reality is socially constructed (Guba & Lincoln, 1994). Therefore, with regards to validity, it is not possible to design a objective measure to reflect accurately the reality studied because it has no objective meaning (Babbie, 1995). As an adaptation of validity, Flick suggests that the quality criterion for ensuring trustworthiness is the extent to which the researcher’s constructions through analysis are “empirically grounded in those of the members” (1998, p. 225) and how far these groundings are transparent to others. This criterion means that the interview situation should be assessed with relation to the extent to which the interviewees’ views and opinions are influenced by the researcher, and by “equating an unimpeded narrative... with a valid depiction” (Flick, 1998, p. 225). To ensure an unimpeded narrative, the following procedures are recommended:

“(1) The researcher should refrain from talking in the field but rather should listen as much as possible. He or she should (2) produce notes that are as exact as possible, (3) begin to write early, and in a way (4) which allows readers of his or her notes to see for themselves. This means providing enough data for readers to make their own inferences and follow those of the researcher. The report should be as complete (5) and candid (6) as possible. The researcher should seek feedback on his or her findings and presentations in the field or from his or her colleagues (7). Presentations should be characterised by a balance (8) between the various aspects and (9) by accuracy in writing” (Wolcott, 1990, cited in Flick, 1998, p. 228).

#### **5.4.6.3 Assessing quality in qualitative research**

Given the adaptations of reliability and validity, and the procedures that can be adopted to achieve both, five criteria for the assessment of qualitative research are suggested by Moustakas (1994, cited in Creswell, 1998, p. 208):

1. Did the interviewer influence the contents of the subjects’ description in such a way that the descriptions do not truly reflect the subjects’ actual experience?
2. Is the transcription accurate, and does it convey the meaning of the oral presentation in the interview?
3. In the analysis of the transcriptions, were there conclusions other than those offered by the researcher that could have been derived? Has the researcher identified these alternatives?
4. Is it possible to go from the general structural description to the transcriptions and to account for the specific contents and connections in the original examples of the experience?
5. Is the structural descriptions situation specific, or does it hold in general for the experience in other situations?

These criteria are addressed in the conclusions (Chapter 9, Section 9.3.1), where a critical evaluation of the quality of the present study is presented.

#### **5.4.6.4 Research ethics**

Ethical issues in social sciences refer to the treatment of research subjects and the data collected from them (Saunders, et al., 2003). To ensure ethical treatment of participants, it is vital that certain aspects of the research are made explicit from the outset: (i) the purpose of the research; (ii) the extent of their involvement; (iii) what the research involves and its implications for them, including the recording of the conversation; (iv) that anonymity will be assured; (v) that data will be treated confidentially; and, (vi) their right to withdraw from the research at any time (Blaikie, 2000). In the present study, ethical issues were incorporated into both the initial contact with prospective interviewees and reiterated during the introduction to interview. In addition to these considerations, the research ethics framework of the Manchester Metropolitan University was completed and submitted to the relevant Faculty Research Degrees Committee.

#### **5.4.6.5 Pilot study**

Once issues regarding reliability, validity and ethics have been negotiated, it is important to conduct a pilot study to trial the research instrument. A pilot study is a preliminary study of key informants to allow clarification of issues that were uncertain in the design phase and to evaluate questions and the interview schedule's structure (Janesick, 1994). Data were collected from four interviewees. Two of the interviewees were passive transport tourists and two were active transport tourists; both roles included a male and a female interviewee.

After the interviews, the schedule of questions was evaluated (Table 5.3). The content of the interview schedule proved to be largely appropriate. However, it would appear that the introduction was too blunt, that is, the interview began immediately with focus on the transport tourism holidays consumed. As mentioned above, this question was

positioned first because it was considered a question that interviewees would be able to speak about with ease. However, confidence in speaking to an interviewer appeared to develop somewhat later in the interview for three of the interviewees. Therefore, the pilot study evaluation suggests that a general question about holiday taking should be added before specific focus on the transport tourism holiday occurs. In this way, respondents would be able to ‘warm up’ during a question that is not directly related to the study’s aims.

With regards to the existing question, difficulty was encountered when trying to gather responses regarding ‘feelings’ (Q10). The pilot revealed that the word ‘feeling’ is too amorphous and respondents appeared unsure in their answers and often asked, “Is this what you want?” Therefore, the question was reworded to ask the interviewees to talk about what they saw, smelled, hear and felt (taste was omitted as with other sensual studies of environments (Rodaway, 1994)).

The outcome of this evaluation (Table 5.3) suggests that, on the whole, the interview schedule was appropriate and presented in a logical order. However, minor problems emerged regarding the ordering of questions within the interview schedule. As a result, the order of some questions was changed. The revised interview schedule is presented in Appendix 2.

This evaluation demonstrates that the original interview schedule had few faults and only minor restructuring was required. Quantitative studies or qualitative research employing structured interviews would not permit the use of pilot data in the final dataset because the questions and responses are predetermined by the researcher, and thus even minor changes might alter the nature of the findings greatly. In contrast, because semi-structured interviews do not have this level of structural rigidity – questions can be omitted or added depending on the circumstances of the interview (Saunders, et al., 2003) – the impact of the changes resulting from the minor pilot study alterations are less dramatic. Therefore, the data collected from the four interviewees were considered to be suitable for inclusion in main data analysis because they provided rich insight into the tourists’ experiences of transport tourism.

**Table 5.3. Pilot study – evaluation of interview schedule**

<b>Q</b>	<b>Comment</b>	<b>Action</b>
<i>The introduction and instructions proved to be too formal, and therefore a more informal series of prompts will be adopted for the main survey.</i>		
1.	A gentler question to ease the interviewee in to the process would have been beneficial.	Move to Q2. Insert question about general holiday taking.
2.	Satisfactory	n/a
3.	For interviewees that had purchased more than one product, this question was redundant because it had already been dealt with implicitly in Q2.	Delete
4.	Satisfactory	n/a
5.	Satisfactory	n/a
6.	Placed inappropriately	Move to after Q13.
<i>The introduction to Section 3 needs to be reworded to incorporate the entire experience that might occur during the on-site experience of the holiday, including destination focused items. The current introduction has proved too restrictive and does not allow collection of data regarding the experience.</i>		
7.	Satisfactory	n/a
8.	Satisfactory	n/a
9.	Satisfactory	n/a
10.	This question requires clarifying to reflect focus on (i) sensory stimuli, and (ii) experiences of those stimuli	Alter wording
11.	Satisfactory	n/a
12.	The focus of the question is satisfactory, but the position is wrong. This question serves as a useful introduction to feelings (sensory and affective).	Move before Q10.
13.	Satisfactory	n/a
<i>Instruction wording is satisfactory. No action required.</i>		
14.	Satisfactory	n/a
15.	Satisfactory	n/a
16.	Satisfactory	n/a
17.	Satisfactory	n/a
18.	Satisfactory	n/a
<i>Instruction wording is satisfactory. No action required.</i>		
19.	Satisfactory	n/a

## 5.5 Data Analysis

The analysis of qualitative data is often considered complex because it lacks the structure and regulation of quantitative research. Indeed, data collection during the latter is directed by analysis considerations; tests to dis-/prove hypotheses (insofar as this can ever be done) are decided in parallel with the design of the research instrument to ensure collection of the necessary data. On the other hand, qualitative research proceeds with no such restriction on data collection, so long as it is in line with the research aim, and therefore analysis methods have to be fluid to accommodate the array of data that might be gathered.

Although qualitative data analysis lacks the prescribed tests of quantitative analysis, guidance exists on how to undertake analysis of qualitative data often depending upon the research strategy adopted. Phenomenography researchers clearly define their procedures for data analysis but, as Åkerlind (2005) points out in her review paper, those procedures often vary. In spite of these variations a general series of steps can be determined, but undoubtedly the fine detail as they are presented here might be open to contest.

1. “There evolves from the explorative interview an interview transcript that is analyzed in its entirety, not from the perspective of linguistic elements but from the point of view of expressing relation to each part of the world. The method emphasizes the content of description rather than the language used” (Barnard, et al., 1999, p. 223).
2. “(1) focusing on the referential (meaning) or structural components of the categories of description; (2) focusing on the ‘how’ or ‘what’ aspects of the phenomenon; (3) focusing on the similarities and differences within and between categories and transcripts associated with particular categories; (4) attempting to resolve or understand mismatches or inconsistencies between the interpretations of different researchers involved in the project; (5) focusing on borderline transcripts and those transcripts in which there are aspects that do not fit the proposed categories of description; and, (6)

looking for the implications of all of the categories of description of a change in any one category” (Åkerlind, 2005, p. 328).

Accordingly, the data recorded during the interviews were transcribed fully. A sample of a transcript from each of the product types (coach, cruise, cycling and sailing) is presented in Appendices 3-6. Care was taken to ensure that interviewees’ point of views were accurately transcribed; this care is particularly important as words are sometimes omitted in spoken language and require insertion in parenthesis to ensure that context is maintained in the written form. The completed transcripts were read whilst re-listening to the recording to ensure the accuracy of the transcript, and transcription errors were rectified. The researcher attempted, as far as possible, to bracket his expectations and experiences of the phenomenon to ensure that the subjectivity of the interviewees’ descriptions formed the basis of analysis. Therefore, when meaning was not entirely clear, no attempt was made to second-guess the interviewee (Hughes & Allen, 2005).

The interviews were coded, and the codes represent categories of description. This process was done manually using the computer software NVivo 8 to manage the data. That is to say, none of the software’s auto-code functions were used; it was used simply as a means of storing, coding/categorising and retrieving data. The categories of description were assigned names. Some categories arose from the interviewees themselves, but some were assigned by the researcher. This situation is not unusual. Åkerlind (2005) notes that there is a tension between the degree to which the data analysis arises from the data and the degree to which the professional judgement of the researcher is reflected. However, she concludes that it is only, in the end, going to be a matter of degree because, ultimately, the research will comprise both. The development of these categories and their meanings are presented in the findings (Chapters 6 and 7).

After categories of description were determined and the researcher was satisfied that data saturation had been achieved (or at least to an acceptable level given time limitations), the final stage of phenomenography could take place. Åkerlind (2005, pp. 322-323) states that phenomenography assumes that “different categories of description or ways of experiencing a phenomenon are logically related to one another.” Therefore,

the researcher must attempt to devise a structure to explain the relationships between the categories. This structure is referred to as the outcome space (Åkerlind, 2005; Barnard, et al., 1999; Marton, 1981; Richardson, 1999). Often this outcome space is hierarchical, but not always as variation occurs in process and branching structures are also used (Åkerlind, 2005). The present study opts for a branching structured outcome space. Accordingly, the outcome space is presented diagrammatically as the model of tourist experiences that applies to transport tourism (Aim 4) in the discussions chapter (Chapter 8).

## **5.6 Chapter summary**

This chapter has presented the methodology of the thesis. An interpretive research philosophy and inductive research approach guide the study. A phenomenographic strategy was adopted to ensure an accurate description of the content and factors influencing tourists' experiences of transport tourism. Data were collected through semi-structured interviews, the design of which was guided by existing theories and concepts relating to transport and tourism, and the tourist and leisure experiences (Aim 1). The pilot study demonstrated that, despite some minor adjustments, the data collection instrument was suitable for use in the study proper. Interviewees were selected using theoretical sampling and recruited via personal contacts and snowballing. Twenty interviews were conducted with a selection of coach, cruise, cycling and sailing tourists. Data were recorded and subsequently transcribed. The transcriptions were analysed using the data analysis procedures advised for phenomenography (Åkerlind, 2005; Barnard, et al., 1999). Chapters 6 and 7 present the findings from the analysis focused on the content of the transport tourist experience (Aim 2) and the factors that influence it (Aim 3). From these findings, in Chapter 8, a tourist experience model that applies to transport tourism is developed (Aim 4).



## **CHAPTER 6: FINDINGS – PASSIVE TRANSPORT TOURIST EXPERIENCE**

### **6.1 Introduction**

In order to ascertain the content of the transport-tourist experience, and factors that influence it, the data analysis is presented across two chapters. This chapter centres upon the experiences of passive transport tourists and Chapter 7 follows with a focus on the experiences of active transport tourists. As outlined in the methodology, the analysis of the primary data alone is documented in the findings chapters. The discussion of these data with reference to the literature is then presented in the discussions chapter (Chapter 8), along with the model of tourist experiences that relates to transport tourism.

The analysis of the experiences of the passive transport tourists begins by focusing on the influence of the destinations, not in terms of the on-site experience itself but the effect anticipation and recollection of the on-site destination experience has on the travelling experience. Next, the impact of the route is considered; this section incorporates the influence of visual stimuli, outside temperatures, smells, sensations of movement and noises on the passive transport tourist experience. During the course of their holidays, the passive transport tourists come into contact with other people and thus their experiences of social situations are explored. Whilst travelling, the tourists often engage in a variety of activities. Some of these activities are organised by the holiday operator and some are self-initiated; both will be explored in this chapter. This is followed by the influence of the mode of the passive transport tourists' experience. Finally, these components of the passive transport tourist experience are synthesised in order to clarify the nature of the passive transport tourist experience. However, before all this, a profile of the interviewees is presented to provide the context for the findings.

### **6.2 Profile of interviewees**

Ten passive transport tourists were interviewed, a profile of whom is presented in Table 6.1. Five interviewees had been on coach tours and five had been on cruises. Both genders were interviewed although, for both transport tourism product types, females predominated (coach: three females and two males; cruise: three females and two

males). The ages of interviewees varied. All of the coach tourists were over 35 years old, including two who were over 60 years old. Cruise tourists were from broader age groupings: two were younger than 35 years old, two were aged between 35 and 60 years, and one was over 60 years old. All but two of the interviewees (one coach tourist and one cruise tourist) were employed; the interviewees who were not employed were retired. In all cases, the discussions centred on international holidays. Because the coach tours and cruises were packages, and possibly because of the limitations of sample similarity associated with the theoretical and snowball sampling techniques, many of the holidays were to similar areas (coach: Europe, USA; cruise: Mediterranean, Caribbean). However, other destinations were included (coach: China, India; cruise: the coast off Alaska).

**Table 6.1. Profile of passive transport tourists**

<b>Interviewee</b>	<b>Gender</b>	<b>Age in years</b>	<b>Transport tourism</b>	<b>Employment status</b>	<b>Holiday location (Mode used to reach location)</b>
Co-F1	Female	35-60	Coach	Employed	Austria; Eastern seaboard USA ( <i>aeroplane</i> )
Co-F2	Female	Over 60	Coach	Employed	Italy ( <i>aeroplane</i> )
Co-F3	Female	35-60	Coach	Employed	New Orleans, USA ( <i>aeroplane</i> )
Co-M1	Male	35-60	Coach	Employed	Eastern USA; Italy ( <i>aeroplane</i> )
Co-M2	Male	Over 60	Coach	Retired	China; Jordan; India; Peru ( <i>aeroplane</i> )
Cr-F1	Female	Under 35	Cruise	Employed	Mediterranean; Panama Canal ( <i>car; aeroplane</i> )
Cr-F2	Female	35-60	Cruise	Employed	Caribbean; Atlantic ( <i>aeroplane; car</i> )
Cr-F3	Female	Over 60	Cruise	Retired	Alaska ( <i>aeroplane</i> )
Cr-M1	Male	Under 35	Cruise	Employed	Mediterranean ( <i>car</i> )
Cr-M2	Male	35-60	Cruise	Employed	Mediterranean; Caribbean ( <i>car; aeroplane</i> )

The real names of the interviewees have been removed to maintain anonymity, and the interviewees have been coded instead according to the transport tourism commodity type they purchased (hence, Co=Coach and Cr=Cruise) and their gender (F=Female and M=Male), followed by a cardinal number simply to differentiate interviewees; thus, Co-F1 is a female coach tourist. Within the interview transcripts and the quotes used in this chapter, all names have been substituted for the relationship with the interviewee (for instance, “husband’s name” instead of his actual name) when discernible and simply “name” when it was not possible. This profile is presented to provide a background to the research and thus contextualises the findings, rather than examining differences in experiences according to demographic variables as a positivistic study might.

### **6.3 The components of the passive transport tourist experience**

This section presents the findings of the analysis of the passive transport tourist experience by focusing on its components: destinations; route; social situations; holiday operator activities’ and self-initiated activities; and, the mode. Each component will be examined in detail in turn in a dedicated sub-section. At the start of each sub-section, a table is included containing codes induced from the data. The codes are presented as they appear emerge in the text of the findings; hence, the tables and the text are to be read in parallel.

#### **6.3.1 Destinations**

This section focuses on the influence of destinations on the passive transport tourist experience. The codes arising from the analysis of the primary data are presented in Table 6.2 and divided according to the commodity type (coach or cruise) to allow modal differences to become apparent.

**Table 6.2. Passive transport tourist experience and destinations**

<b>Coach</b>	<b>Cruise</b>
Something new; repeated newness; arrival; repeated anticipation; tiring; destinations visited; mandatory disembarkation; specific destinations; optional excursions.	Something new; repeated newness; arrival; repeated anticipation; tiring; romantic; destinations visited; general destinations; optional disembarkation; optional excursions.

The passive transport tourist experience arises from exposure to something new, and both coach and cruises tourists mentioned this category most frequently. Something new does not relate simply to the difference obtained by going on holiday to a destination outside of the everyday environment as suggested in traditional definitions of tourism, it refers to the possibility that transport tourism gives to experience ‘lots of something new’. That is, transport holidays allow passive transport tourists to access many different destinations during the course of one trip:

“If you’re going to go on a holiday and you’re going abroad, and you’re going to see the world, you’ve got to move around” (Co-M2).

“The thing for me is the variety and the different places” (Cr-F1).

Therefore, the passive transport tourist experience provided the opportunity for repeated newness which, when linked to seeing something new, was enjoyable because it provided experiences of repeated anticipation:

“...you’re moving from place to place to place. So, therefore, if you’d been to Jordan – you’ve been to Petra, and then you’re going to the Dead Sea. Well, all right, you’ve had a fantastic time in Petra, and you’re thinking about it, but you’re excited to go to the Dead Sea” (Co-M2).

“Once you’ve been to one port and have got off the ship, certainly my perception of it was you want to do more, so you’re looking forward to

getting to the next place and getting off, and the next place and going and exploring somewhere new and somewhere different” (Cr-M1).

Although travelling could be tiring, the repeated anticipation prevented it becoming unbearable: “...you’re looking forward to each place and you’re on adrenaline. I was too busy, look at this, look at that, just couldn’t wait to get to each place” (Co-F3). The attraction of repeated anticipation, it appears, is a result of the enjoyment associated with imagining arrival at the destination and the actual arrival itself: “I think [it’s] the prospect of arriving somewhere, and then the actual event of arriving” (Cr-M1). For Cr-M1, the arrival at destinations by ship made the experience romantic:

“I suppose, in some senses, it’s arriving in a place by ship rather than by plane or train. [It] sort of adds to that romantic feel of exploring somewhere. So coming into the harbour in Alghero in Sardinia, it was far nicer than having flown in or whatever, because you come in and you can see the harbour and the boats. And it’s a far more attractive way to arrive at somewhere, rather than arriving at a grey, dull, airport building that’s 20 miles out of the city.”

When questioned further, he went on to explain:

“When you land at Heathrow, it’s no different to landing in JFK or Schiphol or anywhere really. It’s only once you get out of the confines of the airport and onto the motorway and into the city or wherever it is you’re going that you get a sense and a feel for a place, because one airport is broadly similar to another airport. You don’t get that if you arrive somewhere by ship” (Cr-M1).

Therefore, arrival became more exciting still when it was enhanced by the experience of seeing something new.

In many instances, seeing something new related to the destinations visited, although an analysis of their experiences at the destinations is not included in this study. Both coach and cruise tourists chose their holidays because it enabled them to visit destinations that interested them. However, it is interesting to note that cruise tourists tended to be less exact than coach tourists with regards to the destinations:

“[I went on the cruise] ...because I thought it would be the only way that you could see Alaska and I wanted to see Alaska” (Cr-F3).

“In general, it would be the destination as a general destination, so we typically go to the Caribbean, because we like going to the Caribbean” (Cr-M2).

In contrast, the coach tourists appeared to cite specific destinations, for example Co-F3 told how “we wanted the tour because we wanted to go to New Orleans and we wanted to see Graceland” (Co-F3).

The cruise tourists demonstrated awareness that they had a great deal of freedom to choose their activities whilst on holiday. Optional visitation of destinations was noted as an attractive aspect of cruises,

“[when you dock] ...it’s almost like you go there for a day, and if you don’t like it you get back on ship, you have your lunch there; if you do like it you’re going to explore. It’s great” (Cr-F1)

Cr-M1 even suggested that optional visitation was a key difference between cruises and coach tours:

“When the ship rolls into Barcelona, for example, there was half a dozen organised tours that you could go on if you wished to. You could stay on the ship and do nothing, or you could go off and explore on your own... So, although it’s organised and it’s structured, you’re not forced to do what the

majority, or what everybody else is doing, [like you would have to] on a coach” (Cr-M1).

Interestingly, cruise tourists tended to opt out of land visits when they were not able to experience something new. A ‘veteran’ cruise tourist discussed how cruises, regardless of operator, tended to visit the same ports and how, if one had previous cruise experience in an area such as the Caribbean, it was not uncommon to visit some of the same destinations on other cruises. In this case, he and his wife tended to opt to remain onboard the ship:

“We will have a theme of trying not to go back to the same place. Not always easy on a cruise, because sometimes you do just go back to the same place, but if we do go to a place for the first time, we may do some of the tours. The second time we wouldn’t do the tour” (Cr-M2).

This finding would appear to support the notion advanced in Chapter 4 that cruises’ appeal extends beyond the destinations visited because in some instances some tourists choose not to disembark from the ship to visit the destinations.

Given the appeal of optional visitation suggested by cruise tourists, it is interesting to investigate whether coach tourists perceived a lack of choice regarding their itinerary because it was implied by Cr-M1 (above). To a certain extent, Co-F1 acknowledged mandatory visitation was a component of coach tours: “There was an itinerary. Obviously we were on the coach, and we had to go where the coach went!” However, she continues, “we could decide on optional tours – [and choose] whether or not you wanted to go. You booked those through the courier.” Co-M1 agreed:

“The tour was determined by the operator but there were ‘optionals’ – every other day there was optional trips to some places in the Grand Canyon or a helicopter ride round the Grand Canyon and then in the evenings there were trips out.”

Therefore, it would appear that the issue is not actually the voluntary or mandatory visitation of destinations, because in both instances the tourists had to go wherever the coach and cruise liner went, but instead the issue appears to be about the requirement to disembark the vehicle at the destination. Hence, the experiences of cruise tourists might be suggested to entail optional disembarkation, whilst coach tours involve mandatory disembarkation at each destination, and both afford the possibility of optional excursions at destinations.

### 6.3.2 The Route

Table 6.3 reveals the codes relating to the passive transport tourist experience and the route. As before, the codes are divided by commodity type and emerge in the table in the order that they appear in the text.

**Table 6.3. Passive transport tourist experience and the route**

Coach	Cruise
To see; no spontaneous stopping; landscapes; continuously changing views; normal life; upsetting; expands your mind; sensation of movement; sleeping unintentionally.	To see; landscapes; continuously changing views; sea life; shipping; temperature; smell of the sea; cruise-related smells; sensation of movement; sea sickness; sleeping intentionally; sound: engines, everyday operations, wind, sea.

#### 6.3.2.1 Visual sensations of the route

Although seeing something new tended to refer to the destinations visited, it is not solely the variety of new destinations that is appealing to passive transport tourists. Cr-F1 describes a holiday in which she visited many different destinations as part of her coach tour, but at all times she was based at one hotel:

“We actually have taken a coach tour based in one hotel. From there, you go on different excursions. But what we actually found with that was that you were actually going over a lot of the same roads – you were going backwards and forward over a motorway, an arterial road or whatever you



call it – to get to different places. You might deviate a little bit but then you'd be back on the same stretch of road again. That, I felt, wasn't as enjoyable as seeing something new which you are doing when you move across country; you are seeing something new every day.”

This comment suggests that the desire to see something new appears to encompass both the destinations visited and the route travelled in the process of getting to the various destinations on the tour itinerary. The enjoyment of the route receives support from the other passive transport tourists. For example, looking at scenery appears to predominate in the experiences of passive transport tourists:

“My eyes are open all the time, looking out and enjoying the scenery wherever I am” (Co-F2).

“You had the advantage on the coach of being able to look out the window when you're travelling and look at the scenery far more than you would if you were a driver in a car” (Co-M1).

The enjoyment of scenery, then, appears to be determined by the mode; coach travel prevents driving and thus allows the tourists to look out of the window. Co-M1 continues to explain the limitations of driving whilst on holiday:

“When you're driving, you tend to be looking a little bit tunnel-visioned. I'm not saying you're [only] looking at the road, but you're looking at things with a 90-degree view of your forward view. So you're looking at trees, fields on either side, [and] the occasional right angled glance at a mountain over on the side.”

Co-M2 agrees and also prefers coach travel to driving:

“No, I'm not driving hundreds and hundreds of miles a day and you don't see things.”

Coach travel would appear to enhance visual appreciation of the route. However, travelling by coach has its disadvantages: “You’re watching things go past, but there’s nothing you can do if there’s one thing there you want to look at more closely” (Co-M1). Therefore, as much as mandatory disembarkation (discussed above) is central to the experiences of coach tourists, it would appear that no spontaneous stopping is also a feature. It would appear reasonable to suggest that this feature is also part of the experiences of cruise tourists, and thus passive transport tourists in general. However, it was not mentioned by any of the cruise tourists.

If mode seems to determine the quality of scenery involvement, it is of some note that the scenery involvement is not restricted to land-based modes. Cr-F3, although situated on a cruise ship, suggests that the views of scenery are central to her enjoyment:

“Most of it [the cruise to Alaska], you see land. You’ve got land either side and you’ve either got a glacier and you’re looking at bears, not polar bears, ordinary black bears and things like that. That’s why I liked it” (Cr-F3).

The cruise tourists stated that their enjoyment of scenery is land-based, even though their mode of transport is not. These statements coincide with the opinions of coach tourists in this way, and thus it might be surmised more accurately that landscape is central to the passive transport tourist experience. Indeed, Cr-F3 states how she would not participate in a cruise that involved extensive sea travel without the possibility of the sight of land:

“I don’t say I’d cruise on the Med or the Caribbean because I like to see land. I think if you go to Barbados or the Med, you don’t see scenery for days. All you can see is sea, isn’t it?! But I would go on a Norwegian cruise because that, I would imagine, would be similar [to the Alaskan cruise] because you’d have the fjords so you can go up on deck on the ship and look out and have all this beautiful scenery for miles” (Cr-F3).

Not being able to see landscapes was undesirable to all cruise tourists, not just Cr-F3. It emerged that such a situation was common during

“...sea days. Basically you don’t stop, you don’t get to get off the ship, you’re just on 24/7. I’m sure we had just short of a week, something like five or six days, where we were just at sea all day” (Cr-F1).

Therefore, a clear pattern in the cruise tourists’ transport experiences became apparent: port days were most enjoyable because of the destinations visited, but also because they necessitated travel relatively close to the shoreline and thus enabled the viewing of landscapes along the course of the route. In contrast, sea days were viewed dimly: “I think it’s just there’s nothing new to look at [during sea days]. You’re just looking at the same things over and over, and, I think, it’s a boredom thing” (Cr-F1).

However, it was more than simply the views of landscape that proved interesting, it was the fact that there are continuously changing views of landscapes. Talking of her cruise to Alaska, Cr-F3 told how

“There was always something to watch out for. The scenery changes, you have snow and a glacier then you’d have forests. A lot of people just sit up on deck and watch it and see the change” (Cr-F3)

The coach tourists supported the importance of continuously changing views:

“You can take in not only the place you’re going but also the scenery as you move from place to place. I will be looking at the scenery at the side... you know, the scenery moves past me. The routes, for me, are just as interesting as the destinations. A lot of people fall asleep on the coach but I tend to look at that as, ‘How can you go to sleep when there’s all this scenery, something different?!’” (Co-F1).

Therefore, travelling by coach or sailing close to land on the cruise ship, both of which facilitate views of landscapes, does not necessarily equate to an enjoyable experience if the landscapes vary little:

“Sometimes you were on a motorway so you didn’t see things then” (Co-F3).

“Going through the Panama Canal is not as interesting as going alongside countries [in the Mediterranean] because it was just mostly trees, so other than that there wasn’t really anything else to see” (Cr-F1).

However, Cr-F1 quickly qualifies this comment: “But it was better going through the Panama Canal than the lead up to it when there was just sea.” Therefore, there would appear to be a gradation of increasing enjoyment that arises from views of the sea alone (unchanging: low enjoyment), landscapes that are unvarying (higher levels of enjoyment), and landscapes that offer continuously changing views (highest levels of enjoyment).

Interestingly, all of the coach tourists explained how the operator that they had travelled with had some form of seat rotation system – “Oh, let me get it right now, one company had this system where you moved two seats back and then right round the coach,” (Co-M2) – that prevented the tourists being seated in any one place for the duration of the tour. It emerged that these seat rotation systems meant that the coach tourists’ continuously changing views of landscapes were not simply due to an ever-changing view as the coach passed travelled along its route, but also because of a change in tourists’ vantage point resulting from differing placement in the coach itself. Indeed, Co-F1 tells how the movement of seats meant that at some point during her holidays she and her husband had their turn seated in the front seat – apparently a much-coveted spot for most of her fellow holidaymakers – but not for her:

“Everybody always says they want the front seat, but I never want the front seat so I try to forego it if I can. Why? Because I will just drive then!

[Laughs] I won't be able to take my eyes off the road. I'll tell him [the driver] to slow down. I'll make him as nervous as I make my husband! If I'm at the front, all I will do is look at the road [and] in a sense, I will be driving. I don't want the reality of looking at the road and worrying. The thing is, I don't like travelling on motorways. That's the ironic thing, on the coaches you do travel on a lot of motorways. But maybe you don't feel responsible, you feel safe in some silly way."

Although views of landscapes were claimed to provide the most variety, it should be noted that views of the sea were not entirely without change. As Cr-M2 contends, "There's always plenty to see in the sea." Interestingly, others agree that the sea holds some interesting views, mainly because of the sea life that is sometimes present:

"We like to sit on the balcony and look for wildlife in the sea. There's flying fish and dolphins and no matter how far out in the Atlantic you are, there's always a bird. I don't know where they go [to land], I just don't, but they're there. Again, you can see little turtles, you can see jellyfish. But whales and dolphins mostly you get to see" (Cr-F2).

It should be noted, if somewhat obvious, that views of sealife are restricted to cruise tourists.

Although views of natural landscapes predominate in the experiences of passive transport tourists, views of human activity were also mentioned. Views of the normal life of the host population play a key part of the experience of coach tourists (although this aspect was not mentioned by cruise tourists) because they, rather than the country's iconic sights, provided the greatest contrast with experiences of life in Britain:

"On the coach you're looking out the side, looking at anything and everything that passed. Like, again, going through the desert: every house there, in the gardens, there was a dozen cars... not rusting, just scrapped or semi scrapped. There was no pride in the area of the building that they lived

in, it was totally utilitarian. Most countries I see now are utilitarian except in Britain. Very few have gardens that are on show to the general public, you know, everything seems to be inside. Houses aren't as well kept externally as British houses in general. And you just look at lots and lots of little things. There's the occasional major thing, 'Oh look over there, there's the Eiffel Tower.' But the majority of things are, 'Oh look there, there's a man on a scooter with a dog stood up between his legs, with its front legs on the handlebars.' But that's what I remember far more than the major things" (Co-M1).

Other coach tourists supported the notion that views of normal life are of interest:

"I'm in India travelling along the road. And there are cattle in the road, and people are begging. And you go through a town where you see the life of the town. How can I put it? Like we used to do until about 50 years ago; people shop every day, particularly in hot countries. They want their meat and their bread fresh, so they might shop twice a day" (Co-M2).

"One place that we went past... there was a container from the back of a trailer. But it has been put down [on the roadside] and somebody was living in it. But it wasn't a hobo or anything like that. There was a proper little house inside, but of course it was warm and the door was always open. And you could see the bed that was neatly made and a little old lady was sat at the door. And you thought, 'That's their life. That's the way they live'" (Co-F1).

Interestingly, Co-F1 went on to discuss how viewing normal life was something she felt comfortable doing on the coach because she was somewhat detached from the view, but had she been on foot she said,

"I would have felt awkward seeing that lady. I couldn't have walked up to her and said hello. I would have been intruding on her life. But it was nice

to see these little snapshots of what life, normal life, is like other than the tourist attractions.”

The awareness that views of normal life from the coach might be different from the presentation of local life at tourist attractions is noteworthy, and was also commented upon by Co-M1:

“The local people don’t eat every day in the restaurants we [tourists] eat in; they don’t drink the wine we’re drinking every day. But, it’s almost like a Hollywood set, you know? You drop into this perceived Italian life style and then again you leave it. It’s like saying when you turn the light off is it still there? When you go around the corner is it still there? I take it again, as an experience. I walk away having experienced it and I’m satisfied.”

However, this awareness did not spoil his enjoyment of the experience of eating in restaurants. It was also recognised that the views that coach travel afforded were not necessarily going to be ‘picturesque’. Co-F3 discussed how, during her travels around New Orleans, USA, one year after the floods associated with Hurricane Katrina of 2005, she still saw evidence of the damage that it had caused but was affected mostly by the impact it had had on normal life:

“When you see the houses and it was nearly 12 months on, and nothing had been done. They just had all this blue sheeting on the roofs and she [the tour guide] told us that the blue sheet on the roof means the house has got to be demolished. Then you go a bit further and there were massive caravan parks that they’d [the residents] been put in. So they’d been used to, say, a four-bedroom house or whatever, and they just put them in these little caravan-trailers. Yeah, and they’d been in there ages. She was saying that the American government, because a lot of the coloured people that were there, lived in the poorer bits and because they were poor anyway they were not that bothered about them. They didn’t really do a great deal to help... Yeah, going into New Orleans it was a bit upsetting because I thought, ‘We’re

here coming on holiday enjoying ourselves and these people, they've been left with nothing.' So I felt a bit sorry for a lot of them" (Co-F3).

The fact that views of normal life could be upsetting was also discussed by Co-M2. However, interestingly, he commented upon his relationship with these sights as a tourist:

"It makes you think there is a huge divide in the world, in poverty, and the way that people live, and the way they accept life. Over in India there is some very rich people as well, it's not all like that. But wherever you go, particularly in the Middle East and the Far East, the poverty is unbelievable, and South America is the same. You've got to really say to yourself, I'm only here for a short time; I'm a witness to it, I can't get involved. So yes, the cultural part is seeing how people live; there's nothing you can do about it. It's like watching, for instance, a lion take a deer; it's part of life. You know that is nature, and you can't affect nature."

Co-F1 agreed that, as a tourist, the views of normal life allowed contemplation on the difference between her situation in the United Kingdom and that of the host population. However, these difference, although possibly upsetting, were also a desirable part of the experience:

"I'm very much aware that it's a completely different environment and a different way of life. It expands your mind, I suppose, to different people and different ways of living. I just find it very interesting" (Co-F1).

As previously stated, cruise tourists did not mention issues related to normal life of the host population whilst travelling. This fact is possibly to be expected because the cruise ship cannot travel close enough to land to afford such views. However, that is not to say that the cruise experience contains no views of human activity. It is simply that their views tended to be of the industrial activity related to shipping rather than 'domestic' normal life as seen (or perceived to be seen) by coach tourists. In addition to the natural



attractions of sea life, cruises allow for views of commercial shipping activities. Cr-M1 tells how he saw,

“... ships, ferries, yachts, fishing trawlers. I would quite happily go and sit on, or walk around, the promenade deck and look and spend the time doing it. And I think the fact that I’ve got endless photos of ships that we passed perhaps is testimony to it!”

Equally, coming into port in their own cruise ship proved of interesting because of the shipping activities associated with docking:

“They have, like, a pilot for that port [who] comes with his little boat, and he gets on and he takes over the ship to get into the harbour. But not all the time: if it’s a big harbour, he will just direct it in and anchor it or whatever. If it’s quite tight then they use tug ships to kind of manoeuvre it and they usually have two, front and back, which kind of guide it really and then pull it out. So it was quite interesting to watch, yeah” (Cr-F1).

However, views of shipping were exclusive to cruise tourists’ holidays.

The experiences of the interviewees have, until now, focused upon seeing something new. Therefore, it should be highlighted that the passive transport tourist experience is predominantly visual as most points of note so far relate to views of landscapes, sea life, normal life and shipping. Indeed, Co-M1 states that the experience is “mainly visual... Travelling in a coach, the movement in the vehicle is like a cinema: you’re watching things go past.” However, other sensory stimuli were reported by the interviewees, namely temperature, smell, sensation of movement, and sound; these components of the experience are explored next.

### 6.3.2.2 Outside temperature and the route

Experiences of temperature were reported by cruise tourists in relation to the temperature of outdoor environments. As Cr-F2 stated when discussing her reasons for going on a cruise:

“I mostly want to get out into the sun. Now this country [the UK] is beautiful, but it’s beautiful because it rains and we like the heat and we like the sun. If you could guarantee that if I went to Cornwall I would get the same kind of heat as I get in the Caribbean, I’d go to Cornwall. But I can’t guarantee that, but I can in the Caribbean.”

However, the outdoor temperature does not relate solely to the destinations visited. Because cruise travel allows tourists to be outdoors, be it on deck or on the balcony of the cabin, there is the opportunity to experience the outside temperature whilst travelling. Indeed, the opportunity to sit in the sun and enjoy the heat whilst travelling was particularly important for Cr-F2, who instructs her husband to plot their cruise route and calculate which side of the ship will receive most direct sunshine before booking their cabin:

“Well, when I’m picking a cabin on the ship, because I’ve got motion sickness I have to have a cabin in the middle so that there’s less movement. But there are two sides obviously: there’s the port side and the starboard side. And what I have to do is I have to say to [husband’s name], ‘Right, now, on the way out, or whichever way we’re going, where will the sun be?’ And he has to work out which side the sun will be on so that it falls on the balcony. What’s the point of sitting in the shade? So that’s [husband’s name] job to work it out!”

Temperature expectations before travelling applied equally to lower temperatures environments. Cr-F3 said of her trip to Alaska, “I like snow and I like the cold. I went for the cold, and it was warm.” However, the difference between reality and her prior

expectations did not lead to disappointment: “We were lucky, it was sunny. It wasn’t cold even though you could see snow, which is nicer really because you could see snow and yet nobody was shivering” (Cr-F3). Therefore, experiences of temperature are integral to the cruise tourist experience because exposure to the outdoor environment is possible during travel. However, this experience is restricted to outdoor locations, time spent on deck or balconies, and not when enclosed in the interior of the ship for the same reason that coach tourists did not report such experiences: “You are in a little cocoon” (Co-M1). Indeed, Cr-M1 tells how his cabin had neither a balcony nor an opening window:

“It was just like being in a hotel room anywhere in the world. So, perhaps if you’ve got a balcony you get a slightly different perception of it because you’ve got some connection with the outside world. But in a room with a sealed window that you can’t open, you’re slightly detached from that. But if you’ve got a balcony you can see things better and you can feel them and you can hear them and you can smell the sea and all the rest of it.”

Therefore, the air conditioned interiors of the vehicles ensure that ‘room temperature’ is always maintained, irrespective of the conditions outdoors.

### **6.3.2.3 Smells and the route**

As Cr-M1 speculated, other sensory experiences were available to cruise tourists who had balconies and to all cruise tourists whilst on deck because it allowed the tourists to smell the sea. As Cr-F2 explains, these smells were a valued part of the experience:

“I think it’s just the whole thing of... because of where we originally come from [*raised on the Wirral but she now lives in Worcestershire*], I do find I get a craving every so often and I will say to [husband’s name] I have to now go and see the sea. So we’ll have to go down towards Weston [-Super-Mare], not to Weston but towards that way, so that we can smell the sea again and I get almost like a craving for it. Now whether that’s because we

lived on, I would hate to say the Mersey was a sea, because it's not... but, yes, the water. We need salt water every so often because it gives me all the smells and it gives me the water and it's all kind of there."

When asked whether it was being close to water or actually in the water that appealed, Cr-F2 continued,

"I do swim... badly, but I do swim and we snorkel and things. But it isn't the actual being in the water, it's being near it. I don't know if, when they say the sea's in your blood, whether that's true or whether it's just a load of tosh; I really don't know. But every so often I do need to be near the water. I mean round here there are rivers but you don't get the smell, you don't get the salt."

In fact, she commented how the smell of the sea was more intense whilst cruising because "you usually don't get all the land trash because it's too far out" (Cr-F2). Similarly, Cr-M2 told how, "I actually like being at sea. I enjoy the experience of being at sea." Cr-F1 also told how she enjoyed the sea, and how she sometimes found it beneficial:

"It's strange because here, when I'm at home, I like to sit and watch the sea for hours. I think it's really calming. But when you're on it, and that's all you can see, I do find it boring. So, I find, having a view, something to focus on, breaks it up; oh, look, that's such and such a thing."

Therefore, despite the appeal, the fact that sea days on cruises did not allow her to see continuously changing views outweighed the benefit of being at sea. Moreover, she contradicts Cr-F2's statement slightly regarding the smell from the sea because it tends to be mixed with other cruise-related smells:

“If you’re walking round certain decks you can usually smell the engines, and if you’re on the top deck you can usually smell the pool; then there’s obviously the smell of the sea.”

Clearly, the smell of the sea would not be available to land-based coach tourists but also the other smells from outside were not available to them because they were within the ‘cocoon’ of the vehicle. Indeed, Co-M1 contrasted his coach tour experiences with those he had had on a fly-drive holiday. He told how whilst driving with his window open on that fly-drive break,

“...we passed a eucalyptus grove, [and] we smelled it. So we stopped and turned back. But obviously you probably wouldn’t even smell it in the coach and if you did there’s nothing you can do about it.”

#### **6.3.2.4 The route and sensations of movement**

In addition to the temperatures and smells that were experienced by the cruise tourists alone, both coach and cruise tourists experienced a sensation of movement whilst the vehicle was in motion. In both cases the sensation of movement was minimal and “you probably sort of took it for granted at the time” (Cr-M1). The only time when the sensation was noticeable was when the sensations were extraordinary, and as a result unpleasant:

“With one exception when we did have some very strong winds when the boat was listing from side to side, and going across the Bay of Biscay was a little rough... no, it felt very calm, very still, and certainly if you were inside with no view, no window or whatever. So if you were in one of the bars or the restaurant inside the ship, very often you just couldn’t feel any sensation that you were moving at all” (Cr-M1).

This sensation of movement that could, at times, be felt on cruise ships invariably could cause sea sickness:

“I didn’t like the cruise from Southampton because, I know it’s a bit silly to go on a cruise ship, but I do get sea sick! After the Bay of Biscay – that bit there, I think it’s going to the Atlantic – anyway, that bit there after the Bay is when I started being sick. And then I was kind of dreading the route back, because I knew I’d have a day where I was ill going back. It did spoil the holiday a bit because it was kind of like a countdown coming up to that day and, yeah, it was on my mind” (Cr-F1).

The sensation of movement could be unpleasant on a coach too. When talking about the quality of driving and its effect on the holiday, Co-M1 said:

“[The driving] ...not spoiled, but marred it or tarnished [the holiday]. The last Italian one, the driver was fairly heavy driving on motorways, pulling round cars so you were being pushed to one side. That was a bit, not unnerving, but a bit more than you’d wish for.”

It was noted, though, that the sensation of movement sometimes had other effects:

“When you’re on a coach it was cool, it was air conditioned, you could sit back, if you wanted you could close your eyes” (Co-M1).

“Oh, yes, in any vehicle with motion you can nod off, can’t you? Even though you don’t want to!” (Co-M2).

Although sleeping because of the sensation of movement was not unpleasant, it was often undesired because it meant missing out on seeing something new:

“If you didn’t get a good night’s sleep you’d shut your eyes for five minutes, but not me because I don’t want to miss anything” (Co-F2).

“The most of the time, even when it’s [travelling] a hard slog, I still, on the whole, think you shouldn’t miss any of this. You’re wasting your time if you go to sleep. You’re missing things. But that’s what a lot of people do: just go to sleep” (Co-F1).

Similarly, sleeping was part of cruise holidays and also occurred during times when the vehicle was in motion. However, there is a difference between the two types of sleep associated with the two holiday types. Whereas coach tourists tended to “nod off” (Co-M1), “close your eyes” (Co-M2) or “shut your eyes for five minutes” (Co-F2), they did this during daytime hours and often unintentionally, possibly because of the sensation of movement and tiring nature of travelling. In contrast, sleeping on cruises happened intentionally, mainly at night time when the tourists went to bed in their cabins. As an interesting aside from the issue of the senses, sleeping intentionally was one way in which cruise tourists attempted to combat boredom during sea days when the opportunities to see something new were lowest:

“Well, on sea days, I wouldn’t get up early, I’d lie in. And then we’d just go and eat somewhere. I’d lie in to make the day shorter, to be honest, because it’s just a really long day. [Partner’s name] is quite a morning person and I’m not, so he was like, ‘Right, let’s get up.’ And, I’m like, ‘It’s eight o’clock, why?’ And he was like, ‘Well, let’s go and see what’s going on.’ But, to me, there’s nothing going on because I don’t want to do bingo and I don’t want to watch ballroom dancing, so I’d rather just fall back asleep and wake up naturally and go and have lunch. I suppose, I probably had a little more of a negative attitude on sea days. I didn’t think, right, what shall I do to occupy my time? I almost was defeatist, and thought, right, I’m just going to be bored today!” (Cr-F1).

#### **6.3.2.5 The route and noise**

Sleeping intentionally in their beds obviously required the cruise tourists to be in their cabins which were on the lower decks of the ship. The change of location on the ship

gave way to another commonly reported sensory stimulus: noise. In these instances, the sound of the engines was most frequently mentioned, although awareness of the noise tended to be short-lived:

“I suppose the first night in a different bed is always slightly strange because you’re getting used to different noises and you’re aware of different things going on around you. We could hear the engines from where we were. They weren’t enough to disrupt sleep – the first night, yes, because you’re conscious of them – but then you tune them out” (Cr-M1).

Cr-F1 goes on to tell how she noticed the engine noise, noting that the lack of other distractions, be it sleeping or seeing something new, enhanced her awareness of the noise:

“...the sound of the ship, yeah, it seemed louder when I was ill because obviously I was lying in bed in the cabin and I had nothing to focus on but the sound of the ship. It seemed a lot louder then. But when you’re out and about you don’t notice it at all.”

As well as the sound of the engines, other noises could be heard from the cabins depending on the position of the cabin in the ship:

“You have to pick your cabin very carefully because there are stewards who clean your cabins and things. And they have, like, a station and they will bring you ice and drinks and goodness knows what from these stations. But they clatter about a lot! I can’t say I blame them. So you never want to be near a steward’s station. But you want him near enough to be able to bring the stuff! And of course there are lift shafts as well. And depending on how low down you are on the ship – if you have a balcony, the balconies only start a certain way up the ship – it’s only if you don’t have a balcony are you nearer to the engines and you get the noise” (Cr-F2).



The noises from the interior of the cruise ship tended to be linked to its everyday operations. However, sounds from outside the ship were also heard:

“You get, like, a thing that’s swishing. If you’re up on the top deck, because you’re going quite fast, you get like a swishing with the wind and the sea... like a background swishing!” (Cr-F1).

“For [husband’s name], it’s the noise of the sea that does it, the sound. Because usually you’ve got a patio door that you can open [to the balcony]; sometimes it’s one that’s on a spring, but usually it’s a patio door. So you can actually lie on the bed with this patio door open and you can hear the sea. That, for [husband’s name] is wonderful” (Cr-F2).

Therefore, the passive transport tourist experience is a multi-sensory experience that involves exposure to something new, including seeing new things and the sensation of movement for all passive transport tourists, as well as hearing sounds that are not heard in everyday life both from within and outside the vehicle and the outside temperature in the case of cruises. However, that said, the visual aspects of the experience predominated; they were reported most frequently, with least probing through interviewer questioning, and discussed with the most clarity and in the most detail.

### **6.3.3 Social situations**

In so much as the passive transport tourist experience allows for multi-sensory encounters with something new on the route, another component of passive transport tourist experience relates to encountering something new socially. Social situations incorporate the following sub-categories: (i) social interaction with other tourists, and (ii) a sense of occasion. Both are explored below.

**Table 6.4. Passive transport tourist experience and social situations**

<b>Coach</b>	<b>Cruise</b>
Social interaction; repeatedly meeting new people; talking; personal circumstances.	Social interaction; meeting new people – avoided; talking; meal times; sense of occasion.

### **6.3.3.1 Social interaction**

Social interaction is the only element of the experience that appears to indicate a modal difference of opinion. Although the previous section reported sensory experiences that were limited to a particular transport mode both coach tours and cruises incorporated social interaction, and all coach tourists commented that meeting new people added to their enjoyment of their holiday. Conversely, cruise tourists indicated that they did not like meeting new people during their holidays and, when possible, they avoided such social contact.

For one female coach tourist (Co-F2), she went on coach tours because they allowed her to meet new people. To a certain extent, this reason might be seen to be a result of her personal circumstances; she travelled alone since the death of her husband. Therefore, coach tours provide the ideal opportunity for her to travel alone but still have the companionship of the other travellers. The other female coach tourists, however, considered meeting new people an added-bonus of the experience rather than a key element:

“You’re travelling with a group of people. I don’t know how many is on a coach – maybe 40. You’re travelling with a group of people, so you do get to know them on the coach, you get to know them on the tour, you get to know them in the hotel. That’s one point. They’re often like-minded people; a lot of them were from education. So you also had another string to your bow because you have a lot to talk about; you have a lot in common. They were all very much my age, you know, early 50s. So they just, more or less,

got rid of the children – they were out of the nest – so they were a bit more independent” (Co-F1).

As apparent in previous sections through the desire for experience repeated newness linked to the numerous destinations visited and the continuously changing views, the category of variety in the passive transport tourist experience arose once more. Co-M1 explained exactly what was appealing about meeting new people on coach tours:

“I like going on holidays. Obviously I like going with the children, but I like going as a couple. I wouldn’t like to go with another couple that I know because you only tend to be with them. I like talking to different people, sitting down with different people, having a drink with different people and then moving on.”

It emerged that coach tours facilitated the ‘moving on’ which allowed for meeting new people and, more importantly, repeatedly meeting new people. The seat rotation systems employed during coach tours (explained previously) meant that the coach tourists got the opportunity to sit next to all of the other tourists on the coach. In this way, the coach tourists were repeatedly meeting new people because they were not restricted to sitting next to any particular other tourist (other than their travelling companion if not alone), and thus they had increased opportunity to meet other tourists with whom they could become friendly, but equally provided some distance from those tourists who they might prefer not to have as ‘seat neighbours’ for the entire trip.

Cruise tourists demonstrated completely different feelings regarding talking to and meeting new people whilst on their holiday. The male cruise tourists disliked being around the other tourists and, interestingly, both justified their reasons for taking a cruise through a favourable comparison with coach tours. For example,

“Coach tours are more difficult because you’re in close proximity of people who, like them or not, you can’t really get away from them. On a 100,000 tonne boat, you can actually not see somebody for two weeks. It’s quite easy

not to see, not to even bump into people that long, let alone have to sit with them everyday if they're sitting behind you or in front. So there's more freedom on the boat" (Cr-M2).

Therefore, the male cruise tourists indicated that meeting new people was something they preferred not to do, and explained how the size of the ship allowed them to purposely avoid such situations. However, both also told of situations in which meeting new people was an obligatory part of their holidays: meal times. At these times, they were 'forced' to spend time with the other tourists on the ship – and this experience was not appreciated. Cr-F1 and Cr-F2 also expressed similar feelings towards the formal dining situation as the male cruise interviewees:

"We were shoved on a table of 10 people. So, to me, you don't necessarily like all these people and you don't really want to sit with them every night for dinner. I think it's forced on you. I wouldn't mind going and meeting people – say we were having a drink in the casino or the bars or something and you start chatting to people. Then you say, 'Oh, shall we go to dinner together?' That, I don't mind. It's when it's forced on you and they're not necessarily people that you would choose to sit with; a bit like work" (Cr-F1).

"Okay, for me personally, I think the one big mistake all cruise ships make is that they don't have enough tables for two. And they try and put you all on a table for 10, 12, 14, however big these tables are. And they say things like, all the new friends you'll make. It has been my experience that I have sat on these cruise ships with an awful lot of what can only be described as assholes! And I'm sorry if that offends you, but it really is abysmal and that's what I find really despicable on these cruises" (Cr-F2).

Therefore, the negative feelings tended to arise from the fact that formal dining seating on cruise ships is prescriptive: "We were on the same table, sat in the same seats. Everybody sat in exactly the same place every night with the same eight people for

every night of the cruise,” (Cr-M1). A seat rotation system for dining similar to coach seating arrangements appears not to be practised on cruise ships during formal dining. Therefore, it would appear that although meeting new people is a component of the experience, thoughts on this matter range from ‘actively sought’ through ‘added-bonus’, ‘purposely avoided’ to ‘disliked’. It would appear that social interaction was liked least when freedom of choice was limited as a result of operators’ restrictions.

### **6.3.3.2 Sense of occasion**

Although the cruise tourists appeared to purposely avoid meeting new people, and tended to dislike the meetings when they occurred, they did demonstrate a desire to be in social situations that provided a sense of occasion, particularly with reference to formal dining. These formal dining occasions were appealing because they represented something new and differed from the tourists’ dining in everyday life:

“We had three nights where it was a formal evening where the black tie was expected. It was actually quite nice to dress up and make the effort and look smart, and [girlfriend’s name] had put her ‘bling’ on and go out and do it. And that was quite nice – it was a change – because that’s not something we typically do at home” (Cr-M1).

“The thing we quite like to do, we like dressing for dinner. We like dressing smartly for dinner. So that’s probably one of the reasons we like cruising because you can have what we would call a civilised meal in the night time, so you can have a nice tablecloth and silver cutlery and have a decent meal” (Cr-M2).

The sense of occasion of formal dining perhaps explains why the cruise tourists, in spite of the fact that they purposely avoided meeting new people in general and disliked it when they were ‘forced’ to do so at dinner, still attended formal dining times even though informal buffets and ‘room-service’ were available. That is to say, the draw of formal dining was not sustenance because food and drink was available elsewhere.

Therefore, it appears reasonable to infer that the appeal of formal dining's sense of occasion outweighs the negatives associated with meeting new people.

### 6.3.4 Activities undertaken whilst travelling

The fact that the passive transport tourists were not involved in driving or navigating the vehicle meant that, whilst travelling, they could participate in a range of other activities. Table 6.5 presents the categories related to activities. As well as the division by commodity type, it should be highlighted that activities fall into two sub-groups, (i) operators' activities and (ii) self-initiated activities. This section explores both in turn.

**Table 6.5. Passive transport tourist experience and activities**

<b>Coach</b>	<b>Cruise</b>
<p>Operator activities: Visual; auditory; distraction from travelling; music – soundtrack; films – associated with the destination/route; information; places passed through; enhance travel; no food.</p> <p>Self-initiated activities: Talking; reading; communication with home/work; anxiety (reducing).</p>	<p>Operator activities: Visual; auditory; distraction from travelling; music – activities on board; films – new releases and classics; information; lectures; enhance travel; shows; good food; too much food; exercise.</p> <p>Self-initiated activities: Talking; reading; communication with home/work; anxiety (reducing).</p>

#### 6.3.4.1 Operators' activities

As outlined in Chapter 4, the very premise of the passive transport tourist experience is based upon the notion that tourists' roles in their holiday experiences are passive because they rely heavily on tour operators to plan and organise their holiday; in other words, the tourists buy into a fixed itinerary package, albeit from a range of packages, with little freedom to vary from the fixed itinerary. However, aside from this condition for categorising coach tours and cruises as passive transport tourist commodities, the activities of the operators also influenced the experiences of the tourists during the holiday (Table 6.5). It emerged that the holiday operators' activities were visual and auditory, and often a distraction from travelling. These activities varied, but some were

experienced by all of the passive transport tourists (music; film; information); others were for cruise tourists only (shows; food and drink; exercise).

Music was a component of all of the passive transport tourists' experiences, although it was most commonly a feature of coach tours. Music by recording artists was played over the public-address speaker system and was typically destination themed:

“When you're coming into towns on the American one [tour], lots of the towns had songs relevant to them. And San Francisco – so they'd say, 'Right now we're coming into San Francisco' – and they'd have *If You're Going to San Francisco* for two or three minutes and it wasn't over-intrusive. Las Vegas, obviously they had one. And again it just gave you that added experience, I've heard of it, I've heard of the place, I've heard the song and now I'm here” (Co-M1).

Therefore, recorded music was used on coaches as a soundtrack for the tour as it was usually associated with the destinations visited. Similarly, the coach operators played films that were linked to the destinations visited or, if not the destination specifically, the nature of the route through which the coach was travelling:

“One time, we were going across the desert where *Paint Your Wagon* was filmed. And we went to a tiny little town after going along straight, straight roads; for miles and miles straight roads. How the driver didn't drop to sleep, I don't know! And there was tumbleweed and little dust devils and it was easy to see why, in *Paint Your Wagon*, they sang 'There's a Coach Coming In.' And then, after we'd been to this little tiny hick town which again was normal life – it was tiny, how they lived there I don't know – it wasn't touristy. But you could imagine why they sang that song. And they put the film on, and I did watch that one” (Co-F1).

“They’ve [the coaches] all got TVs, so when you were going to New Orleans they put videos on, jazz singing and things like that” (Co-F3).

In the same way that themed music acted as a soundtrack to the tour, the themed films also helped to create the tour atmosphere in relation to the destinations visited and the route.

Music and films were also a component of the cruise experience. However, unlike coach tours where the music acted as a soundtrack for the tour and films were associated with the destination/route, cruise music tended to be associated with the activities on board, like dancing, and films tended to be new releases or classics. Thus, the links between the music, films and the destinations visited was not apparent.

The passive transport tourist experience also involves the provision of information by the operator. In the main, the information tended to be about the destinations visited:

“If you’re nearing your destination that you’re going to tour that day, she’ll [the courier] often give you the background” (Co-F1).

“I’d watch [cruise director’s name] on the telly to see what he was saying about the next place” (Cr-F1).

However, coach tours also provided information pertaining to the route. As the coaches were accompanied by couriers, information was also provided about the places passed through by the coach:

“If you’re in a coach and you’ve got a courier with you, even though you don’t stop at a place, they might say that is such and such a vineyard, or that’s such and such, so you can have a look out” (Co-M2).

“The tour operator that we had, she was so knowledgeable – she’d been doing that same tour for about five years – but even to trees and plants...



She'd really read up and she knew what she was talking about, so she kept you interested as well" (Co-F3).

In this way, the passive transport tourist experience was enhanced by information provision as it raised the tourists' awareness of the destinations visited and the route. However, in addition, cruise tourists could also attend lectures whilst on board the ship:

"They do have lectures, which were quite interesting, about wildlife. I listened to one on owls. It was quite interesting. They have botanists, they do have different lecturers come on, and they're quite nice" (Cr-F3).

Although music, films and information was part of the passive transport tourist experience in general, some holiday operators' activities were solely for cruise tourists.

The activity most commonly mentioned by the cruise tourists was shows. The shows varied widely in terms of their type (for example, singing, dancing, comedy, 'circus'); it also emerged that the levels of appreciation by the tourists also varied widely:

"I found the entertainment quite good. One night they had a comedian and another night they had a juggler who was very comical, and so he was good. They had a group on. The entertainment was quite good really" (Cr-F3).

"In the evening they have dances and they perform something, and we went to see one and [partner's name] wouldn't go and see another. He said it was awful! It was like a Wild West theme, but it was up-to-date country – Shania Twain – and to be fair it was awful. But they kind of did this whole dance routine to music and tried to get the audience involved" (Cr-F1).

It became apparent that appreciation of the shows tended to decline as exposure to them increased. As veteran cruiser Cr-M2 points out,

“...you can only go and see so many tributes to Abba before you want to kill yourself. So we’ve seen all the shows; they’re basically the same shows on all the different boats”.

It also should be noted that, although most of the tourists watched the shows, or had watched them in the past, they did not appeal to everyone: “We don’t need entertainment in that respect. We like to sit on the balcony and look for wildlife in the sea” (Cr-F2).

Another commonly mentioned activity undertaken whilst travelling on cruise ships was dining. Dining has been mentioned previously in association with the category of sense of occasion, however it was also evident that it acted as a means of passing the time: “You’d get up, you’d go for breakfast, you would take a look at what the activities were on for the day, potter about, sit on the deck and read, have a drink, go for lunch” (Cr-M1). Interestingly, this issue was one of the reasons that Co-M2 chose not to go on cruises and opted for coach tours instead: “Cruises – what do you do? You go onboard, you eat food and you drink and you don’t do anything else. So we said we would never do that”.

All of the cruise tourists considered the food to be of excellent quality, plentiful in quantity and included fully in the holiday price (only drinks had to be paid for in addition to the price). As appealing as the food was, the quality and quantity could be problematic during dining:

“The eating takes a lot out of you... What happens on the boats is quite unusual actually. After the initial pig-out of two days everybody gets quite used to the food and, after about a week, people are now craving basic stuff like a cheese sandwich or a toastie. Generally, you can get sandwiches and get things on the boat, but there’s basic stuff that you’ll often see when you go ashore. You’ll see the crew ashore eating a very basic meal and generally can’t get on board the ship, because the food’s too good, too rich” (Cr-M2).

“We could eat from the minute we got up to the minute we went to bed. And if we stayed up all night we could have eaten all night! So me being seasick was actually quite good because I lost two pounds – but [partner’s name] put on half a stone!” (Cr-F1).

In contrast, the coach experience did not involve dining whilst travelling, although destination stops included mealtimes. However, eating whilst travelling was discouraged largely:

“There’s no eating on the bus so it’s always very, very clean. It’s always in pristine condition. You can have drinks and sweets, but they don’t allow you to eat any type of food. And they really are quite strict about that” (Co-F1).

Another difference between the cruise and the coach experiences was that, because of the size of the ship, tourists who wanted to participate in fitness activities could do so. Exercise was possible because the ships included gymnasias which the tourists sometimes used. However, the overwhelming view was that exercise was preferred if it happened outdoors in the course of activities like walking on the decks, rather than the holiday operators’ activities like the gym:

“You can’t keep up the quantity of food. And so it’s an element of eating some food and then getting some exercise to burn it off. So we would do a lot of walking and exercising, sometimes use the gym, go on the treadmills and this kind of thing. But you can just as easy walk around the deck in the Caribbean. It’s more pleasant than pumping away at a treadmill” (Cr-M2).

Other activities were also available, such as art auctions, shopping and playing games (for example, deck quoits, backgammon and bridge), although these were only mentioned by one interviewee apiece, and thus it might be suggested that they are a reflection of individual tastes rather than the cruise holiday as experienced by the majority of tourists.

#### **6.3.4.2 Self-initiated activities**

Not all of the activities that formed the passive transport tourist experience were the holiday operators' activities; in many instances, self-initiated activities were undertaken whilst travelling (Table 6.5). However, it should be noted that they acted as a distraction from travelling in the same way as the holiday operators' activities did. As mentioned previously, talking to fellow passengers when meeting new people and sleeping intentionally were popular activities with coach tourists and cruise tourists respectively; equally, both sets of tourists viewed the other activity bleakly. Interestingly, none of the respondents spoke much about the importance of talking to the person with whom they were travelling except, ironically, Co-F2 who was travelling alone. In this instance, Co-F2 discussed her worries about the lack of travelling companion and its impact on talking, that is, whether she would meet anyone with whom she could talk.

Reading was popular with all passive transport tourists, although more so on cruises than coach tours because doing so could cause motion sickness whilst the coach was in motion. Often the material that was read related to the destinations visited, for example guide books, information from the operators and local newspapers (English language papers were mentioned by tourists travelling in/around North America). Newspaper reading was considered particularly enlightening because it gave the tourists a flavour of current events at the destinations visited. But more importantly, it provided a better understanding of everyday life in the United Kingdom:

“I like to read the newspapers because things are happening there [at holiday destinations] that people moan about here and think they only have them in Britain... I always read them because the same things are happening in Canada and America as here. People are moaning in Canada about having to go to America for cancer treatment and people are moaning in Chester about having to go to Manchester. They go on as if it only happens in Britain” (Cr-F3).

The material that was read was not just printed literature. Co-F2 and Co-M1 took maps with them on their coach tours:

“I like to have a map in front of me. I love maps. And then I know exactly where I’m going. It’s fun to follow where we are and what we’re passing, what’s in between” (Co-F2).

The reading of electronic text occurred on cruises because the ships had computer suites allowing access to the internet. Communication with home was possible via these internet facilities for the cruise tourists although personal communication devices, for example mobile telephones, made it possible for all passive transport tourists to do so. However, even though communication with home was possible, it was desired infrequently:

“I’d try not think about home. That sounds horrible really, doesn’t it? I phone home about twice when I’m away” (Co-F3)

“I can actually shut off, and the important thing is the holiday. The only time that I can recall that both of us were, not concerned, [but] our thoughts were at home was when we’d just had a baby granddaughter the week before we went away. So we were in touch with them and with mobile phones now, there’s no problem. But that’s the only distraction. When I used to work, I’d go on holiday [and] I always used to say, ‘That’s me, bang, finished.’ You’ve got to shut off” (Co-M2).

Indeed, Co-M2’s last comment about mobile phones preventing ‘shutting off’ whilst on holiday was also mentioned by Cr-M2 in relation to communication with work. Whilst talking about the appeal of cruises, he said:

“Because of my job, it’s quite a stress-free holiday really. Well, not since I discovered that a Blackberry works in the middle of the Atlantic, which it did on the last [cruise]. So many mobile phones don’t, but unfortunately

Blackberrys do, so I can still get my e-mails so, yeah, you go into it. It's about as far away as I will go from my work but in my position – I'm the head of a company – I can't switch off for two weeks, otherwise there's just a load of trouble for me when I get back" (Cr-M2).

Therefore, whether it be the pull of a new-born baby granddaughter or work, the use of mobile communication devices to facilitate communication with home/work is increasingly a part of the passive transport tourist experience; it would appear to serve to reduce the anxiety that can be created by the geographical distance from the obligations of the tourists' everyday life.

### 6.3.5 The mode

In addition to the destinations, route, social situations and operators' activities, the mode of transport was found to influence the passive transport tourist experience (Table 6.6).

**Table 6.6. Passive transport tourist experience and mode**

Coach	Cruise
Home on wheels; familiarity; comfort; relaxation; shelter; friendship.	Floating hotel; comfort; shelter; luxury.

Although travelling could cause the coach tourists to be tired, and was hard-to-bear when they were tired after a day's sightseeing at the destinations visited, it was interesting to note that the coach tourists did not object to getting onto the coach itself. Indeed, the mode of transport was seen as a safe haven:

"I think that being part of a tour... it may be a lazy option but it's a comfortable option. After you've finished your tour, you're back on familiar ground, you're back on the coach, you're back with people that you know, you're chatting about it. So it's a very comfortable feeling; it's almost like a home on wheels, if you will. While I think it could be difficult if there was a group of people who took over the bus, it's a very comfortable feeling when

you get back on. You get your shoes off and your drink, get yourself comfortable and relax” (Co-F1).

“[We stopped] ...at a motel in the desert. Getting out at 33 degrees [Celsius], just feeling that heat – in a very short period of time your body overloads with heat. But then you get back on your coach, everything cools down and you’re in a little enclave that’s habitable space which is taking you along” (Co-M1).

The cruise tourists also considered their ship a habitable environment or, as the tourists put it,

“...a floating hotel” (Cr-F1).

“The ship is structured exactly like a large four or five star hotel. And so you get up, you go for breakfast, you go for a drink, you have a sit by the pool. It’s just floating in the ocean rather than on land” (Cr-M1).

A similarity and a difference arise from these observations. The vehicles represent more than simply modes of transport for all passive transport tourists; they also represent habitable environments. However, at all times, the cruise tourists are aware the habitable environment is a floating hotel with all the accompanying facilities and services: luxury, comfort, service. In contrast, the coach tourists tended to dwell on more simple, basic needs for which the coach seemed to cater: familiarity, comfort, relaxation, shelter, friendship. Perhaps then, for this reason, it is understandable why it represented a home on wheels rather than the more elaborate offering of a hotel. Moreover, hotels were also a component of the coach tourists’ experience, except they were land-based and stationary, and were thus distinctly different from the coach as a mode of transport. Possibly, for this reason, the ‘homely’ feelings that the tourists attributed to the coach were also different because it was the only constant environment on the tour, and the places where they slept were ever-changing.

#### **6.4 A description of the passive transport tourist experience**

Section 6.3 has documented the components of the passive transport tourist experience. In many cases similarities between the coach and cruise commodities are evident strengthening the assertion proposed in Chapter 4 that the nature of tourists' involvement with transport and the organisational structures of the holidays influence their experiences; clearly, modal specific differences are also apparent. However, notwithstanding these differences, it is possible to induce a description of the passive transport tourist experience as it applies in its broadest sense to the passive transport tourist commodity types outlined in Chapter 4.

In order to progress such a description, and in line with the data analysis procedure explained in Section 5.5 of the methodology, after identifying significant statements from the transcripts and assigning meanings to these statements, the categories (Tables 6.2-6.6, above) should be analysed to allow for the emergence of categories of description common across all of the subjects' descriptions. Therefore, the clustered categories for both the coach and cruise tourists are re-presented in Table 6.7. In addition to the columns relating to the coach and cruise experience categories, a third column, labelled 'passive', is included. This column comprises categories of description common to coach and cruise tourists' experiences to be made clear, and thus represents the passive transport tourist experience in its most general form. From this integration, a description of the phenomenon can be ascertained.

The passive transport tourist experience arises from exposure to something new, principally the destinations visited, and because there are numerous destinations visited in the course of a single holiday, passive transport tourists get to experience repeated newness at each destination. Moreover, the tourists experience repeated anticipation before arrival at each of the destinations visited during the holiday. At the destinations, tourists usually disembark the vehicle and they can participate in optional excursions at the destination, which can either be operator-organised or self-directed.



**Table 6.7. Codes relating to the passive transport tourist experience**

	<b>Coach</b>	<b>Cruise</b>	<b>Passive</b>
<b>Destination</b>	Something new; repeated newness; arrival; repeated anticipation; tiring; destinations visited; mandatory disembarkation; specific destinations; optional excursions.	Something new; repeated newness; arrival; repeated anticipation; tiring; romantic; destinations visited; general destinations; optional disembarkation; optional excursions.	Something new; repeated newness; arrival; repeated anticipation; tiring; destinations visited; disembarkation; optional excursion.
<b>Route</b>	To see; no spontaneous stopping; landscapes; continuously changing views; normal life; upsetting; expands your mind; sensation of movement; sleeping unintentionally.	To see; landscapes; continuously changing views; sea life; shipping; temperature; smell of the sea; cruise-related smells; sensation of movement; sea sickness; sleeping intentionally; sound: engines, everyday operations, wind, sea.	To see; something new; landscapes; continuously changing views; human (normal/shipping) and animal life; sensation of movement; sleeping; expands the mind; upsetting.
<b>Social</b>	Social interaction; repeatedly meeting new people; talking; personal circumstances.	Social interaction; meeting new people – avoided; talking; meal times; sense of occasion.	Social interaction; meeting new people; repeatedly meeting new people (voluntary, brief); avoided; talking.
<b>Operator activities</b>	Operator activities: Visual; auditory; distraction from travelling; music – soundtrack; films – associated with the destination/route; information; places passed through; enhance travel; no food. Self-initiated activities: Talking; reading; communication with home/work; anxiety (reducing).	Operator activities: Visual; auditory; distraction from travelling; music – activities on board; films – new releases and classics; information; lectures; enhance travel; shows; good food; too much food; exercise. Self-initiated activities: Talking; reading; communication with home/work; anxiety (reducing).	Operator activities: Visual; auditory; music; film; information; distractions from travelling; enhance travel; reading. Self-initiated activities: Talking; reading; communication with home/work; anxiety reducing
<b>Mode</b>	Home on wheels; familiarity; comfort; relaxation; shelter; friendship.	Floating hotel; comfort; shelter; luxury.	Relationship with the mode (home on wheels; hotel); comfort; shelter.

The experience of something new is not restricted to the destinations visited. The act of travelling is important in the passive transport tourist experience, but less so than the destinations visited. Travelling means that tourists are constantly exposed to new things and the route is a key source of new stimuli. In the main, experiences of the route are visual. The continuously changing landscapes that are viewed when travelling allow tourists to repeatedly see new things. The natural landscapes through or near to which the vehicle travels are of most interest to the passive transport tourists but views of life, both human and animal, within these landscapes is also enjoyed. Views of life are considered mind expanding, particularly when the views are of everyday life, and even when the views are upsetting. However, there are times when views of the route were perceived with indifference and its importance in the passive-transport tourist experience fades. These situations occur when the route is largely unvaried and opportunities for exposure to something new are limited. Other sensory stimuli from the route are limited, besides the sensation of movement of the vehicle which is often undetectable in modern vehicles (so long as the vehicle operator acts responsibly and travelling conditions are good).

Social interaction forms part of the passive transport tourist experience. Meeting and talking to new people can either enhance or detract from the quality of the passive transport tourist experience. In order for the experience to be regarded positively, the meetings that had to be voluntary and brief in duration. Conversely, meetings that were perceived negatively were those that were 'forced' and lasting the duration of the holiday.

Because the passive transport tourism is hosted by operators, certain aspects of the experience are created for the tourist. Music, film and the provision of information form parts of the passive transport tourist experience and, as such, are distractions from the act of travelling. The timing of the operator interventions are determined by the tour schedule and the nature of the interventions are often in keeping with destination themes, often influencing the sense of anticipation associated with arrival at the destination. These interventions provided further visual stimuli but also auditory in the

cases of music and film. Other forms of distraction from travelling include activities that are self-directed, in other words undertaken by the tourist without initiation by the operator, such as reading and talking, providing visual and auditory stimuli respectively. The passive transport tourist experience also involves self-initiated activities. These activities are visual or auditory in nature and usually distractions from travelling, such as reading and talking. The use of mobile communication devices to communicate with home and work can also take place, and this serves to reduce anxiety that is felt as a result of being geographically distant from both.

The passive transport tourist experience is influenced by the mode of transport. The tourists developed a relationship with the mode and all regarded it as a form of shelter, either as a home or hotel, which provides comfort.

## **6.5 Chapter summary**

This chapter has presented the findings of the analysis of the passive transport tourist experience. The coding of the transcribed interview data and the clustering of these codes into categories of description helped to structure the chapter. The influence of the destination, route, social situations, holiday operators' activities, self-initiated activities and the mode on the coach and cruise tourists' experiences of travelling have been analysed. From the categories relating to each commodity type, common categories were elicited that describe the passive transport tourist experience. The resultant scheme of categories provided a framework from which a description of the passive transport tourist was developed. It is acknowledged that this description is generalised, and that tourists' experience of individual commodity types will require the supplementation of other categories. Nevertheless, inasmuch as a phenomenographic study aims to ascertain descriptions of a phenomenon, it is suggested that this chapter has fulfilled its purpose.

However, the categories of description and the description itself contained within this chapter are just the first step towards a more holistic understanding of tourists' experiences of transport tourism. It also requires the addition of the second half of

primary research, the experiences of active transport tourists; the findings of this analysis are presented in the next chapter. From there, the outcomes of both the present chapter (Chapter 6) and the next (Chapter 7) are synthesised in Chapter 8, where a discussion of the findings alongside the literature will take place, to facilitate the formulation of the tourist experience model that applies to transport tourism.

## **CHAPTER 7: FINDINGS – ACTIVE TRANSPORT TOURIST EXPERIENCE**

### **7.1 Introduction**

The previous chapter detailed the analysis of the passive transport tourists' experiences. To finalise the analysis of the data, the present chapter documents the analysis of the experiences of active transport-tourists. As with the previous chapter, only the data from the interviews are included in this chapter; discussion of the data in association with the literature takes place in Chapter 8. An analysis of the experiences of the active transport tourists takes place next, focusing first on the route. The multi-sensory nature of the active transport tourist experience is embraced and visual, auditory, olfactory and haptic sensations associated with the route are examined in turn, followed by the tourists' experiences of the challenge of the route, risk and danger posed by the route. Next, the mode of transport is considered. The relationship that the tourists develop with the mode of transport is explained, and the thoughts and feelings of the interviewees with regards to the freedom that the mode allows are presented. The role of other people and the social interaction that occurs during holidays forms the next section of the chapter. Here, experiences of time spent with family and friends, as well as time alone, are analysed; the opportunities that the active transport tourist experience provides for meeting new people is also discussed. Finally, the contribution of destinations to the travelling experiences of the interviewees is presented. However, before the analysis of the active transport tourist experience can begin, a profile of the interviewees is presented to contextualise the findings.

### **7.2 Profile of interviewees**

Ten active transport tourists were interviewed. A profile of the interviewees is presented in Table 7.1. Five of the interviewees had been on cycling holidays (Cy) and five had been on sailing holidays (Sa). Overall there was an equal gender split, although the split was unequal across the transport tourism product types: there were more male cyclists than female (three males and two females) and more female sailors than male (two males and three females). As with the passive transport tourist sample, the active

transport tourists' ages varied: one interviewee was under 35 years old, the majority (three) of the interviewees were aged between 35-60 years old, and one was over 60 years old. The sailing tourists were older: one was under 35 years old, two were 35-60 years old and two were over 60 years old. All of the interviewees were employed, except one (Sa-M2) who was retired.

**Table 7.1. Profile of active transport tourists**

<b>Interviewee</b>	<b>Gender</b>	<b>Age in years</b>	<b>Transport tourism</b>	<b>Employment status</b>	<b>Holiday location (Mode used to reach location)</b>
Cy-F1	Female	35-60	Cycling	Employed	France; Scotland ( <i>car, ferry; train</i> )
Cy-F2	Female	35-60	Cycling	Employed	France; Hardian's Wall ( <i>car, ferry; train</i> )
Cy-M1	Male	35-60	Cycling	Employed	France; Belgium ( <i>car; ferry</i> )
Cy-M2	Male	Over 60	Cycling	Employed	France ( <i>car, ferry, rail</i> )
Cy-M3	Male	Under 35	Cycling	Employed	Scotland ( <i>train</i> )
Sa-F1	Female	Under 35	Sailing	Employed	Irish Sea; Crinan Canal ( <i>car</i> )
Sa-F2	Female	Over 60	Sailing	Employed	Irish Sea; Scottish Islands ( <i>car</i> )
Sa-F3	Female	35-60	Sailing	Employed	Mediterranean Sea; Ionian Sea ( <i>aeroplane</i> )
Sa-M1	Male	35-60	Sailing	Employed	Mediterranean Sea; Irish Sea; Scottish Coast ( <i>aeroplane; car</i> )
Sa-M2	Male	Over 60	Sailing	Retired	Mediterranean Sea; Aegean Sea ( <i>aeroplane</i> )

The commodity type and gender informed interviewee coding in Chapter 6, and the same approach is maintained in the present chapter to ensure anonymity of interviewees. Hence, a cycling tourist (Cy) who is female (F) is denoted Cy-F followed by a cardinal number to differentiate between the two female cycling tourists. As in

Chapter 6, the names of people mentioned in the interviews have been removed and relationships, if discernible, are substituted.

### **7.3 The components of the active transport tourist experience**

An analysis of the active transport tourist experience is presented in this section. At the start of each sub-section, a table is included containing the categories of description emerging from the data and, as such, should be read in parallel with the findings. At this stage, no reference is made to the findings presented in the previous chapter relating to the passive transport tourist experience. The discussion of both sets of findings will take place in Chapter 8 to allow the development of a model of the tourist experience that relates to transport tourism.

#### **7.3.1 The route**

The route is the main focus of the passive transport tourist experience. The tourists' involvement with the route takes place in a number of ways: visual, auditory, olfactory and haptic sensations are considered. Some of these sensations were reported by all of the active transport tourists, however sometimes a modal split was evident. In other words, cyclists and sailing tourists did not always report the same types of experiences despite the similarities in the structure of their holidays, as outlined in Chapter 4, because of the differences in the sensory stimuli encountered along the route. Table 7.2 contains the main codes that were induced during the data analysis. They are presented according to the transport tourism type (cycling or sailing), and appear in the order that they emerge in the text to follow. Therefore, as with the code tables in Chapter 6, they should be viewed in parallel with the written explanation of the analysis.

**Table 7.2. Active transport tourist experience and the route**

Cycling	Sailing
Route; experiencing something new; new views; landscapes; urban environments; continuously changing views – <i>(no)</i> work like, <i>(yes)</i> beautiful, peaks; work interests; real world examples of personal interests; enhance self-identity; environmental concern; slow speeds; distance travelled; temperature – hot <i>(unpleasant)</i> , warm <i>(pleasant)</i> ; fresh air; wind; challenge; tired; sense of achievement; relaxation; self-determined; risk; fast speeds; downhill sections – reward; excitement; fun; rewarding views; scary; exhilarating; quality of the route; unusual routes; lack of control; conflict of route usage; annoyance; degradation of route quality; danger.	Route; something new; land; routine; boredom; route repetition; increased familiarity; continuously changing views; variety; enjoyment; privileged views of landscapes; sound; silence; quietness; peaceful; smell; sea – adaptation; land – food, vegetation; temperature – warmth; fresh air; wind; pleasant; inclement weather – cold, wet; challenge; adventure; problem-solving; independent thinking; decision-making; achievement; risk – inclement weather; novice – stressful; experienced – keep watch of the surroundings, exhilarating, safe; danger; out of control.

### 7.3.1.1 Visual sensations of the route

The experience of cycling holidays was usually described by the interviewees as a contrast with fixed-destination holidays, which were universally considered unappealing:

“I’m not too great at being a tourist. I like to do a little bit of visiting castles and monuments and things like that, but I cannot do beach holidays. I don’t have the perception for it and I don’t like the heat anyway. So I cannot do that sort of holiday; and also I’d be completely bored” (Cy-F1).

“Well, one, I don’t do deck chairs at all. And there’s a limit, if you’re in one area, to how many cultural things you have” (Cy-M2).

The only time when fixed-destination holidays were appealing to cycling tourists was when they provided opportunities to visit friends and relatives, which were often considered relatively cheap holidays. For instance,



“My sister’s got a flat in Geneva... near Geneva, in Chamonix. And so we can go and stay there if we want to without paying very much, so I think I’ve been there three times now, or twice maybe, in five years. But I wouldn’t be thinking, ‘Oh that’s a great place to go every year.’ Whereas, they’ve bought it so they can go there two or three times a year which is a good thing to do because they really like it. But I think I’d get quite bored going back that often” (Cy-F2).

“I can only think of two occasions [fixed-destination holidays] over the past five years, where my step-son was in America and then we stayed with him for two weeks. But that was because we wanted to see them; it wasn’t a normal holiday for us. Other than that, no. A base, I think, would drive us mad” (Cy-F1).

If fixed destination holidays were considered boring, familiar and safe, in contrast, the interviewees felt that cycling holidays provided access to something new and a wider range of more exciting experiences. The transport tourists purposely chose routes that allowed the greatest exposure to new views. The views were of both landscapes and urban environments, and consensus indicated a preference for the former.

“Villages are quite nice to cycle through... [although] I probably enjoy them a bit less than the natural environment. But I remember when we went to – we hired bikes in France – and we went through this little French village and some of the cottages there were quite old and they had little gardens. And I remember catching a glimpse, as we cycled passed, of this cottage garden and I’ve almost got a photograph of it in my mind! But it was just really beautiful and I think I wanted to go back and take a photo but we didn’t have a chance and anyway the photo probably wouldn’t have shown the real ‘everything’ that I took in in that moment” (Cy-F2).

“You are a bit more wary [of traffic] in cities so you don’t take in as much. But in terms of the scenery itself, cities are cities. They’re fairly similar:

they've all got shops, the houses, the street signs and whatever; so it's not too much different there. I didn't dislike going through the towns, it was a nice change but I definitely prefer the open countryside: the green space, the lakes, the rivers. Being off the roads was a lot better than being on [the roads] with the exception of tunnel-like cycle paths. But there were a lot of minor roads, I think old A-roads in particular which were roads but there was no traffic on them. So those were the best parts of the routes, I think" (Cy-M3).

In part, the preference for landscapes was its scenic, picturesque nature and the fact that the route tended to be less heavily trafficked in more natural settings, thus enabling more opportunities for looking at the scenery rather than concentrating on the road and other road users. However, more importantly, the interviewees indicated that the preference was the fact that different landscapes tended to vary more than different urban environments and, within any one landscape, a greater variety of views was often possible. Thus landscapes were appealing mainly because they offered continuously changing views – “The scenery was changing and there was always something new coming into view” (Cy-M3) – which tended to resonate with their approach to life. Speaking about her preference for continuously changing views, Cy-F2 said: “I think it's something I like in my life anyway, as well, is more inspired by new things than I am by things that I've done lots of times before.” Cy-M1 demonstrated a similar opinion:

“There's a lot to be said about doing something for the first time, and then the only time. Because when you come back it's not quite as good as you remembered it the first time because you put rose coloured spectacles on it” (Cy-M1).

The suggestion that it is the continuously changing views rather than the lack of traffic *per se* that contributes to enjoyment in the cycling transport tourist experience is supported by the discovery that off-road cycle paths were not always enjoyed. An

example that was cited frequently was cycle routes that travelled along disused railway lines in both the UK and abroad:

“There’s a strip of about 20, 25 miles which is old railway line. So it’s very long and straight, few curves but long bends and you don’t really see much. It’s not built-up as such, I mean we went through a couple of villages but there’s just not much to see around there. It was times like, actually, that you felt more that it [cycling] was a bit more workmanlike. You were there just to do the cycling, it wasn’t more of a holiday” (Cy-M3).

“I’m not always that keen on them [disused railway lines]. They tend to be ways into cities. You know when you’re coming into the city on the train, what you see is really, really grim. You never see the best route on the train into the city. And it’s a bit like that.” (Cy-F1).

Unvaried routes, then, were perceived negatively. However, the negative reflection was not simply because the views afforded were ‘grim’ since unvaried picturesque landscapes were also unappealing:

“I think that’s [changing views] most important. I mean, it’s like watching a comedian. If he has you in stitches you want it to stop after about 15 minutes. You can’t stand anymore of it because it’s actually physically tiring. So you don’t want sensory overload. It’s just nice to have peaks and that’s what makes it so exciting because you don’t quite know what the next peak of excitement is going to be.” (Cy-M2).

In terms of identifying the ‘peaks’ that enhance the cycling tourist experience, in addition to natural beauty of landscapes, it emerged that views were also enjoyed if they were linked to work interests. As two of the male interviewees commented:

“You get into the architecture when you start [cycling] and because a couple of the guys – I’m a design manager and a couple of the guys are into engineering – so we’re like, ‘Look at the architecture there’” (Cy-M1).

“My background’s biology and I love to see and identify varieties of sheep and see how the crops are doing and see what the roadside plants are like. It’s building on general knowledge. I just think it increases your knowledge of the countryside: getting back in touch with what’s going on; how they’re doing it; how the crops are doing; oh, that’s a new crop being harvested. Well, this is what I feel. There’s an increase of linseed growing in Britain, beautiful purple flowers. It’s very nice to see.” (Cy-M2).

However, in both cases, the reference is to the subject matter (biology, design and architecture) that underpins the interviewees’ work rather than a reference to the work itself. Therefore, it would seem that a more appropriate way to state that, during the cycling tourist experience, views were enjoyed if they entailed real world examples of personal interests. However, it should be noted that these examples were not solely restricted to the cognitive appreciation of landscapes and urban environments arising from academic study that underpinned the interviewees’ work. One of the interviewees also explained how views were meaningful to her because:

“I think I enjoy the Creation around me, and I’m a Christian so I can see that that [the landscape] reflects something of the Creator as well. God made all this and I’m appreciating the handiwork of what He’s done and I’m a part of this as well – that I’m part of this Creation and I’m made to be in it and to enjoy it and so I’m fulfilling that purpose. So I think that’s one reason why I like it. I don’t just believe in a Creation but in the One who’s created it. So, in terms of relating to Him, I think it does enhance that relationship because I am actually appreciating what He’s done, I am able to thank Him and be grateful for it more than – I know that Liverpool’s nice but it’s different and it’s more limited in the beauty of the actual natural environment – so to be able to be out... I hadn’t thought of that [*at this point, the interviewee stops*

*and appears to reflect on her reasoning]*... to be able to be out in Creation is part of what the holiday could offer me that I couldn't get in my day to day cycling" (Cy-F2).

As such, it would seem real world examples of personal interests is an entirely inadequate way of describing the experience facilitated by cycling tourism. A religious belief, and the resultant spiritual experience of environments, is arguably more fundamental to a person's identity than the cognitive appreciation linked to an academic subject; moreover, labelling it a 'personal interest' trivialises religious belief. Yet for those interviewees who do not have (or at least did not articulate in the interviews) a religious belief that guided their appreciation of landscapes and urban environments, some way of capturing their experience is needed. Therefore, to attempt to incorporate both cognitive appreciation and spiritual appreciation through religious belief into a single code, the data suggests that views are most interesting to cycling tourists when they enhance personal identity and allow the tourists to locate themselves in a world perspective.

The route was also important to the sailing tourists because it allowed them to experience something new. Ironically, in sailing holidays, something new was associated with land. Although the tourists spent most of their holiday on board the boat, be it sailing or at anchor (stopping for lunch or at nightfall to avoid night sailing and for sleeping), the daily boat activities were routine: breakfast after waking, charting the route for the day, several hours sailing, lunch, coming to anchor for the night, dinner, going to bed. Clearly, these activities (except sailing and coming to anchor) are no different from the ordinary activities of everyday life and offered little in the way of interest or excitement in the holiday. In fact, they only emerged when the interviewees were questioned directly about a typical day. Even the act of sailing itself was not regarded particularly positively for the vast majority of the time because once a course is plotted and the sails are fixed, unless sailing conditions change, there is little sailing to be done; it is then a case of waiting to reach the destination:

“I like sailing but [it is not always interesting] considering the maximum speed that you’re going to be doing is six knots and you can see your destination. We went from the island of Idra [Greece] and it’s ten miles and you can see it [the destination]. It’s there, but it’s going to take you two hours to get there. So there is this aspect of, great, but if it was 20 miles away? Would I be just as happy sitting here for four hours sailing in a straight line? Although there are things to do, if the wind’s constant then you set the sails up [there is not a lot to do]. There is this other question about how actually interesting is sailing?” (Sa-M2).

“They do say that sailing is 90% boredom and 8% pleasure and 2% panic!” (Sa-M1).

This situation was felt to be particularly true in the Mediterranean where there is very low tidal range (difference between high and low tide), and thus very little variance in sailing conditions in constant weather conditions. As a result of this lack of variety in the activity of sailing, land provided contrast in sailing holidays, and consequently sailing holidays without the prospect of regular proximity to land were not desirable to the interviewees:

“Sailing holidays are not just sailing. It’s walking and discovering things rather than... To go across the ocean to the States or something, and you are six weeks on a boat, well, I would find it really boring” (Sa-F2).

“So actually travelling long distances in a sailing boat... You can get holidays which take you across the Atlantic and if you were doing that I think it would be a lot more monotonous actually if you don’t see land for 28 days, because often you don’t even have to change tack; you are on one tack for five days at a time. So you have got to find some way of entertaining yourself on a boat in the middle of nowhere, even if it is with three or four other people. I think in many ways that would be less

appealing for me. I think I would need the constant variety of sailing and then coming ashore” (Sa-M2).

Therefore, opportunities for experiencing something new came from land, but interestingly not simply by the presence of land itself. Two of the interviewees who had been on sailing holidays that involved route-repetition, that is, sailing along a stretch of land and then back again. One had sailed along the Crinan Canal, Scotland, and back:

“So I think the Crinan Canal was – I wouldn’t do it again. But probably like a mountain, I’m glad we’ve done it. I wouldn’t do it again because the scenery wouldn’t change; there’s nowhere else to explore. Once you’re in the lock, I think I felt a bit trapped because I couldn’t go where I wanted to go. But once you were about five locks in, you were determined to finish it. But then you knew you’d got another 13 to come back. So it was a bit... that’s one of the least enjoyable ones [holidays]. And plus you’re with lots of other... you were travelling with, say, other boats going up and down. You were all just in a canal which is probably why I don’t like canal holidays. They don’t really appeal to me. It’s like a road. You’re on, like, a road, but on water. You just go up it and then come down it again. It’s nice to say you’ve done it” (Sa-F1).

Another had a similar return-route holiday off Greece, and compared it to a more recent linear trip in which no destination or aspect of the route was revisited:

“I usually try and do a two week holiday. And if you do a circular trip you go there and the next week you’re starting back again. Whereas this [trip] was definitely a sense of, we’ll start off here, and I was doing all the navigation. It was interesting for me to do the navigation and getting a boat from here to here and you’ve got two weeks to do it in. So that felt more of a challenge in a way” (Sa-M2).

As a result of route-repetition, the land which typically provided welcome relief from the boredom associated with monotonous sailing became boring itself because of increased familiarity. Therefore, sailing alongside unfamiliar stretches of land allowed for tourists to see continuously changing views of landscapes, which provided variety and most enjoyment in their holiday experiences.

“And the scenery in Scotland. As I say, you’re never out of sight of land. There’s always mountains or highlands or something” (Sa-M1).

“We both enjoy looking at places and discovering it, and trying little bays. We both appreciate the beauty of the nature” (Sa-F2).

These views were particularly interesting because the sailing boats could often get close to land to see the coast in detail. This closeness to land often provided privileged views of landscapes which were solely for those on boats:

“There were people abseiling down sheer cliffs. Now, when you’re in a boat at the bottom watching them... a perspective that from the top, wouldn’t look the same. No-one else could see it and it was, like, ‘Wow! Look at that. I wouldn’t want to be them doing it because it’s high up.’ But if you’d not been there on the boat, you couldn’t have seen that” (Sa-F1).

“You sort of see sea caves and bits that never get seen [from land]... Again, in Turkey, there was this catastrophic earthquake a couple of thousand years ago and these towns slipped down about, I don’t know, ten metres. And so all along the shoreline are the remains of buildings and you can see where the post went in. And some of the floors and steps are underwater. It’s so weird. And, again, you can only really see that if you take a boat trip. That’s fantastic” (Sa-F3).



Therefore, sailing alongside land provides opportunities to see something new thanks to continuously changing views of landscapes and the privileged views of landscapes afforded by sailing boats' closeness to the shore.

Speed was shown to be a determinant of the quality of visual sensing of the route for cycling tourists. Specifically, slow speeds were important. For instance, the very essence of the cycling tourist experience arose from the mode's leisurely pace, which was often appreciated in contrast with the faster speeds of cars:

“It's the usual comparison, isn't it? If you're in a car on the motorway, you don't see it [landscapes], it's just gone. Whereas if you're on country lanes, even though you're going at 17, 20 miles an hour, you're still aware. You still can look around you. You can still see things” (Cy-F1).

“You go at a slower pace [whilst cycling] so you can actually see and look around you. And you stop every now and again for a rest or for a drink of water or whatever. So you're more aware of your surroundings definitely than you are with a car. I think that's one of the things I like about cycling... You're going at a pace that you can actually appreciate the beauty and the ups and the downs. And you notice where there's a hill and where there's a stream and where there's a wood. Even though I'm not consciously thinking about all these things, it forms part of my memory of the place and it gives me that depth of enjoyment” (Cy-F2).

However, to suggest that slow travel is unconditionally attractive would appear to be inaccurate on the basis of the present study. Cycling holidays were considered to be more attractive than walking holidays because, although the speed of cycling is slow, it is faster than walking. As a result, more distance could be covered with less effort and thus allowing more opportunities for seeing something new:

“On walking holidays, I just didn’t think you got anywhere. Things don’t change often enough for me because that’s 15 minutes of seeing the same thing. That’s what I don’t like about walking” (Cy-M2).

It would appear that cycling holidays provide an ideal compromise between motorised travel and walking, embracing an optimal mix of speed, distance travelled and seeing something new because of continuously changing views:

“It feels as if you’re really getting the miles and that you’re really travelling, but you’re still travelling at a speed where you’re not really missing very much, so it’s the best of both worlds” (Cy-F1).

So far, the active transport tourists’ experiences have been centred on components of their holidays that were visual. However, there were aspects that were experienced as a result of other sensory stimuli, such as sound, smell and temperature. Therefore, it appears reasonable to suggest that the active transport tourist is a multi-sensory experience, although predominantly visual. The other sensory modes are explained in the following sub-sections.

#### **7.3.1.2 Sounds and the route**

Sounds from outside environments were components of the active transport tourist experience. However, occurrence was far less frequent than the visual parts of holidays. In the main, sound was mentioned in connection with travelling:

“There’s a certain magic when you turn the engine off and you put the sails up and it’s all quiet, and you’re moving and it’s quiet – that’s worth a lot” (Sa-M1).

“The sound: I mentioned when you turned the engine off but you get the boat going. You get the wind on the sails; you get the boat going through the water. It is pretty peaceful though” (Sa-M2).

However, the topic of sound also arose during discussions of the proximity to land:

“The last night we were in Croatia, it’s really memorable, we went to this place and it’s a... These islands are a nature reserve, so there’s no houses or anything. And we anchored up in this tiny little bay and we couldn’t see a single light anywhere, apart from the stars and the phosphorescence in the water. We couldn’t hear a sound. There was nothing! It was absolutely just amazing and we could choose to go there [because we were sailing]” (Sa-F3).

When these statements are analysed together, it becomes clear that sound is perhaps an inappropriate description of the experience. To be more precise, it would appear that the lack of sound (silence, quietness and peaceful), is most appreciated.

Interestingly, this sensory stimulus saw a modal difference. Neither sound nor the lack of sound was reported by cycling tourists. However, it must be stressed that the difference might be because it tends not to be a major component of cycling holidays or simply because the interviewees in this study failed to mention it; the small sample size in the present study prevents a conclusive judgement to be made.

### **7.3.1.3 Smells and the route**

Olfactory sensations were noted as being a part of the sailing experience. As might be expected, the sailing tourists smelled the sea. However, occurrences of such reports were few. As one interviewee commented,

“Occasionally you do [smell the sea] to start with but you get used to it and you don’t smell it any more. The same with if you’ve been on the boat for ten days, a fortnight, you get off and you suddenly realise you’re walking a bit strangely but you only notice that for a short while” (Sa-M1).

It would seem that the sameness of smell results in adaptation to it. Therefore, coming close to land when arriving at port provided new olfactory sensations as new and different smells became perceptible.

“Smells: certainly when you come into ports you can often smell food. They say when you’re crossing large oceans there’s very little actual variety of smell and you can smell land a day away, or something like that. The vegetation even, not necessarily what people are doing, just the actual smell of the land. Land does actually smell compared to being out at sea” (Sa-M2).

With regards to olfactory sensations, the modal difference expressed with reference to auditory experiences is repeated. In other words, cycling tourists did not report olfactory experiences either. However, the other component of the olfactory system, taste, was reported by neither cycling nor sailing tourists.

#### **7.3.1.4 Outside temperature and the route**

Haptic sensations relate to touch and, as detailed in Section 3.3.3.5, comprise a number of types including energy (temperatures, humidity) and global dynamic (the body in an environment and moving through an environment) sensations. The temperature of the environment through which the active transport tourists were travelling contributed to the tourist experience. The cyclists enjoyed being outdoors, feeling the fresh air and wind as they were travelling.

“It’s just being in the great outdoors, I think. I’ve always like just being outside rather than inside, I think. Yes, I don’t like being cooped up. Just the fresh air, I suppose, is one thing; to have wind in your face is just a nice feeling” (Cy-M3).

Wind also contributed to the sailing tourist experience because it allowed the act of sailing to take place, but also because the feeling of the wind on the tourists’ skin was pleasant, particularly in hot environments:

“You know where the wind’s coming from because you feel it on your face and if you get equal balance in your ears you know that’s the direction of the parent wind which you trim the sails to, so you’re always feeling, there are a lot of tactile things on a boat, in sailing. Yes, you get a big stimulus to those sorts of senses and of course you get the warmth, you get that wonderful heat that warms the bone marrow which is what I go for” (Sa-M3).

Although hot weather was appreciated by sailing tourists, it was less welcome for cycling tourists because it made the act of cycling, arguably more physically demanding than sailing, unpleasant:

“I’m getting more and more not liking the heat, really. Last year, in Normandy, it was 30 degrees and we were doing a lot of cycling and I just wilted” (Cy-F1).

However, that is not to say that the experience of sailing was always pleasant in the conventional sense of the word. The sailing tourists recollected periods of inclement weather which were unpleasant, but in being unpleasant actually contributed to the overall experience:

“And not always it’s [sailing] nice, because if it’s raining or it’s a cold wind or something, I feel the cold. Then you think, ‘Oh, but just to be away from the daily routine!’” (Sa-F2).

“And you’re over on your side and you could be getting wet. That’s a nice thing about it as well – when you do get a wave you’re not expecting and you get freezing cold water. But it’s quite refreshing! It’s all part of it” (Sa-F1).

Therefore the sensory stimuli of temperature, be it fresh air and warm or cold and wet, tended to enhance the tourist experience by emphasising the experience of something new, that is, something that cannot be experienced at home. The exception to this general observation would appear to be when temperature extremes actually prevent or make difficult the act of travelling.

### **7.3.1.5 The challenge of the route**

The route played a key role in the experiences of cycling and sailing tourists because of their active involvement with it using a mode of transport, and it was acknowledged that the active involvement was often challenging because of the long distances or difficult routes that were involved in the holidays. The experiences associated with these challenges were not always enjoyable in a conventional sense. All of the cycling interviewees reported feeling tired, for example on uphill sections of the route. However, tiredness mainly came at the end of a day's cycling, and thus it tended to be associated with a sense of achievement and linked to relaxation.

“And I find that I'm getting physically tired; I'm getting a little bit emotionally tired as well, and that relaxes you” (Cy-F1).

“It is quite hilly round there, which I don't know if I'd appreciated before we were planning it. At one point I did get a bit tired but I don't think I had to get off because I've got lots of gears on my bike so I just went very slow and [husband's name] waited for me as he goes a bit faster up the hills. I certainly felt tired by the time we got back, on that longest day especially. But that's nice actually, tired; nice, relaxed” (Cy-F2).

Another benefit of overcoming the challenge of the route, besides relaxing tiredness, were the rewarding views that often were available from highland areas after uphill climbs.

“I relax by climbing mountains [by bicycle], getting the fresh air, pushing myself physically. And when you’re at the bottom of a hill and you’re climbing really hard – and it’s been a really, really long climb – you get to the top and it’s just absolutely beautiful; it’s marvellous, and you’ve done it off your own bat! That’s why, and that’s how I relax. There are times when you see something, this sounds really stupid really, but it’s actually quite moving. If you’re seeing a mountain reflecting in a reservoir or a stream or a pool, or whatever, and it’s just utterly gorgeous, you just stop and appreciate it. I’m quite happy to do that; he’s [husband] not so happy to do that, but I will always stop if I see something which is staggeringly gorgeous” (Cy-F1).

Interestingly, although the previous comments have indicated that the challenge of the cycling holiday is regarded positively, there were circumstances under which the challenge could be unpleasant. It emerged that the challenge was enjoyed when it was self-determined. Cy-M1 and Cy-M2 both expressed a love of cycling and cycling holidays, but said that they would not go with certain people because their attitude to cycling was different from their own.

“If we went away with some of the other guys in our [cycling] club it would be a nightmare because they’d be trying to hammer everybody every day, because that’s what they live for. It’s like getting to the front and putting the hammer down and making everybody else behind or dropping them all. But the fun’s taken out of it then because it becomes an ordeal of survival rather than – not only are you against the road, you’re against the club mates and it’s somebody, another human being, making it difficult for you” (Cy-M1).

“My wife and I don’t cycle to kill. We’re not at the Tour de France speed! My brother on the other hand, he’s a lunatic and he’s only just a little bit younger than me. But his ambition will be to make sure he gets up there first. Very competitive! I cycle much faster than [wife’s name] up hills so I get to the top, you know, and then I wait for her and shout as she comes

over. As long as you cycle at your own speed it makes cycling more comfortable” (Cy-M2).

The notion of a self-determined challenge, of cycling at one’s own speed, was something that the two female interviewees felt particularly keenly because they both went with their husbands and were often left behind on hill sections. Yet this was not a problem so long as they knew where they would next meet:

“[Husband’s name] normally can go faster than me so he would sometimes go on ahead and I don’t like it when he goes too far ahead and I can’t see him so I have asked him to wait for me if that happens” (Cy-F2).

Like the cycling tourists, the sailing tourists considered challenge to be a positive part of their holidays. Challenge was appreciated because it helped to create a sense of adventure.

“It just made it more of an adventure, if you like, more challenging; a holiday that you look at and say, yeah some of it is going to be tough but it’s going to be worthwhile because overall I like what’s going on” (Sa-M3).

It was found that challenge was linked to problem-solving, particularly as the problems that required solving were not usually present in everyday life, and involved independent thinking and decision-making.

“You never know. That’s coping with the elements, and coping with the situations. It’s a completely different set of problems that you are being thrown into” (Sa-F2).

“There’s nobody to help you and once you’re out at sea you’re on your own really. And I think that’s what I like, the solitude and the fact that if there are any problems it’s up to you to sort it out” (Sa-M1).



### 7.3.1.6 Risk and the route

The nature of cycling and sailing along routes meant that challenge involved risk. For cyclists, risk was considered with regards to fast speeds, particularly in downhill sections. However, the risk of fast speeds was considered to be fun, exciting and exhilarating, as well as rewarding because of the hard work needed to reach the top of hills that usually preceded a downhill. However, fast speeds could also be a little scary at times because of the associated risk to safety.

“Downhill, you get up to speeds of 30-35 miles an hour and you do notice it. I think that was the best part of the holiday to be honest, in terms of the cycling, when you did get the downhills. It was rewarding. I think when you’re going uphill your head’s down and you’re really working hard and you don’t really take anything in. But as soon as you’re up and you’re in top [gear] and then going downhill, yes, you really get that sense of speed. And it’s the excitement and the fun factor in that” (Cy-M3).

“[Whilst cycling on a] back route, and because it was going up and down, we could go really, really fast on the down bits because we knew there was a hill that we had to go up [on the other side]. So I went 33 miles an hour which is the fastest I’ve ever been because I’ve got a little computer on my bike. So that was really fun because that is quite fast to go. You didn’t feel like – well it did feel slightly scary but exhilarating at the same time so that was quite nice” (Cy-F2).

However, risk was not only associated with speed, it could arise from the quality of the route.

“These [routes] are all, like, cobbled climbs which have been – they used to make all the roads out of cobbles – well, obviously in Belgium they’ve kept them. And basically, for us, the worse state these roads are in the better

because it means people will fall off and it's more of an overcoming thing"  
(Cy-M1)

"We go off road, we don't have to go the shortest, the quickest [route]... so it was nice to have just a change of terrain, a change of scenery; mix it up a bit, have a bit of change. My legs might be a bit more tired at the end of the day but I'll have seen a bit more or cycled on some more interesting terrain, I suppose" (Cy-M3).

Therefore, unusual routes were enjoyed because they provided the opportunity to overcome a challenge, which could be a risk. However, as Cy-M3 stated, they were also enjoyable because the tourists were seeing new things during these times although, as explained in Section 7.3.1.1, it must be noted that different and interesting views are not restricted to unusual routes.

Risk was also present during sailing holidays, usually as a result of inclement weather.

"We've had a few hellish moments on sail boats if the weather has turned and it's got quite choppy. And you have to take your sail down pretty bloody quick because it can either rip or your boat can zoom off in a direction you don't want to go to. Likewise, if the wind drops completely and you're in the middle of the Irish Sea and you're tacking and you're doing your best to try and get some wind into the sails to head in the right direction but then you have to go on to the motor. Now, on a sailing boat, the motor is really just to keep you off the rocks. It doesn't really fight against the tide. If you're going against the tide you'll just end up staying in the same place" (Sa-F1).

Therefore, inclement weather with regards to sailing holidays relates to stormy and exceptionally calm weather. Both pose a certain amount of risk to the boat and personal safety, although the former was perceived to be the most troublesome. Often, the risks

could be minimised by making careful and constant watch of the surroundings and, to a certain extent, being an experienced sailor.

“You look at the sea, say, and the boat is moving according to the sea state. We had plenty of wind a fortnight ago the chap [a friend – a novice sailor] was worried about how far we [the boat] lean over. I tried to reassure him. You notice if there’s a difference between how the boat is behaving, if it’s not behaving as it should relative to the sea state, but the two go together. You can feel that. You can feel whether the boat is bearing as it should or if it’s doing the right thing. And you’re not pressing it too much – if you’ve got too much sail you can feel that it’s being pressed” (Sa-M1).

Being an experienced sailor also appeared to change perceptions of risk. The interviewees who were newer to sailing (Sa-F1, Sa-F3 and Sa-M2: all under 10 years experience) tended to perceive changes in weather more extremely than those who were more experienced (Sa-M1 and Sa-F2: approximately 30 and 15 years respectively), and found stormy weather conditions stressful. The more experienced sailors tended to view stormier conditions as exhilarating so long as they still felt safe.

“On one of the last sailing trips that we had, there were boats around us that were motoring, no sail up, because there was that much wind. But we had something wrong, or not quite right, with the gear box [and therefore could not use the motor]. I shall always remember that sailing trip back, to try not to use the engine. And when we were back they [other sailors] said, ‘Was it you sailing?’ [We said] ‘Yes, it was us sailing!’ But it was a very exhilarating feeling. I loved it! Well, the power of the boat going through the water, just perfect, and a hell of a speed. I don’t think I used the right word, but the thrill of going so fast and still feel safe” (Sa-F2).

Even the more inexperienced sailing tourists, however, found ‘surviving’ a bout of stormy weather to be a cause for exhilaration.

“I think if you are sailing through bad weather and you get through it and you do a few things [to get through the weather], I think, yeah, you do get an adrenaline rush and say, yeah that was exciting. But I don’t know if I would actively seek it out; some people do. I don’t think I’m the sort of person who invites trouble. If it can be nice and easy going I’ll take that, thanks very much. If things come up rough I can hack it and feel exhilarated afterwards but personally it’s not something I would seek out” (Sa-M2).

### **7.3.1.7 Danger and the route**

If challenge is linked to risk, and achievement is felt when the challenge is overcome, then it should be noted that there are times when risk was perceived to be too great and the tourists felt in danger and this represented a negative reflection on their holidays. For instance, sailing tourists whose safety was put in danger because of the actions of other people, usually the person at the helm. For instance, Sa-M2 told how,

“We sailed in an area which has much stronger winds [than we were used to, and] there were a couple of days when the wind got up to about force six which is [*pulls a worried face*]... But we had one of the guys on the boat who’d done a bit of power boating and was a bit of an adrenaline junky, wanted to try and get the sail out of this boat so he refused to brief down early. We could see the huge gust of wind coming and I said, ‘Well, we should breach down.’ [He said] ‘Well, let’s see.’ And he was at the helm and he couldn’t hold the boat and we had to suddenly all leap out and reduce sail. And it was very frantic and it could have all been avoided but some people won’t be told all the time and you certainly couldn’t tell this guy. That was quite a hairy moment because the boat was totally out of control; [we] had all the sails up and a good force six hammering down on the boat.”

Stating the obvious, feelings of danger during cycling holidays could not come from another person at the controls of the vehicle; there is the possibility that rear-seat tandem riders might feel this sensation, however such riders were not interviewed.

Instead, then, the cycling tourists felt at danger because of other route users, and the conflict of route usage usually related to car drivers.

“France, Spain, Italy all the major continental countries, they are all so much more ahead of us [the UK] in how they treat cyclists; we are so far behind. You’re taking your life into your own hands in this country because of the standard of the roads, potholes, the size of the cars, the way everyone’s in a rush” (Cy-M1).

“The traffic worries me more. I mean, I’m not concerned about me personally. I’m in charge of the bike but I’m not always in charge of what everyone else does” (Cy-M2).

“There is a little bit of danger in some aspects of the holiday as well because some of it you’re on quite busy main roads and you do feel quite exposed when cars are flying by at 50, 60, 70 miles an hour” (Cy-M3).

In the main, the conflict of route usage resulted in annoyance when personal safety was in danger. To a lesser extent, conflict of route usage led to annoyance because it caused degradation of route quality; one interviewee mentioned discussed the effect of dog walkers on many of the UK’s off-road recreational cycle routes that are disused railway lines: “To coin a phrase, my husband calls them dog shit alleys” (Cy-F1). The annoyance, it seems, stemmed from the disregard many other route users showed towards cyclists; on the whole, comments on the poor status of cycling in the UK were frequent. All interviewees had taken cycling holidays in the UK and abroad, and the latter were perceived to be more enjoyable because of the more considerate attitudes that more people showed towards them and thus elevating cyclists’ status to accepted route user in those countries:

“It’s just a different culture over there [Belgium]. I think the cyclist is King over there, whereas he’s like a third class citizen in this country. I mean, for me, I hate going out on my bike over here. I love cycling but, once you go

to Belgium, we all get the ‘Belgium blues’ when we come back because we don’t want to go out on your bike over here! There you have cycle lanes everywhere and all the traffic lights and everything are all, what’s the word for it, cyclists get prioritised” (Cy-M1).

### 7.3.2 The mode

The mode of transport was reported as being part of the active transport-tourist experience. The codes induced from the primary data are presented in Table 7.3, divided by commodity and ordered according to their appearance in the text. However, the codes can be grouped roughly into two categories which represent the sub-sections that follow: (i) relationship with the mode, and (ii) freedom and the mode.

**Table 7.3. Active transport tourist experience and the mode**

Cycling	Sailing
Relationship with mode; health benefits; value; blessed; friend; freedom from rules.	Basic lifestyle; simple life; in touch with nature; people are different; people relate to each other differently; freedom; disappear from the earth; different world.

#### 7.3.2.1 Relationship with the mode

One of the most interesting findings to emerge from this research was the affectionate way in which the active transport tourists regarded the mode of transport. Although unexpected that personalised feelings might be associated with inanimate objects, it was clear that because of their direct, active involvement with the mode that they developed a relationship with it. For example, when discussing cycling, Cy-F2 spoke of the health benefits she incurred through cycling and reflected upon how this made her feel about her bicycle:

“I actually feel privileged because I feel that the mode of transport that I’m on is much... is rewarding me more than anybody in any big car because it’s actually helping my health whereas they’re just sitting and getting less

fit by the way that they're travelling and so I actually feel that my bike is, in my perception, worth more and is more value than any of the cars that are going passed me because it's such a blessing to me really" (Cy-F2).

More positive still were the feelings of Cy-M1:

"It's like you against the mountain or you against the route or the weather, because your bike is your ally, that's the way I look at it. It's me and my bike against whatever nature throws or the route throws, we'll overcome it sort of thing" (Cy-M1).

It would seem the bicycle was personified and became a friend whom the interviewee could trust to overcome the challenges he faced during his holiday. The positive feelings towards the mode were not restricted to the cycling tourists; sailing tourists also expressed appreciation for the mode of transport. All of the tourists tended to report a very basic lifestyle when sailing.

"I think there's quite a big gap between the glamour of sailing and the reality of sailing. You think, oh you're out there in your boat and it's great and you're out in the sun, but there's quite a lot to do on a boat when you're sailing, there's quite a lot of tricky stuff to do, there's even some unpleasant stuff that you have to get on and do" (Sa-M2).

"The thing about being on a yacht, a sailing yacht as opposed to a motor cruiser, is there's not a lot of grooming opportunities. You get 'boat hair' and the shower's tiny and you're at all angles and you can't... So, you're not very groomed but, by the same token, there's not many mirrors! People on boats tend to look very natural!" (Sa-F3).

Despite its lack of glamour, the basic lifestyle would seem to be welcomed because it gave opportunities to experience a more simple life and be in touch with nature.

“It can be very relaxing. But it is the slowing down, just being in touch with... because I think all the gadgets we have, all the modern day stuff, it takes you away from the naturalness around us” (Sa-M2).

In this way, being on a sailing boat creates a different environment and lifestyle for all on board, and relationships with family and friends took place in a different way than usual.

“It’s quite a raw existence. I like being on a boat because of the reaction you get from other people and the fact that they’re different than they are in other walks of life. You know people in other spheres but on the boat they’re different and you know them differently” (Sa-M1).

Consequently, these differences change the way in which people relate to one another and everyone seemed the better for it.

“Even if you have an argument, whereas it can potter on at home for a few days, but on the boat, the wind seems to blow it away” (Sa-F1).

### **7.3.2.2 Freedom and the mode**

The mode of transport was found to be a key instrument for achieving freedom. The cycling tourist spoke of how cycling made a marked contrast to land-based holidays that lacked freedom and were full of ‘rules’.

“A lot of holidays – you go to a hotel, it’s very regimental. You go there and you have two or three bars, the pool’s down there, the restaurant’s over there, you can get a bus into town if you want to, but we don’t advise it after midnight and all of these sort of rules” (Cy-M1).

Freedom was also a big component of the sailing tourists’ holidays, particularly the ability to go anywhere.



“I think the beauty about the sailing, doing it yourself, is because you are totally in control of where you go and what you do and you look at the weather and see what it’s like and see if you can do that [sail]. And if it’s a bit rough, if you want to go out when it’s rough, you can. If you don’t, you can stay in. It’s part of that – not navigation by the stars because we’ve got sat nav there – but it is nice to plan your own route” (Sa-F1).

In doing so, the freedom gave the sailing tourists chances to escape, or as Sa-F2 put it, “Freedom. Disappear from the earth for a bit.” In this sense there was consensus: the sailing boat and the environments it gave access to were completely different from everyday life. And this difference appeared to be the main appeal of sailing. As Sa-M1 said,

“I think it’s freedom and it’s completely different. It’s a completely different set of problems. I always say I need to get out of the end of the drive to get away from here and when you get on a boat it’s a completely different world” (Sa-M1).

### 7.3.3 Social interaction

As important as the route and the mode were in the active transport tourist experience, social interaction also had an impact on the interviewees’ holidays. Table 7.4 presents the codes induced from the primary data. As with the previous tables in the chapter, the table should be read alongside the text because the codes emerge as the sub-sections – (i) family/friends, ‘on my own’ and ‘on our own’; (ii) meeting new people – progress.

**Table 7.4. Active transport tourist experience and social interaction**

Cycling	Sailing
Being with family/friends; nature of the route; social interaction; route with less traffic; freedom to cycle in a preferred manner; side by side; ‘on your own’.	Being with family/friends; bonding; ‘on our own’; meet new people; brief; unplanned; like-minded people; sailing as a common interest.

### 7.3.3.1 Family and friends – ‘on my own’ and ‘on our own’

Being with family/friends was a particularly important part of the interviewees’ experiences. For cycling tourists, the quality of the social interaction between family/friends appeared to be influenced by the nature of the route. A variety of route types were cycled during the holidays: off-road cycle routes, minor roads (little traffic), major roads (heavy traffic) with dedicated cycle paths, and major roads (heavy traffic) without dedicated cycle paths. Generally, the route with less traffic was favoured, that is to say, off-road cycle routes or minor roads. This preference was because it provided the cyclists with the freedom to cycle in a preferred manner:

“[On quiet roads] you can actually cycle side by side, you know, touch the wife sought of thing which again you can’t do if you’re cycling through towns. But you can do if you’re off-road or if you’re on minor roads because you can hear the traffic coming” (Cy-M2).

“I remember cycling along this little lane in France and singing songs from The Sound of Music or something like that all together and just having fun” (Cy-F2).

Therefore, being able to ride side by side allowed for social interaction between the family/friends, such as talking and singing. Sailing holidays, too, allowed the coming together of family/friends. This bonding experience could be as important as the act of sailing itself, and in some cases it was more important.

“Well, on the boat we were on this summer, it was me and my husband, my dad, who is 78 but just loves boats and is probably going to be too infirm to go again, so we took him along with us, and three kids. And I think for everybody it was different. My husband would have been utterly miserable if he hadn’t had a little bit of challenging sailing because he just loves the sailing and for him... coming back from Dublin in gale force last Sunday

was just fantastic. It's most people's idea of hell but to him fantastic. My dad, again, enjoyed this challenging sailing but now he just likes to be on the boat; he just loves to be on the boat. The kids don't care, really, if we don't sail. They like to be messing about on... we've always got a little dinghy with an engine and they like to mess about with that and they like to go to the shore and they like to swim and stuff like that. So, they're not too bothered. I enjoy the sailing. Yes, I'm glad we did that bit because it was really rollercoastery, quite exciting. So, I'm a bit of both. So, it depends... It's very, very personal" (Sa-F3).

However, it is interesting to note that being with family/friends does not always mean being in extremely close proximity or even talking to them. For instance, the cycle tourists all told how cycling side by side, talking, singing and so on were enjoyable but, most often, they chose to ride in single file:

"I think for me personally I like having a bit of a chat while I'm cycling but I wouldn't want to do that the whole journey" (Cy-F2).

"We'd think of something to say, [and] we'd want to have a brief conversation, nothing in depth. We'd only talk for a few minutes at a time and then we'd just get back into the sort of single file and go cycling again" (Cy-M3).

Cycling in single file, despite the lack of social interaction, was enjoyed because it provided time 'on your own' within a group, and time on your own allows uninterrupted visual enjoyment of the route.

"It was nice just to have the freedom to be on your own; just take it all in. Almost like you were cycling on your own but if you wanted to you could just throw in [comments] and say, 'Oh, look at this', 'Look at that' or just have a quick conversation if something popped into your head. It didn't

bother me too much that we could only speak briefly; that was quite nice actually (Cy-M3).

“This idea of seeing the surroundings and taking them in, you can do better when you’re just on your own” (Cy-F2).

The sailing tourists too felt that their holidays allowed periods of being ‘on your own’, but might be better termed ‘on our own’. In other words, sailing provided the interviewees with the opportunities to be together with family/friends but in a way that allowed them to be apart from other tourists.

“Because sometimes, if you go to Abersoch or around Pwllheli, the beaches are so populated you just feel that you may as well go on a beach holiday abroad. Get on the plane and fly to Ibiza for a week. Well, that’s not really what we’re into. We just like to be a bit more private. (Sa-F1)

### **7.3.3.2 Meeting new people**

One aspect of social interaction that related solely to the sailing tourists, on the basis of the present interviewees at least, is the positive regard for meeting new people. All of the sailing tourists mentioned how they enjoyed chance encounters that occurred with other sailing tourists. These encounters were particularly enjoyable because they were brief and unplanned, and because they allowed the tourists to come into contact with like-minded people.

“Yeah, it’s quite safe and it’s a nice community. People do have a laugh and they all share the same sense of humour and they’ve got the same outlook on life. And we’ve even been on them [sailing holidays] where you’re just anchored out and another boat might come to the same bay – you know, I said about the isolation bit – and they’ve moored up and you’ve tied up. And they’ve come on board for a drink. But they leave as well when you want them to. It is nice” (Sa-F1).

“You meet different people, mainly you meet professional people who are always... there’s very little job element for example” (Sa-F3).

Being able to meet like-minded people was particularly important for Sa-M2, who was divorced and thus alone. He felt that sailing holidays were the perfect means of meeting like minded people. He went on to suggest that it was easier to meet new people having sailing as a common interest activity in contrast to fixed destination holidays where the only certain common ground is the destination itself.

“Yes I think that is very important to me – that I have a very sociable holiday, preferably with like minded people. I certainly wouldn’t go on a fixed destination holiday, partially as a single traveller. I think it’s harder to meet people to talk to. In fact, even when I was married, we went to Malta once for a fortnight on a fixed destination holiday, no activities involved, and we hardly spoke to anyone. Everyone was in their little family units and didn’t really want to mix. So, from that point of view, I certainly wouldn’t go on a fixed destination holiday” (Sa-M2).

It is not clear why cycling tourists did not report meeting new people as part of their holiday. It should be stated that they did not express a disliking for it either. Quite simply, it was never mentioned.

#### **7.3.4 Destinations**

In addition to the route, mode and social interaction, the destinations visited played a part in the passive transport tourist experience, and Table 7.5 presents the associated codes.

**Table 7.5. Active transport tourist experience – sailing and destinations**

Cycling	Sailing
Stop for the night (sleep, eat).	Destinations; safe to stop – marina, town harbour, dropping anchor; formality; look around; buy essentials; escape; isolation; arrival; anticipation; pilotage challenge; risk; stressful; humorous recollections; safety.

Interestingly, for sailing tourists, the destinations that were visited were not selected because of any particular touristic attribute and rather because it was safe to stop, either in a marina, a town harbour or by dropping anchor. Generally, marinas were the least preferred places to stop because the formality was not liked. Town harbours and simply dropping anchor regarded more positively. The former allowed the tourists to look around the town, buy essentials (for onboard or meal at a local restaurant); the latter allowed a sense of escape and isolation because often the tourists’ boats were anchored alone. All places contributed to the enjoyment of the holiday because they allowed the visual experience of arrival, and the anticipation of that arrival.

“You see things from a different perspective, I think. Arriving from a boat and even in the Med I think it’s the same, you arrive at these places, you see them from a distance, you see the tavernas in Greece and all the tables set out on the front and you just moor up alongside and get off and it has huge appeal” (Sa-M2).

“You might see an island. Say like that distant hill there [indicates out of the window]. You might just see the top of it and it’s just indistinct on the horizon, and you come up towards it very slowly and it gets bigger and the bit you’ve left behind gets smaller and you... It changes imperceptibly and then you get there. It’s a real sense of a journey” (Sa-F3).

The arrival was interesting to the interviewees not only because the destination visited broke up the boredom of sailing, but because it provided a pilotage challenge for the

tourists. As Sa-M1 said, “There’s a pilotage book you can read up about places and how to get in them. But it’s my interest in getting to land than actually sailing there” (Sa-M1).

The pilotage challenge was appreciated by all of the sailing interviewees, although it could be stressful at the time. Indeed, these times often provided many humorous recollections.

“Sailing is the easy bit but the mooring up – if there are difficult cross winds or having to drop your anchor and not foul other people’s anchors – is usually quite stressful. I suppose that’s something that I hadn’t anticipated, certainly on that first holiday, that there was this stress at the end of the day and people get quite wound up about it; especially the other yachts with people with families where they don’t have any skipper on board and they are making their own decisions. You hear quite a lot of shouting!” (Sa-M2).

“When we had the boat up in Scotland, we’d seen this pub and we thought we’ll moor up there. And there was a jetty and about five or six boats; it was really busy. So we had to tie to somebody else’s boat and to get up to shore. So we had to climb across somebody else’s boat – it was this manky old fishing boat. So we got up to this pub, me and [father-in-law’s name]. We went into the bar and everyone had their backs to us and it was totally silent. And we were like, ‘Oh my God! We’ve come all this way up here to Scotland and moored up.’ And anyway, [father-in-law’s name] said let’s have a drink whilst we’re here and then we’ll go; it just isn’t very hospitable. And I’m, like, there’s an atmosphere here, I don’t want to stay. And anyway, then all these buggers at the bar had turned around and they’d all made score cards because we’d fuffed about that much trying to tie up: [*recalls scores awarded*] none; one! And then this old, grotty codger in the corner says, ‘I’m going out sailing now. Get that fucking boat off my fishing boat’. So we’d just tied up and spent all this time faffing about... and he was joking!” (Sa-F1).

“The most tricky things you can do on a boat is come up against the land and the best spectator sport in the world is watching people in boats come along to the land and tie up safely. I tell you, it’s rarely easy; but it is just hilarious watching other people do it! When you’re doing it, it’s ‘Oh heck!!’ What comes to mind is coming into this little shallow harbour in Paleokastritsa in Corfu; a beautiful place. And there’s ropes all along the bottom, so you can’t put an anchor down, you’ll snag somebody’s rope and you’ll never get it up again. And the space is tiny and you’ve only got a little engine at the back, so you’re not dead manoeuvrable. It must have taken us half an hour [to tie up] and all the time our friends are there watching us going like that [*indicates mocking*]. So, it’s a very good spectator sport!” (Sa-F3).

In contrast, cycling tourists’ descriptions of the destination referred simply to it as a place to stop where they could sleep and eat. None of the cycling tourists expressed a desire to stop at specific destinations. Rather, places to stop (destinations) were determined by travel time and distance. Stops for the night usually comprise a succession of bed and breakfasts or campsites along the route; the tourists who stayed at campsites transported their tents on their bicycles rather than hire tents at each site.

#### **7.4 A description of the active transport tourist experience**

Section 7.3 focused on the components of the active transport tourist experience. Following the same stages of analysis used in Chapter 6 (Section 6.4), the clustered categories presented in Tables 7.1-7.5 relating to cycling and sailing experience are collated in Table 7.6. Once again, the codes are divided into columns by the commodity (cycling and sailing) and a third column labelled ‘active’ is inserted. This third column presents the categories common to cycling and sailing experiences, and thus represents the active transport tourist experience in its most general form. These common categories of description are used to structure the following description of the active transport tourist experience.



The active transport tourist experience centres on the route as the main context for the holiday, and the experience of the route is mainly visual. The route provides the active transport tourists with what they enjoy the most: varied, continuously changing and unusual views of landscapes. The active transport tourists appreciate that their transport mode gives a special perspective to views. However, that is not to say that the experiences arising from interaction with the route are necessarily positive and sometimes, when the route lacks variety or has been travelled previously, it can be boring and travelling can be work-like. Hence, the experience often contains peaks and troughs; the peaks are when the route is varied, and troughs when the route is unchanging and familiar. The route involves sensations besides the visual. As the tourists are in direct contact with the environment through which they are travelling, their experiences are particularly influenced by the outdoor temperature. Warm weather, fresh air and a gentle wind are pleasant. The route gives rise to challenges and risks that the active transport tourists must deal with. Successfully dealing with challenges leads to a sense of achievement. However, the process of dealing with challenge is enjoyable so long as the active transport tourists are in control of the level of risk. When they are, the experience of travelling is rewarding, exciting, fun, exhilarating, although sometimes scary, but also safe; those risks beyond their control are stressful and lead to feelings of danger.

The mode of transport, itself, is important in the active transport tourist experience. The tourists establish a 'relationship' with the mode because it keeps them safe and healthy, allows them to face the challenges posed by the route and/or weather, provides them with special views of landscapes because of the comparatively slow speed of travel and the individual location of travel of the mode along the route. The mode of transport is regarded in 'warm' terms and seen as a trusted companion or friend.

**Table 7.6. Codes relating to the active transport tourist experience**

	<b>Cycling</b>	<b>Sailing</b>	<b>Active</b>
<b>Route</b>	Route; experiencing something new; new views; landscapes; urban environments; continuously changing views – ( <i>no</i> ) work like, ( <i>yes</i> ) beautiful, peaks; work interests; real world examples of personal interests; enhance self-identity; environmental concern; slow speeds; distance travelled; temperature – hot ( <i>unpleasant</i> ), warm ( <i>pleasant</i> ); fresh air; wind; challenge; tired; sense of achievement; relaxation; self-determined; risk; fast speeds; downhill sections – reward; excitement; fun; rewarding views; scary; exhilarating; quality of the route; unusual routes; lack of control; conflict of route usage; annoyance; degradation of route quality; danger.	Route; something new; land; routine; boredom; route repetition; increased familiarity; continuously changing views; variety; enjoyment; privileged views of landscapes; sound; silence; quietness; peaceful; smell; sea – adaptation; land – food, vegetation; temperature – warmth; fresh air; wind; pleasant; inclement weather – cold, wet; challenge; adventure; problem-solving; independent thinking; decision-making; achievement; risk – inclement weather; novice – stressful; experienced – keep watch of the surroundings, exhilarating, safe; danger; out of control.	Route; something new; continuously changing views – ( <i>no</i> ) work like/boredom, ( <i>yes</i> ) beautiful; landscapes; familiarity versus peaks; slow/privileged views; unusual; temperature – warm, pleasant; fresh air; wind; challenge; achievement; risk; control – ( <i>yes</i> ) reward, excitement; fun; scary; exhilarating, safe ( <i>no</i> ) stressful; danger.
<b>Mode</b>	Relationship with mode; health benefits; value; blessed; friend; freedom from rules.	Basic lifestyle; simple life; in touch with nature; people are different; people relate to each other differently; freedom; disappear from the earth; different world.	Benefits to individual – health, simple; friend; freedom.
<b>Social</b>	Being with family/friends; nature of the route; social interaction; route with less traffic; freedom to cycle in a preferred manner; side by side; ‘on your own’.	Being with family/friends; bonding; ‘on our own’; meet new people; brief; unplanned; like-minded people; sailing as a common interest.	Being with family and friends – ‘on our own’; ‘on your own’ – alone with thoughts.
<b>Destinations</b>	Stop for the night (sleep, eat).	Destinations; safe to stop – marina, town harbour, dropping anchor; formality; look around; buy essentials; escape; isolation; arrival; anticipation; pilotage challenge; risk; stressful; humorous recollections; safety.	Place to stop (sleep, eat).

Active transport tourism provides opportunities to experience social interaction. Typically, this interaction occurs with other tourists travelling in the same party, be it family or friends. Being with friends and family was enhanced by the privacy created by travelling together and provides feelings of bonding whilst ‘on our own’ together. The active transport tourist experience also provides opportunities to be alone, ‘on my own’, with their own thoughts.

Destinations appear to be less important than the route itself in the active transport tourist experience. Destinations are often places for stopping, eating and sleeping, and safety and shelter concerns tend to predominate in destination choice. The choice of destination is largely utilitarian.

## **7.5 Chapter summary**

The experiences of active transport tourists have been presented in this chapter. The findings have demonstrated that their experiences are influenced by the route, mode, social interaction and, to a much lesser extent, destinations. These elements have varying importance in the cycling and sailing tourists’ experiences, and their specific nature differs depending on the commodity type. However, a core set of categories of description have been identified that have facilitated the description of the active transport tourist experience in its most general sense. To move towards the final outcome of this thesis, a tourist experience model that applies to transport tourism, the findings of the passive transport tourist experience, recorded in Chapter 6, and the active transport tourist experience of the present chapter will be fed into Chapter 8 to allow a discussion of the key categories of description from the primary research in conjunction with the secondary from the transport and tourism, and tourist experience bodies of literature.

## **CHAPTER 8: DISCUSSION**

### **8.1 Introduction**

Chapters 6 and 7 detailed the analysis of the data collected relating to passive (coach and cruise) and active (cycling and sailing) tourists respectively. As a result of the analysis, categories of description were identified. The emergent categories were sometimes only applicable to a particular mode (coach, cruise, cycling or sailing), but at other times related to both modes within the same transport-tourism type (passive or active). As a result of the analyses, tables of common categories of description and descriptions of the passive and active transport tourist experiences were presented in the summaries of the respective chapters. The present chapter advances the analysis of the data relating to each of the transport tourist experiences in order to synthesise the common categories of description from Chapters 6 and 7. The first step in this process is to restate in Table 8.1 the common categories so as to provide a snapshot overview of the findings. However, the linkages between the categories of description and the inter-linkages between the various themes within each cluster are not evident in Table 8.1. Hence, the present chapter seeks to make apparent these linkages and inter-linkages through a discussion of the findings with reference to the secondary research as presented in Chapters 2, 3 and 4. In doing so, the combination of the primary research and secondary research will facilitate the development of a tourist experience model that applies to transport tourism.

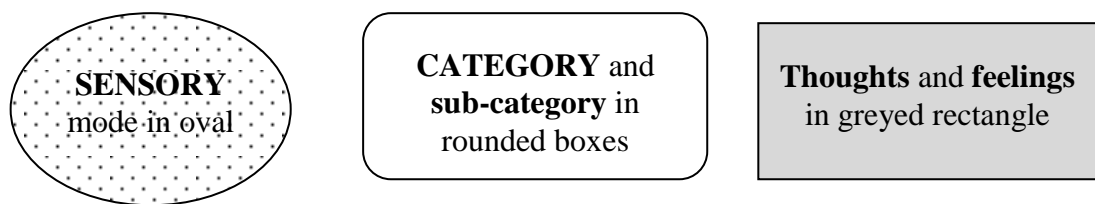
**Table 8.1. Codes and sub-codes arising from the data analysis**

	<b>Passive</b>	<b>Active</b>
<b>Route</b>	To see; something new; landscapes; continuously changing views; human (normal/shipping) and animal life; sensation of movement; sleeping; expands the mind; upsetting.	Route; something new; continuously changing views – ( <i>no</i> ) work like/boredom, ( <i>yes</i> ) beautiful; landscapes; familiarity versus peaks; slow/privileged views; unusual; temperature – warm, pleasant; fresh air; wind; challenge; achievement; risk; control – ( <i>yes</i> ) reward, excitement, fun, scary, exhilarating, safe; ( <i>no</i> ) stressful, danger.
<b>Mode</b>	Relationship with the mode (home on wheels; hotel); comfort; shelter.	Benefits to individual – health, simple; friend; freedom.
<b>Social</b>	Social interaction; meeting new people; repeatedly meeting new people (voluntary, brief); avoided; talking.	Being with family and friends – ‘on our own’; ‘on your own’ – alone with thoughts.
<b>Destination</b>	Something new; repeated newness; arrival; repeated anticipation; tiring; destinations visited; disembarkation; optional excursion.	Place to stop (sleep, eat).
<b>Activities</b>	Operator: Visual; auditory; music; film; information; distractions from travelling; enhance travel; reading. Self-initiated: Talking; reading; communication with home/work; anxiety reducing	

A preliminary overview of Table 8.1 reveals some similarities and differences between the passive transport tourist experience and the active transport tourist experience. The route, mode, social interaction and destinations are common to both the passive and active transport tourist experiences, although their categories and the richness of adjectival description reveal differences of experience. Activities undertaken whilst travelling are restricted to the passive transport tourist experience. On top of these categories are the sensory modes of experiencing, together with the thoughts and feelings that the tourists reported.

To move towards a tourist experience model that applies to transport tourism, the following sub-sections present discussions focused on the common categories outlined in Table 8.1. The route as the central component of travel itself, and the predominantly

visual nature of the transport-tourists’ involvement with the route, is explored first. However, the contribution of other sensory forms of route involvement is also included. Travel depends upon a mode of transport, and thus the effect that it has on the tourists’ experiences is discussed next. In particular, the use of certain modes can create challenges for the tourists, and their thoughts and feelings related to these challenges are presented. The influence of the activities undertaken whilst travelling is considered next with specific reference to the influence of others, be it social interaction or operators’ activities. Following that, the effect of destinations on tourists’ experiences of transport tourism is covered. As a result of the discussions, the linkages between the categories within each cluster listed in Table 8.1 are induced and represented diagrammatically as sub-models (Figures 8.1-8.3). The figures utilise a range of shapes, shading and lines to explain the tourists’ experience of transport tourism according to the following key:



Linkages: —————

Conditions of linkages: *in italics*

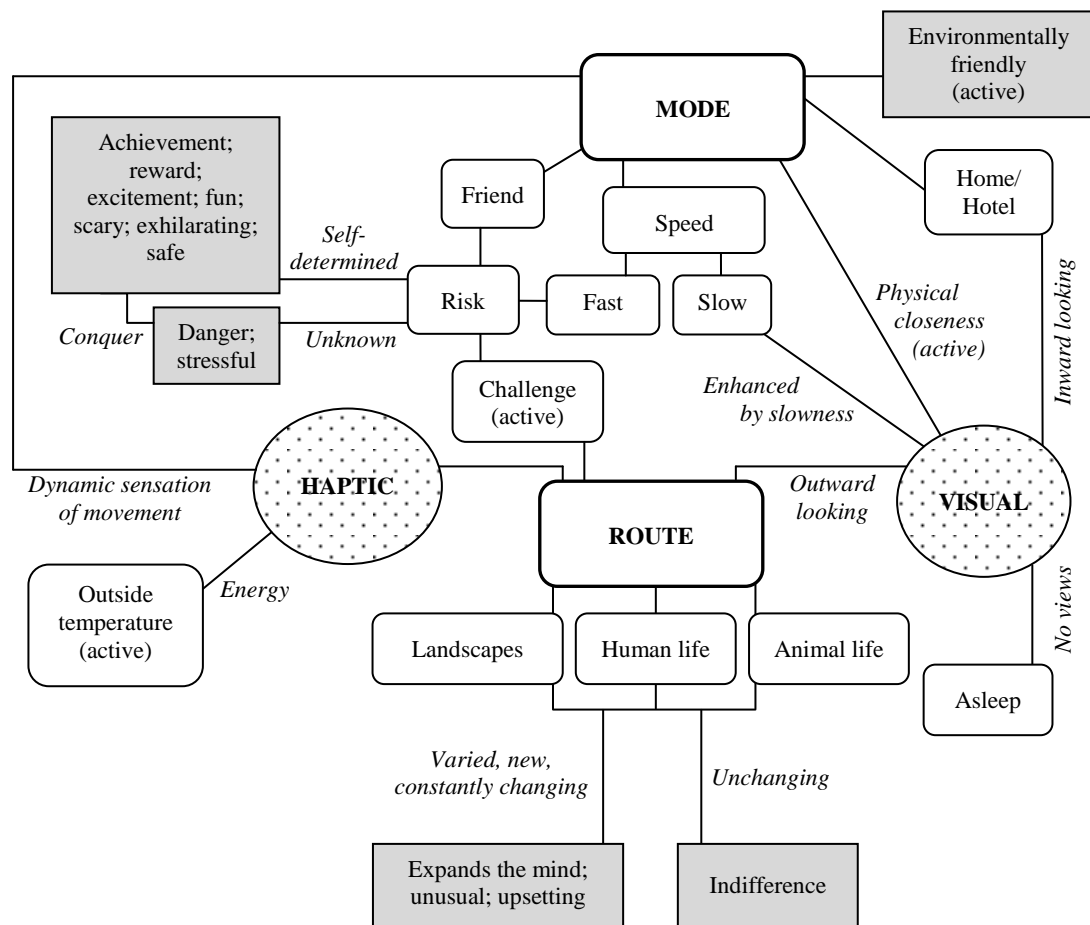
The key demonstrates that both components of ‘experience’ suggested by Ek, et al. (2008, p. 128; see Section 3.2) are incorporated in the outcome space of the present research: “observation and spatial participation in an event” (what tourists experience) is presented in the oval and rounded box, while “live through emotional sensation” (how tourists experience) is presented in the greyed rectangle. As the model of experiences of transport tourism seeks to identify linkages between categories and not causal relationships because of the interpretive philosophy underpinning the research, directional arrows that suggest causality are avoided and connector lines are preferred.

However, conditions of linkages are expressed where they are apparent. The chapter concludes by synthesising the sub-models into a composite tourist experience model that applied to transport tourism (Figure 8.4) that utilises the same key.

## 8.2 Travel: The influence of the route and the mode

Central to travel in both the passive and transport tourist experiences are the route and the mode. As a common component of transportation, although its specific nature varies from off-road tracks to roads and motorways, navigable waterways to the open sea/ocean (Bamford, 2001), the way forms the context for transport. However, the route is more than the way itself; indeed, the way is actually of little consequence in the transport-tourist experience. Instead, the route is a combination of visual and haptic (incorporating energy and dynamic) sensations that link with the mode of transport. Both aspects are discussed in this section in order to explain the construction of the sub-model, Figure 8.1

**Figure 8.1. Travel: The influence of the route and the mode**



### 8.2.1 The route

Engagement with the route is principally visual for both passive and active transport tourists. In this way, there is support for Urry's (1990; 2002b) claim that tourism centres largely on viewing or gazing upon landscapes and townscapes, and such gazing takes place when the tourist is looking outwards from the mode of transport. This support is strengthened further considering that water-borne touristic transportation, the experiences of which might not be readily associated with land, is usually regarded most positively when landscapes are in sight. Larsen (2001) applied the concept of the tourist gaze to transportation and coined the term the travel glance to reflect the fleeting visual involvement tourists have whilst 'on the move' in cars and trains. He discusses the sensuous economy of car and train usage that limits sensual involvement to the visual and the present study supports that contention to some extent. The interviewed coach tourists reported how they felt cocooned: insulated from the environments through which they were passing, thus advancing the notion of the tourist bubble (Jaakson, 2004). This insulation resulted in a visual experience of landscapes that was likened to a cinematic experience, and coaches are "vision machines" (Larsen, 2001, p. 88). The cinematic nature of the visual experience of coach tourists is also a product of their fast-moving travel through landscapes (Dickinson & Lumsdon, 2010; Edensor & Holloway, 2008; Larsen, 2001) and certainly the present study's coach tourists reflected upon this aspect of their holidays.

Other forms of touristic travel, such as cycling and sailing, do not share these attributes. First, these tourists are not at all insulated from the landscapes through which they are travelling whilst cycling/sailing, and travel is often at relatively slow speed (Dickinson & Lumsdon, 2010). It is acknowledged that Larsen (2001) never set out to discuss these transport modes, but it provokes question as to whether the travel glance is applicable in a broader sense even if the causal factors implied by Larsen – "speed, mobile visual perception, bodily immobility, and the promise of a pleasurable touristic journey" (2001, p. 94) – are largely absent. Although it cannot be proven in a positivistic sense, the present study would appear to suggest support for the notion that the cycling and sailing tourists participate in the travel glance (Larsen, 2001) and more generally the



tourist gaze (Urry, 1990; Urry, 2002b). Despite the fact that they have contact with a far greater range of sensory stimuli than insulated coach tourists, reports of landscape views arose frequently during the interviews with the cycling and sailing tourists and, moreover, appeared to be more detailed and vivid than reports of other sensory stimuli.

However, to say that the experience is exclusively visual would be inaccurate because the active transport tourists told of experiences associated with the temperature of the environment through which they were travelling, thus interpreting energy information of environments through the haptic system (Rodaway, 1994). Moreover, both the passive and active transport tourists spoke of sensations of dynamic movement (Rodaway, 1994) playing a part in their experience. In this way, there is support for the argument that experiences of transport tourism, like other tourist and leisure experiences, are multi-sensory (Edensor, 2006; Hupkes, 1982; Rodaway, 1994; Urry, 2002b). But there is an indication that the multi-sensory aspects of travelling are located in what Rodaway (1994) identifies as the unintentional, passive quadrant of sensing. In other words, there is a generalised awareness of sensory inputs but little direct and intentional sensory attention to the environmental stimuli. For this reason, it is maintained that the emphasis of experiences of transport tourism remains mainly visual (Larsen, 2001; Urry, 1990; Urry, 2002b), both in terms of passive/unintentional glimpsing/glancing and more active/purposeful gazing (Edensor & Holloway, 2008; Rodaway, 1994).

As a result of his focus on cars and trains, Larsen (2001) does not consider the ultimate sensory economies associated with cruising. This commodity type can eliminate visual stimuli of landscapes entirely because there are times when travel occurs whilst tourists are in enclosed quarters (cabins, theatres, restaurants and so on) and thus cannot see outside the vehicle at all. Yet because the landscape is not visible, it does not mean that tourists are 'experienceless'. During these times, the cruise tourist enters a realm of experience more akin with hotel guests, as this was the most commonly cited similarity to cruise ships, and thus the activities of the operators become more influential as experiential stimuli (Jaakson, 2004; Weaver, 2005). Still more 'sensually economic' are periods when the tourist is asleep but travelling, as was reported by the passive transport

tourists (cruise and coach). If tourism is about gazing (Urry, 1990; Urry, 2002b), glancing (Larsen, 2001) or more broadly sensing (Edensor, 2006; Rodaway, 1994), then sleep, inferentially, is either a non-tourist experience or a tourist non-experience. Yet the activity was reported by tourists so it is maintained that it should be considered a tourist experience of some sort, or a tourist activity at least (cf. Edensor & Holloway, 2008), which gives rise to an experience in so much as sleep is an experience (a discussion outside the remit of this work). Because no information about the nature or quality of the sleep experience was obtained, for now it is not possible to extend the discussion on this matter beyond identification. Although it might appear strange to discuss a time when the tourist is not awake as part of tourism, McCabe claims it is in fact necessary to focus on “aspects of everyday life that are sustained in tourist experiences” (2002, p. 62) to allow a holistic understanding and prevent “snap-shots” of touristic behaviour.

Despite the limited applicability of the travel glance (Larsen, 2001) and the tourist gaze (Urry, 1990; Urry, 2002b) as *‘the experience’* in the strictest sense of both definitions, the broad notion that tourism is visual is largely supported. Landscapes views, particularly of natural landscapes or animal life, were most popular (Dickinson & Lumsdon, 2010; Edensor & Holloway, 2008; Mokhtarian & Salomon, 2001; Salomon & Mokhtarian, 1998; Scarles, 2009; Urry, 2002b), although views of everyday life that were unusual and/or unexpected (Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001; Ory & Mokhtarian, 2005) were also particularly appreciated, even if the views were upsetting. Hence, there is considerable support for the notion of gazing upon ‘otherness’ as being central to the tourist experience (Urry, 1990; Urry, 2002b). However, the fact that travelling allows tourists to select their own views rather than simply gazing upon sights at tourist destinations means that there is evidence of the co-creation of views as suggested by Scarles (2009).

The finding that upsetting views were recognised as a part of the transport-tourist experience is interesting given Mannell and Iso-Ahola’s assertion that tourist experience studies tend to focus on positive affect or the “up-beat” (1987, p. 326). This claim rings true if the conceptual classification of transport-tourist experiences, documented in

Chapter 4 of the present study and developed from the literature, is examined; it did not anticipate negative affect amongst the transport-tourists. Viewed one way, this omission might be considered to indicate methodological weakness of the secondary research. On the other hand, it seems a reasonable omission as negative affect tends not to emerge in tourism studies unless, perhaps, tourists set out to seek them intentionally as might be argued is the case with dark tourism. Either way, the inductive approach to study has allowed consideration of negative affect as a component of experiences of transport tourism; something that might not have come to light if approached through positivism. In this way, it is maintained that the trustworthiness (Guba & Lincoln, 1994) of the study is supported because the findings are “empirically grounded in those of the members” (Flick, 1998, p. 225), and the temptation to gloss over the “bad stuff”, as Szarycz (2008, p. 263) appears to have done, has been avoided.

Thus far, the findings of the study of tourists’ experiences of transport tourism falls broadly in line with what might be expected based on previous works: it is predominantly visual comprising views of landscapes and local life. However, the present study extends this understanding as it gives an insight into what happens when the experience is not visual. But perhaps more interestingly, the findings demonstrate how that visual engagement with landscapes operates. Analysis of the interviewees’ accounts of their experiences revealed that sometimes even if the views are unusual, out of the ordinary and even picturesque, the act of viewing and the resultant experience is regarded with seeming indifference. This indifference appears to arise from a lack of variation. When views of the route were similar for long periods, tourists’ interests wane; however, it is not possible to quantify what ‘long periods’ might mean either in terms of time or distance. It would appear that the type of views have to change constantly in order to maintain the tourists’ interest. This finding would seem to support the concept of sensory adaption (Porteous, 1985), albeit it with reference to visual and not olfactory sensations as originally intended by Porteous. Therefore, when Urry (2002b, p. 1) claims that the tourist experience centres upon viewing “a set of different scenes, of landscapes or townscapes which are out of the ordinary”, in the case of transport tourism that statement would appear to be only part of the story. Urry implies that different relates to scenes that are different “from those typically encountered in

everyday life” (2002b, p. 1). However, the present study suggests that the scenes cannot just be different from those tourists’ typically encounter in everyday life but, more importantly, must also be different from those viewed previously during the holiday. Transport tourism would appear to offer the perfect medium for experiences of gazing upon scenes that are different, and repeatedly different, which are interesting, mind expanding and sometimes upsetting; when repeated difference (or newness) does not occur, feelings of boredom and tiredness can arise but, because they were not mentioned by all transport-tourists, it might be better to say it leads to indifference.

Another aspect of the route, but limited to active transport tourists, was challenge and its associated categories of risk and achievement. Challenge could lead to feelings of exhilaration, excitement and fun, as well as the sense of achievement felt when the tourists successfully overcame the challenge/risk. The notion of successfully overcoming a challenge is central to the concept of flow proposed by Csikszentmihalyi (1975). However, it does not necessarily follow that the autotelic state of flow is achieved simply because the activities of cycling and sailing involve flow-inducing conditions. Flow was reported by Csikszentmihalyi to be a native category, “a word frequently used by the informants to describe the experience” (1975, p. 36). However, none of the active transport tourists in the present study used the word to describe their tourist experiences, nor did they describe experiential states that might be readily likened to flow. The absence of flow experiences is not unusual as later work by Csikszentmihalyi (1982), Massimini and Carli (1988), and Csikszentmihalyi and Csikszentmihalyi (1988) showed that the positive attributes of the flow experience were not always present despite the required skills/challenge match.

Negative states synonymous with those outside the flow channel – anxiety, worry and boredom (Csikszentmihalyi, 1975) – were reported in the present study when the risk associated with the challenge was unknown and thus beyond the control of the interviewees. Inclement weather and unforeseen route conditions typically gave risk to forms of anxiety, which can reasonably be considered to contravene the fifth condition of flow: the control of actions and environments (Csikszentmihalyi, 1975). A changing external environment that is unexpected and beyond the control of the tourists alters the

challenge associated with the activity, in some cases beyond their skills capability (notably during sailing). Conversely, challenge that was within their control, for example a challenging route that was pre-determined when planning their route, was welcomed and the interviewees reported a sense of achievement when the challenge was conquered, and that the very conquering of that challenge was itself enjoyable. A sense of achievement was also experienced when the unexpected challenges were conquered despite the fact that anxiety was experienced during the challenging situation itself. This finding is interesting because it suggests that through the process of recollection (Clawson & Knetsch, 1966) a positive post-experience state (a sense of achievement) can be attained if the immediate conscious experience of a situation (expected/unexpected challenge) is regarded both positively and negatively.

However, as Jennings (1997) demonstrates, recollection is not always a post-holiday phase in the sense Clawson and Knetsch (1966) suggest because transport-tourism typically involves visitation of multiple destinations and the act of ‘forward travel’ (Jennings, 1997), as opposed to ‘travel back’ (Clawson & Knetsch, 1966), allows reflection upon the destination visited as well as anticipation of the next destination. Thus, the process of tourist experiences associated with transport is cyclical rather than linear, as tends to be the case with recreational experiences. That said, the present study enhances the model proposed by Jennings (1997) because it demonstrates the possibility for the recollection of the experience of travel itself during the travel forward phase, not just the destinations visited previously, as well as reflection upon challenge, risk, capability, achievement in the recollection phase proper after the tourist has returned home.

### **8.2.2 The mode**

The influence of the mode has already been hinted at in Section 8.2. However, as the means of travel, the mode of transportation warrants special attention as it is a common category emerging from the primary research. Figure 8.1 demonstrates the linkages between the various categories regarding the ‘mode’, and its inter-linkages with the ‘route’. In broad terms, the influence of the mode takes two forms: first, in terms of the

relationships tourists develop with the mode itself, and second the experiences that the mode facilitates.

Both the passive and active transport tourists appeared to develop a 'relationship' with the mode of transport. In other words, it would appear that the positive utility of transport does not simply refer to the perception of travel along the route, but also that in adopting hedonic attributes (Brechan, 2006; Gärling, et al., 2000), the mode itself is regarded as more than a means to reach the destination in transport tourism. The passive transport tourists likened the mode of transport to a means of shelter, be it home or a hotel. The active transport tourists tended to view it in more personal terms, possibly because of the more direct and active involvement with the mode, and regarded it as a friend. That is, the active transport tourists reported almost a reciprocal relationship with the mode: they were aware that they were highly reliant on the mode for their safety and in return spent time maintaining the mode during the holiday; Jennings (1997) noted these activities took place on sailing boats, but she did not report a friend/relationship connection.

The broader literature search related to transport did not uncover evidence of similar feelings towards the mode of transport. Perhaps the closest comparison is that of 'carcooning' that is, the customisation of the personal vehicle "almost as a sanctuary-escape from the world" (Mokhtarian & Salomon, 2001, p. 702); parallels might be drawn between this idea and the emergent category of shelter. For the passive transport tourist, the mode of transport is a sanctuary-escape although it is interesting to note that neither coach nor cruise ship can be considered a personal vehicle, which is usually the private car, nor is it customised. The present study extends this understanding, however, because it demonstrates that more personalised feelings towards the mode can be part of the experience when it is a mass tourism offering. As such it supports the notion of the cruise ship and the coach as a tourist bubble (Jaakson, 2004) providing familiar environments in unfamiliar territory (Baloglu & Shoemaker, 2001; Enoch, 1996).

The second aspect of the mode of transport is the influence that it has on the experience, although this aspect was only reported by the active transport tourists. In its most

obvious sense, the influence of the mode is on the visual engagement with the landscapes of the route. In the main, the speed of travel affected the engagement. Cycling and sailing facilitate slow travel which allows more detailed engagement with landscapes than faster modes such as coach or cruise ship (Dickinson & Lumsdon, 2010; Edensor & Holloway, 2008). However, slow speeds were not the only determining factor. Cycling and sailing also allowed the tourists to get physically close to landscapes, possibly in direct contrast with coaches and cruise ships in which tourists are cocooned (Larsen, 2001). Because of the close physical contact with landscapes and the slowness and manoeuvrability of the mode, the tourists could get privileged views of the landscapes. They tended to regard these views as unusual or 'their own' in that they appreciated, or assumed, that the views would not be possible by other transport modes, which was most commonly cited as the private car.

The sub-category of speed in the active transport tourist experience was not solely related to slowness but also to challenge, which appeared previously in relation to the route. Travelling fast was mentioned by all of the interviewees as an exciting, fun and exhilarating aspect of their holidays. All acknowledged that a certain amount of risk and challenge was attached to travelling at fast speeds. However, so long as the risk was known and perceived to be within their capabilities to handle the risk, their experience of the sensation of speed was regarded positively. This finding supports other studies in which the sensation of speed has been reported as an enjoyable element of travel (Lyons, et al., 2007; Mokhtarian, et al., 2001).

Previously, it was mentioned that the active transport tourist experience incorporates aspects of slow travel and it was contrasted with use of the private car. However, this contrast did not solely relate to speed. It was also evident because the tourists felt that their use of bicycles made their holidays environmentally friendly. Concerns about the environmental externalities of transport, particularly car use, are not new (Dickinson, et al., 2004; Lumsdon, 2000; Salomon & Mokhtarian, 1998) but it is interesting to note that it was consciously considered during the active transport tourist experience because holidays are sometimes considered periods to escape from everyday concerns. The appearance of the category 'environmentally friendly' appeared to be because the

tourists tended to be environmentally conscious in everyday life and thus, as Quan and Wang (2004) suggest, tourism can be a means of extension of daily routine; the present study would appear to support this notion in the case of active transport tourism. In doing so, the tourists' use of perceived environmentally sensitive modes was not only about the use of these modes and a favourable reflection on their holiday transport modal choice, but also the fact that they were maintaining their environmentally friendly lifestyles even though outside of their everyday lifespace.

This finding appears to contradict the basic premise of many traditional sociological tourist experience studies which suggest that tourists feel under pressure to conform to societal norms at home and thus select recreational activities and holidays that allow them to escape (Cohen, 1979; MacCannell, 1976; Urry, 1990). Instead, it supports the suggestion of Uriely (2005) that post-modern tourist experiences represent de-differentiation. In other words, the distinction between everyday life experiences and tourist experiences is decreasing. The present study demonstrates that there is evidence of such de-differentiation in terms of tourists' environmental consciousness. However, it indicates that the de-differentiation is more than simply a transferral of mundane, habitual behaviours (Edensor, 2007; Edensor & Holloway, 2008; McCabe, 2002; Ryan, 2010), but a maintenance and extension of personal values.

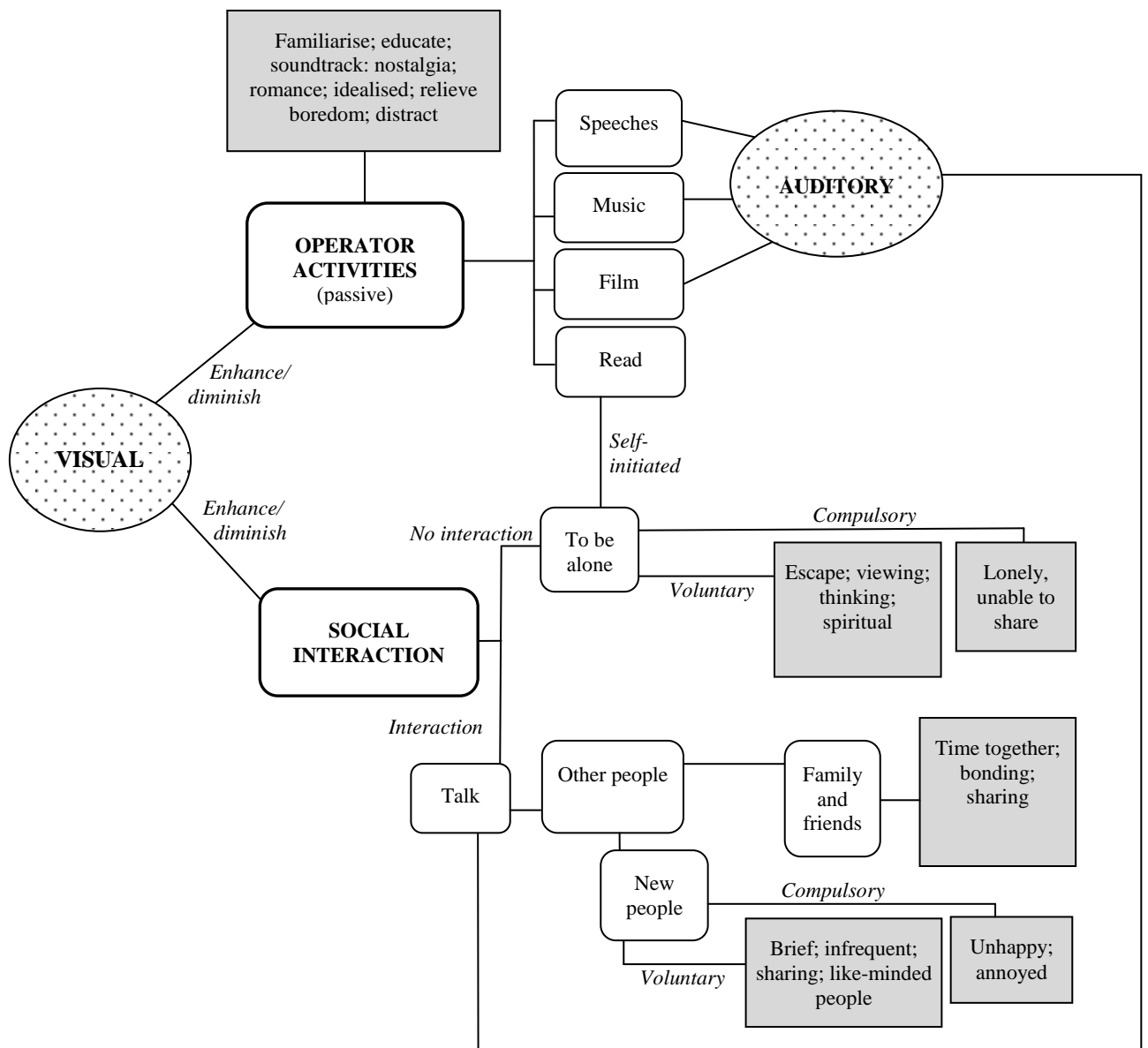
### **8.3 The influence of others: Social interaction and operators' activities**

Reflecting upon the discussion presented in section 8.2, the emphasis is on the predominantly visual aspects of the route, and the varied way in which the visual aspects are interpreted by the tourists. This emphasis is appropriate because these experiences were the most frequently and richly recounted parts of the holidays. However, as touched upon earlier, moments of transport tourism that are not visual in the traditional held understanding of the term (for example, looking outwards to view landscapes) are not by implication experienceless. Something occurs during those times, and tourists' experiences of this 'something' needs to be considered to allow the development of a fuller understanding of transport tourism. Experience is influenced by others (Figure 8.2), incorporating family/friends with whom tourists travel, the new



people they meet during their holiday and, in the case of passive transport tourists, the operators who organise their holidays. These elements were experienced mainly through visual and auditory sensory modes.

**Figure 8.2. The influence of others – operator activities and social interaction**



### **8.3.1 Social interaction**

Other people were encountered during the holiday and hence social interaction incorporates several categories. An interesting distinction emerged between the passive and active transport tourists in that the former interact with new people (in other words, someone other than the family/friends with whom they were travelling) and family/friends, whilst the latter refers to accompanying family/friends on the whole. In both cases, being with new people and family/friends allowed the concomitant activity (Mokhtarian & Salomon, 2001) of talking to take place which allowed the sharing of experience and thus enhanced it (Baloglu & Shoemaker, 2001; Edensor & Holloway, 2008; Enoch, 1996), or provided a welcome distraction (Matless, 2005) to relieve boredom and/or an unwelcome distraction from gazing, which diminished the experience. The auditory experiences comprise both dimensions of perception depending on whether the sounds were passively heard or actively listened to, as well as active presence through communicative conversation when talking (Rodaway, 1994).

Although passive transport tourists come into contact with other people, it was not always desired. Indeed, Huang and Hsu (2009) note that most people do not go on a cruise to meet new people and the same appears to be true for coach tourists. However, this study suggests that so long as the meetings were brief, voluntary, frequently repeated (in other words, meeting lots of new people) and with like-minded people, the present study suggests that social interaction can be perceived positively. This finding echoes “Scenario 1” documented by Huang and Hsu (2009, pp. 556-558) which tells of superficial interaction with negligible impact. However, their findings of Scenarios 2 (spontaneous interaction that became an autotelic part of the cruise experience) and 3 (close interactions with lasting relationships that became one of the highlights of the cruise experience) are not reflected in the present study. Despite the absence of scenarios 2 and 3 (Huang & Hsu, 2009), the present study contributes to an understanding of social interaction during the passive transport tourist experiences because it reveals social interactions falling under a fourth scenario: one in which the operator controls social interactions. Any organisational structures, such as assigned seating arrangements, that ‘forced’ the tourists to spend time compulsorily with other

people were perceived negatively (unhappy, annoyed), and more so when this compulsory interaction was for the duration of the trip.

The tourists told how their holidays were time for spending with family and friends (Haldrup & Larsen, 2003), something that Redfoot (1984, p. 306) claims is “most importantly real” about tourism, allowing time together and bonding. However, the interviewees also note the lack of social interaction provides time to be alone with their thoughts, sometimes of a personal or spiritual nature, and to enjoy views of the route; here, similarities with the romantic gaze (Urry, 1990; Urry, 2002b) are evident. During these times, the tourists also undertook self-initiated reading (novels, magazines, newspapers, and so on) that was not instigated by the operator. When physically alone, the tourists could also be isolated and escape from everyday life (Houseman, 1979; Hupkes, 1982; Ory & Mokhtarian, 2005; Urry, 2002b). However, the escape from everyday life was not authenticity seeking (Cohen, 1979; MacCannell, 1976) as suggested in Chapter 4. For example, there was no indication that the transport tourists were seeking ‘centre’ (Turner, 1973). Instead, it relates what MacBeth (1988, 2000) refers to as the need for an autotelic lifestyle and ties in with a sense of restlessness (Mokhtarian, et al., 2001) reported by all of the active transport tourists. In this way, the experience of travel itself provides feelings of escape rather than a quest or pilgrimage for meaning at the various destinations. Perhaps then, the active transport tourist experience can be likened to a certain degree to a diversionary tourist experience (Cohen, 1979) in that the tourists appear to feel alienated from their everyday lifespace, and thus need to escape, but do not feel compelled to find centre elsewhere. Therefore, the active transport tourist experience provides opportunities to experience a utopian lifestyle (MacBeth, 2000) or demonstrates traits of liminality (Turner, 1969).

Although being alone was regarded positively, it should be noted that it was only regarded positively when it was a chosen state. In other words, single travellers who found themselves in this position as a matter of their personal circumstances – single/divorced/widowed – did not indicate a preference for time alone, perceiving it negatively (lonely, unable to share), preferring instead to meet new people. Therefore, in its broadest sense, the category of social interaction in the transport tourist experience

refers to both its presence and its absence. With reference to meeting new people and being alone in particular, the determining factor between the way in which both presence and absence is perceived, that is positively or negatively, would appear to be whether it is voluntary or compulsory.

### **8.3.2 Operators' activities**

In addition to the common social interaction with family/friends and new people, categories unique to the passive transport tourist experience need to be considered. Quan and Wang (2004) provide a model of the tourist experience that proposes that peak tourist experiences (the experiences associated with main reasons for tourism) and supporting consumer experiences (the supply sectors that organise tourism and that satisfy basic needs, for example, food, drink and sleep) link to everyday experiences. The supporting consumer experiences of Quan and Wang (2004) are reflected in the operator activities of the present study. Here, the operators organise activities such as music, film and information provision using speeches/reading material although they are restricted to passive transport tourism. On the whole, these experiences tend to be distractions from travelling. Therefore, whilst tourists were engaged in these activities they were less aware, or in some cases totally unaware, of the route and the landscapes through which they were travelling. However, interviewees' recounts of these activities, although part of the experience, did not seem to yield adjectives that describe the quality of these experiences, the effect they had on the tourist or the contribution of these experiences to the overall experience. They appear to simply be accepted as part of the experience. What is less certain still is the influence they had on the experience in contrast with the same experience without such operator activities. In other words it is unclear whether, had the tourists not had distractions from travelling, the overall experience would have been perceived less positively. Ryan appears to indicate that it might, suggesting that supporting experiences "are not in themselves predictors of high degrees of satisfaction, but their absence can generate dissatisfaction" (1994, cited in Quan & Wang, 2004, p. 300), and Huang and Hsu (2010) concur. However, the findings of this study can neither confirm nor refute this claim.

Something that might be supported by the present study, however, is the notion of the theming of gazes proposed by Urry (2002b). Although music and film could act as distractions from travelling for the passive transport tourists, at times, they could be complementary and direct gazing (Edensor & Holloway, 2008; Tucker, 2007). Travel might be accompanied by music or film with a theme that corresponded with the route, the landscapes through which the tourists were passing or the destination to which they were travelling. This finding would seem to reflect the works of Zhao (2009) and Matless (2005) that soundscapes enhance visual experiences. However, it is impossible to quantify or qualify the extent to which the operators' activities influenced tourists' responses to views of the route and landscapes. That is, whether the music and film altered the experience from what it actually was to, say, something more romantic, nostalgic or idealised (Halsall, 2001). It is, of course, entirely possible that it had little or no effect at all.

More interesting, but no more determinable, is the extent to which the use of music and film in transport tourism homogenises the experience. If music and film give direction to the tourist gaze/glance whilst travelling and, perhaps less measurable still, creates an atmosphere or ambience whilst travelling, it could be suggested that operators' thematic management of the experience means that different tourists on the same holiday, and also different tourists on other tours in earlier/later weeks, experience something very similar. That is, the scenery of the route is the same (less the weather conditions), the visual or audio accompaniment is the same and thus the overall atmosphere created by the music/film (notwithstanding individual tourists' differences in preference) might well be similar. In this sense, the passive transport tourist experience corresponds closely with what Boorstin (1971) calls a pseudo-event; an intentionally created and easily repeatable experience. However, whether or not the use of music and film create pseudo-events is less important than the fact that they are identified by interviewees as components of the passive transport tourist experience.

Separate analysis of coach and cruise tourists' accounts of music and film seems to indicate that they were most memorable, and possibly meaningful, when they were linked thematically to the route or destination; in this respect, the coach tourists

mentioned them freely during the interviews. Thematic music and films on coaches were possibly most meaningful because the tourists could listen to/watch the music/film, look out at the landscapes through which they were passing and make connections with the media. However, it should be noted that music/film were seldom authentic in the 'toured object' sense of the term (Wang, 1999). Music and film that was authentic to the destination and its culture (Matless, 2005; Schofield, 2009) was not played; instead, it was a Hollywood film or popular music representation of place. This reflection possibly challenges the notion of the term 'soundscape' as an appropriate term for this form of auditory experience in the passive transport tourist experience; calling it a soundtrack to reflect its Hollywood-like, emotion-inducing, atmosphere-creating function might be better. Whatever the right terminology, the coach tourists could make some connection between route/destination and media despite its apparent lack of cultural authenticity. However, the opposite appears to be true for cruise tourists who tended to watch the latest blockbusters, which might not be thematically linked to the route or destination, in enclosed cinemas on the cruise ship. Therefore, the music and film tended to act as stand-alone activities. However, it is also possible that the small sample of cruise tourists were, in general, not particularly interested in music or film and the lack of 'impact' on the experience was a case of personal preference; a larger and more diverse sample might yield different results. Nevertheless, on the basis of this research, it appears reasonable to suggest that music and film activities of operator activities are most influential to the overall experiences when thematically similar to the route and destination.

Another operator activity that took place during the passive transport tourist experience was tour guides' speeches to provide information about the route and the landscapes through which the tourists were travelling, and also the destinations to which they were travelling. In contrast to the emotive entertainment of music and film, the information provided a form of informal and unstructured education for the tourists. In a way, reading information familiarised them with the unfamiliar and reduced uncertainty about the surrounding environments (Arentze & Timmermans, 2005). However, the interviewees seemed to indicate that the interpretation by the operator did more than simply reduce uncertainty because it helped them to understand and appreciate what

they were seeing *en route* or about to see at the destination (Edensor & Holloway, 2008; Tucker, 2007). It could also have another purpose: the information gave the tourists operational details relating to the tour itself, such as time of arrival and departure (Edensor & Holloway, 2008).

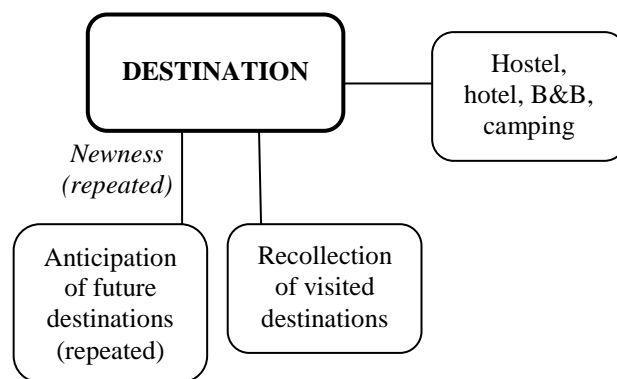
The findings discussed in this section relating to the influence of social interaction and operators' activities in the tourists' experiences of transport tourism support the suggestion of Mokhtarian and Salomon (2001) and Diana (2008) that other activities can be conducted during travel (concomitant activity) or that travel can be time for the lack of activity (anti-activity). Although Mokhtarian and Salomon (2001) claim that concomitant activity and anti-activity can occur during travel, they fail to relate it to the experience of travel itself, that is, to give indications as to the influence of concomitant activity and anti-activity on the overall experience of travelling. Instead, they purposely separate them conceptually from the experience of travel itself, although they acknowledge it is difficult to do so empirically. This decision reflects the positivism of transportation studies which seek to determine the constituents of the positive utility of travel but, in doing so, tend to overlook 'the whole'. It is maintained that concomitant activity and anti-activity act as a distraction from travel by removing or diminishing the conscious experiencing of travel from the activity of travel, but can also enhance the experience of travel by providing a greater appreciation, both cognitive (information provision) and affective (created by music and film), of the activity of travel (the route) and the anticipated destination. In so much as Mokhtarian and Salomon (2001) argue for the conceptual disaggregation of the tripartite affinity for travel into its experiential components – destination, activity whilst travelling, and travel itself – to avoid compounding and thus allow the determination of their constituent constructs, the present study maintains that a holistic understanding of the transport tourist experience *depends* upon compounding because this is how the tourists view it. Indeed, it could be stated that the findings of the present study supplements the work of Mokhtarian and Salomon (2001), which has given rise to an ever increasing body of literature on affinity for travel (Anable, 2005; Anable & Gatersleben, 2005; Lyons, et al., 2007; Mokhtarian & Salomon, 2001; Ory, et al., 2004), because it provides an insight into the nature of compounding itself. In other words, the present study outlines the inter-relationships

between – so far at least – two of the three constituents of travel affinity (Mokhtarian & Salomon, 2001): actual travel (the route and the mode) and activity whilst travelling (social interaction and operator’s activities). The final element of Mokhtarian and Salomon’s (2001) tripartite affinity for travel, the destination, is discussed next.

#### 8.4 The influence of destinations

This study does not focus on the experience of transport tourists at the destinations visited during their holidays nor the contribution of these on-site experiences (Clawson & Knetsch, 1966) to transport tourism. Accordingly, the role of the destination in the present thesis is minimal; however, its influence cannot be overlooked altogether. As suggested by Mokhtarian and Salomon (2001), destinations appear to have some effect on the experiences of people even while they were travelling. However, although they suggest that travel is tripartite, the present study indicates that destinations did not appear to be a compounded aspect of all transport tourist experiences; in some instances it was absent. Therefore, destinations form a category comprising several sub-categories in the transport-tourist experience, although its contribution to the experience does not seem to be universally applicable (Figure 8.3).

**Figure 8.3. The influence of destinations**



The passive transport tourists bought tour packages and, as such, it is logical that the main focus of the purchase of their holiday (coach tour or cruise) was the destinations they would visit. Indeed, the destinations included in the tour packages were mentioned



very often during the interviews and, despite the interviewer's initial attempts to steer the interviewees away from such recounts to focus solely on the experience of travel and prevent compounding (Mokhtarian & Salomon, 2001), the matter was usually addressed by interviewees regardless. At this point, a conscious decision was made to allow such descriptions to take place because, as mentioned previously, the interviewees evidently felt that the destinations were a part of their holiday experience even when they were travelling. It was found that anticipation of destinations to which tourists were travelling created excitement (Ek, et al., 2008; Urry, 1990; Urry, 2002b). However, anticipation referred to more than just the destination to which tourists were immediately travelling, it also incorporated repeated anticipation associated with the multi-destination nature of the tours, supporting Jennings (1997). Therefore, anticipation was not simply a pre-holiday experiential phase as implied by Clawson and Knetsch (1966). As well as supporting the work of Jennings (1997), it is maintained that the present research extends it in so much as her model applied only to cruisers, "people who live aboard their own yachts... and have been away from their port of departure for an extended period of time" (Jennings, 1997, p. 94); a long-term variation of what are called sailing tourists in this study. However, Jennings does not focus on other transport-tourism types or journeys that are more typically touristic in terms of limited duration. Therefore, there seems increased support for the notion that compounding of the tripartite nature of travel is central to the passive transport tourist experience because destinations, the anticipation of visitation and repeated anticipation through multi-destination visitation are central to the holiday.

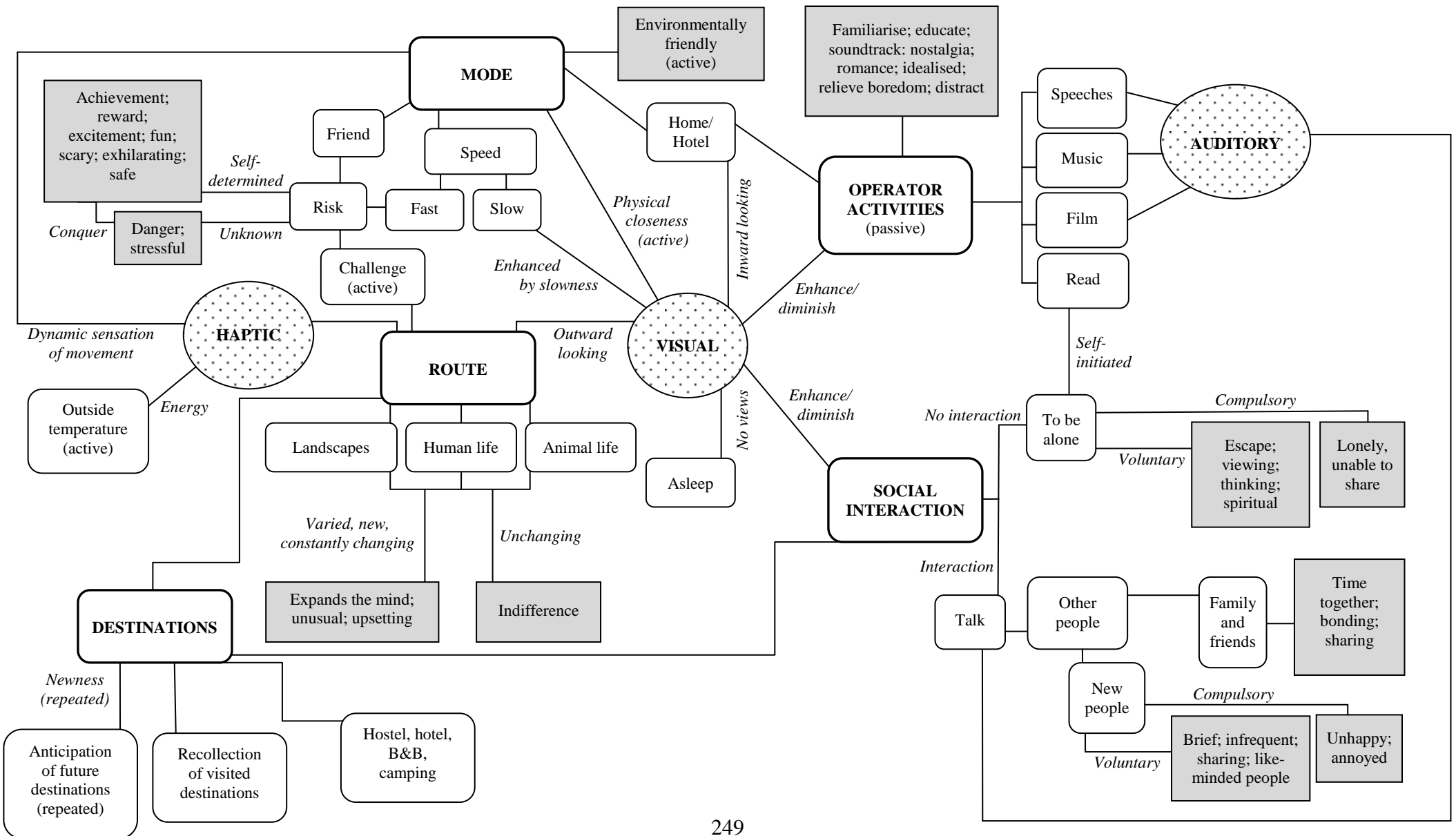
At this point, a caveat to this statement should be identified. Although destinations appeared to provide a point of interest in transport tourism, the interest appears to be conditional. That is, the destination was interesting if it had not previously been visited. There was evidence that, given the opportunity, tourists might forego disembarkation at previously visited destinations if there was no choice in the itinerary stops. Therefore, newness would appear to be a pre-requisite for anticipation and thus the repeated newness of multi-destination holidays provides repeated anticipation.

The destination focus of passive transport tourists contrasts with the active transport tourists who, in the main, did not mention the destinations they were visiting. This finding is an unexpected departure from Jennings (1997) whose cruisers were, to some extent, replicated during the interviews with sailing tourists in the present study. The active transport tourists talked in broad terms about the place that ‘hosted’ their holiday. To a lesser extent, they talked about the places that formed an end-point to a day of travel, a hostel/hotel/bed-and-breakfast or a safe anchorage, confirming the role of supporting supply sectors in the overall experience (Quan & Wang, 2004). However, they tended not to mention these end-point destinations by name. In this respect, the present study would appear to support the view of Mokhtarian and Salomon (2001) who state that travel can be undertaken because of the positive utility associated with travelling itself and that the destination can assume an ancillary reason for trip making. Indeed, it would seem in the case of active transport tourists the destination is often regarded as a place that provides safety, shelter, sleep and a place to eat/obtain provisions rather than a place that has the conventionally understood tourist destination attributes. Indeed, in this sense, the destination takes on a functional utility rather than a hedonic quality that might ordinarily be assumed to be the case with tourism (Brechan, 2006; Gärling, et al., 2000).

### **8.5 A tourist experience model of transport tourism**

Through a process of induction from primary data and supplemented by a discussion using the literature, a tourist experience model that applies to transport tourism is presented (Figure 8.4). The model brings together the three sub-models (Figures 8.1-8.3) included in previous sections. In doing so, it outlines the multi-sensory nature of tourists’ experiences of transport tourism. The oval shapes demonstrate that the experience is visual, haptic and auditory. At the centre of the model, and reflecting its dominant role, is the visual experience. Visual experiences are outwardly directed in the main. That is to say, tourists’ views whilst travelling are of the route, and notably landscapes, human life and animal life. The mode influences visual experiences: first, because slowness enhances viewing and, second, certain modes allow closeness to views to get detailed and privileged views. In addition to the outwardly directed visual

**Figure 8.4. Tourist experience model of transport tourism**



experience, transport tourists' views can sometimes be focused inwards with reference to the mode. The interior of the vehicle offers another realm of stimuli, mostly for passive transport tourists when operators' activities have greatest effect. Visual and auditory sensations are experienced by the tourists as a result of music, films and speeches, which serve to educate the tourists, make the tourists familiar with the route and destinations, and they provide a soundtrack to the holiday that can elicit feelings of nostalgia, romance or idealism. Therefore, the quality of the visual experience is also affected by auditory sensations in the form of the holiday operators in the case of passive transport tourists but more generally applicable is the influence of other tourists, including family/friends and new people. These influences serve to both enhance and distract from the visual experience of travelling. These influences were thought to expand the mind, especially when unusual and even when upsetting. There are also times when visual sensations are absent: when the tourist is asleep.

Travelling along the route in all modes of transport, to a greater or lesser extent, gives rise to haptic sensory experiences involving the dynamic sensation of movement. When associated with fast speeds, notably for active transport tourists, challenge and risk are encountered which lead to feelings of achievement, reward, excitement, fun, scariness and exhilaration. Despite the risk, if challenge is perceived to be within the control of tourists and it is self-determined, tourists feel safe; when this is not the case, the tourists feel stress and a sense of danger.

As well as sensory stimuli arising from travel along the route, the tourists feel excited about the destinations to which they are travelling, as well reflecting upon the experiences at destinations that will be visited later in the holiday and those visited already. These thoughts are enhanced auditory experiences. Social interaction allows talking and the sharing of destination anticipations and recollections; conversely, the absence of social interaction prevents such sharing and can diminish the quality of tourists' experiences of transport tourism. Travelling allows other thoughts to take place, particularly for the active transport tourists whose holiday experiences are enhanced because their choice of transport tourism is in keeping with their commitment to the use of environmentally friendly transport alternatives.

## **8.6 Chapter summary**

This chapter has presented a discussion of the categories of description arising from the analyses of the primary data (Chapters 6 and 7) relating to the content of tourists' experiences of transport tourism and the factors that influence said experiences. It has outlined the analytical progression from the identification of categories of description and the actual descriptions in the findings (Chapters 6 and 7), in combination with the theories and concepts derived from the literature reviews (Chapters 2, 3 and 4), to a tourist experience model that applies to transport tourism in the broadest sense (Figure 8.4). The implications of this model are considered in the next chapter. In Chapter 9, the conclusions of the study are outlined and the contribution to knowledge of the present research is articulated. The study is evaluated, and its strengths and weaknesses are discussed; the role of the researcher is also considered. Finally, recommendations for future research are considered.

## **CHAPTER 9: CONCLUSIONS**

### **9.0 Introduction**

This thesis focuses upon tourists' experience of transport tourism. After a review of literature related to transport and tourism (Chapter 2) and the tourist experience (Chapter 3), a theoretical typology of transport tourist experiences was presented (Chapter 4) in which four transport tourist experiences were outlined: the passive transport tourist; the active transport tourist; the positive transport tourist; and, the reluctant transport tourist. It was explained that because of the amount of research focused upon functional touristic trip-making and the relative paucity of studies focused on transport as the central context for the tourist experience, the research would focus solely on transport tourism. Using the language established in the transport tourist experience typology detailed in Chapter 4, this meant that the primary research centred upon the passive and active transport tourist experiences.

Chapter 5 of the thesis documented the study's methodology. The primary research is guided by an interpretive philosophy using an inductive approach. Semi-structured interviews with 20 transport tourists (10 interviewees were passive: coach and cruise holidays; 10 were active: cycling and sailing holidays) were conducted. Data were analysed by a process of coding that represented categories of description. The results of the data analysis relating to passive (Chapter 6) and active (Chapter 7) transport tourists were outlined, and the key categories associated with each transport tourist type were identified. The findings focused on the content of the tourists' experiences of transport tourism and the factors influencing these experiences. The categories arising from the primary data and the underlying analyses were discussed in association with the literature in Chapter 8 and the study's original contribution to knowledge, a tourist experience model that applies to transport tourism, was presented.

The present chapter provides a conclusion to the study. First, the key outcomes of the study are summarised and then the study's contribution to knowledge is articulated. Next, possible directions for future research are recommended and the chapter finishes

with an evaluation of the research in which the limitations of the present study are discussed along with recommendations for methodological improvement.

## **9.1 Key outcomes**

This thesis has four aims, presented initially in Chapter 1 and re-presented here:

1. To appraise theories and concepts relating to transport and tourism, and the tourist and leisure experiences.
2. To ascertain the content of the tourists' experiences of transport tourism.
3. To analyse the factors that influence tourists' experiences of transport tourism.
4. To develop a tourist experience model that applies to transport tourism.

The first aim was achieved through secondary research which resulted in the theoretical typology of transport tourist experiences, whilst the second, third and fourth were achieved by primary research as presented in the findings and discussion. Hence, these two phases will be used as sub-sections to structure the summary of the thesis.

### **9.1.1 The secondary research findings**

The appraisal of the theories related to tourist and leisure experiences, and transport and tourism demonstrated that transport has a diverse role within tourism, and that the experiences of tourists are multi-faceted. It is widely acknowledged that, in facilitating touristic movements, transportation development contributes considerably to successful destination development (Butler, 1985; Lumsdon, 2000; Lumsdon & Page, 2004; Prideaux, 2000a, 2000b; Towner, 1995), although only if the lack of transportation is the reason for industry failure (Worthington, 2003). However, in some cases its mismanagement rather than its absence is responsible (Raguraman, 1998; Tisdell & Wen, 1991; Turton & Mutambirwa, 1996; Waite, 1996). More recently, the negative externalities of touristic transportation have been identified, including environmental load, noise and congestion (Becken, 2002; Becken, et al., 2003; Dickinson, et al., 2004; Høyer, 2000). Strategies for the reduction of these externalities have been suggested,

covering both incentives and penalties to try to encourage a modal shift away from modes of transport that are most ecologically damaging to those that have a more limited impact (Cullinane, 1997; Cullinane & Cullinane, 1999; Holding & Kreutner, 1998; Lumsdon, 2006; Lumsdon, et al., 2006) as well as techniques for reducing the negative externalities at source when modal switch is not an option (Böhler, et al., 2006; Clarke, 2003; Golaszewski, 2002).

Transport and, more specifically the act of travelling, can be thought of in terms of mandatory, maintenance and discretionary trip making (Mokhtarian & Salomon, 2001). Transport, in relation to leisure tourism, belongs to the last category of trip making, discretionary trips. In other words, transport's use in tourism differs from that associated with commuting or maintenance trips because the choice to use it is determined by the individual in pursuit of leisure. Notwithstanding the difference in terms of freedom of choice with regards to usage, discretionary travel shares many characteristics of commuting and maintenance trips. In the main, tourist transport usage is utilitarian and the hedonic qualities of travel are very much less important (Brechan, 2006; Gärling, et al., 2000); in some cases, it might be argued that they are unimportant. Travel to reach a destination is usually considered a disutility (Metz, 2003) comprising a range of variables including time, price, discomfort, concern for negative externalities, anxiety and psychological effort (Dickinson, et al., 2004; Goodwin & Hensher, 1978; Hupkes, 1982; Lumsdon, 2000; Mokhtarian & Salomon, 2001; Salomon & Mokhtarian, 1998). For these reasons, transport for touristic purposes is often considered a necessary nuisance (Clawson & Knetsch, 1966; Gunn & Var, 2002); it is something that has to be ensured in order to reach the destination.

Traditional transport economics maintains that the utility of the destination – the positive benefits accrued from visitation – should outweigh the disutility of travel in order for individuals acting in accordance with economic logic to make a trip. Therefore, the utility of destinations is often the primary reason for travel (Mokhtarian & Salomon, 2001). In the case of tourist destinations, the benefits accrued from visitation are arguably different from those that are obtainable through discretionary travel for recreational purposes within an individual's everyday life space. The



geographical, temporal and cultural differences between home and holiday environments means that a range of tourist experiences are available to tourists, such as authenticity, centre, escape, relaxation, satisfaction, flow and absorption (for example, Cohen, 1972; Cohen, 1979, 1988; Csikszentmihalyi, 1975; Csikszentmihalyi & Csikszentmihalyi, 1988; Haldrup & Larsen, 2003; MacBeth, 1988, 2000; MacCannell, 1976; Massimini & Carli, 1988; Quan & Wang, 2004; Quarrick, 1989; Redfoot, 1984; Smith, 1989; Uriely, 2005; Uriely, et al., 2002; Urry, 1990; Urry, 2002b; Wang, 1999; Wickens, 2002).

Although these studies explain why travel occurs and equally the conditions under which travel should not take place, economically 'irrational' travel still takes place. In other words, despite the fact that the disutility of travel outweighs the utility of the destination, sometimes travel occurs; in other instances, more distant destinations are preferred when closer alternatives offering similar destination attributes are available. This type of travel is referred to as excess travel (Frost, et al., 1998; Hamilton, 1982, 1989; Ory & Mokhtarian, 2006; White, 1988). It was suggested that the reason for excess travel is because of the utility of travel (Mokhtarian & Salomon, 2001), although the possibility for methodological flaws that fail to elicit a full and accurate range of attractiveness attributes that contribute to destination utility was also acknowledged. Notwithstanding possible methodological weaknesses, the concept of the utility of travel has been investigated widely in the transportation research and shown to comprise a number of elements, including adventure-seeking, curiosity, conquest, freedom, pleasure, excitement, exposure to environments and scenic beauty, connectivity, anti-activity and physical exercise (for example, Arentze & Timmermans, 2005; Hupkes, 1982; Lyons, et al., 2007; Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001).

In addition to the facilitative role that transport plays in tourism, transport can be more than simply utilitarian. At times, transport is the 'tourism product' consumed by tourists, although the extent to which the transport tourism product is the central context for the entire tourist experience can vary; sometimes the transport tourism product is an integrated element of the entire tourist experience, but at other times it completely

dominates it (Moscardo & Pearce, 2004). The range of transport tourism products is extensive, including cruises, coach tours, scenic car trails, cycling, sailing and many more (for example, Dickinson & Lumsdon, 2010; Dickinson & Robbins, 2009; Edensor & Holloway, 2008; Huang & Hsu, 2009, 2010; Jaakson, 2004; Szarycz, 2008; Tucker, 2006, 2007).

Overall, the literature pertaining to transport and tourism is well developed and expanding in breadth and depth. However, the experience of tourists whilst travelling during utilitarian tourist transport and hedonic transport tourism is still relatively unexplored and, most certainly, a holistic understanding of tourists' experiences of transport and tourism in all its forms is lacking. Therefore, the theoretical typology of transport tourist experiences (Chapter 4) provides an original contribution to knowledge. This matter will be discussed in more detail in Section 9.2.

### **9.1.2 The primary research findings**

The primary research focused on tourists' experiences of transport tourism. The research demonstrates that transport tourism can be thought of in several ways: an understanding of the passive transport tourist experience; an understanding of the active transport experience; and, a broader understanding of the tourists' experiences of transport tourism generally. It should be stated once more that these experiences do not represent the only experiences tourists have whilst using transport, and the theoretical typology presented in Chapter 4 reflects this fact. Travel to, back from and around destinations for utilitarian trips also occur and these experiences (positive or reluctant) are not captured in the present primary research, nor were they intended to be.

Tourists' experiences of transport tourism are visual predominantly (Larsen, 2001; Urry, 1990; Urry, 2002b), although not exclusively as other sensory inputs exist too (Edensor, 2006; Rodaway, 1994), and that the route is central to the visual experience supporting much of the existing literature that documents the positive utility of transport (for example, Arentze & Timmermans, 2005; Hupkes, 1982; Lyons, et al., 2007; Mokhtarian & Salomon, 2001; Mokhtarian, et al., 2001). The experience of travelling is

perceived positively when the route comprises landscapes that are different, in terms of both a difference between the route and everyday landscapes as well as a constantly changing route landscape. The latter is an important revelation because, although scenic beauty was preferred, even unchanging scenic beauty lost its appeal after some time. Differentiation, then, is a very important part of the transport tourist experience in the same way that it is important in all forms of tourist experiences (Quan & Wang, 2004) to prevent sensory adaptation (Porteous, 1985) to environments. It is, perhaps, in this respect that the original contribution of the present study becomes apparent. It shows that transport need not be a necessary nuisance (Clawson & Knetsch, 1966; Gunn & Var, 2002), it can be a valued and enjoyed part of the tourist experience that operates in a similar way to destination-based holidays.

Unlike most of the tourist experience studies that focus on destinations, however, the findings of the current study are less focused on the cultures of the destinations. That is not to say cultures were not of interest to the tourists whilst travelling, but their interaction with cultures was not always possible. These findings support the notion that much of transport tourism involves an environmental bubble that insulates tourists from their surroundings (Dann & Jacobsen, 2003; Enoch, 1996; Jaakson, 2004). However, it is worthy of note that the environmental bubble in this respect does not relate simply to the organisational ‘bubbling’ of tourists as it has in destination-based studies nor to the physical ‘bubbling’ in an enclosed vehicle as suggested in the travel glance (Larsen, 2001). It also refers to a certain detachment that is an inevitable result of travelling at speed, even if it is slow speeds, through an environment. The findings of the present study support the notion that slower travel allows greater levels of involvement with landscapes and cultures (Dickinson & Lumsdon, 2010; Edensor & Holloway, 2008), but to infer that speed alone is the determining factor would appear to be inaccurate.

If the experience of travel is limited to travel alone, in other words the destination’s influence and activity dimensions of the tripartite nature of affinity for travel (Mokhtarian & Salomon, 2001) are disaggregated, the inference that slow travel necessarily allows deeper interaction with landscapes and cultures can be questioned. There is no assurance that routes pass by authentic expressions of ways of life or that

tourists' encounters with these ways of life can provide experiences of authenticity (Cohen, 1988; MacCannell, 1976; Sharpley, 2008; Trilling, 1972; Wang, 1999). That is to say, deep involvement with authentic cultures through slow travel is only possible if the cultures are present to begin with. It could be argued that some transport tourism products, for example coach tours, fall foul of the assumptions associated with other forms of organised tourism. The control of operators over routes means that tourists might not always see authentic local cultures and the everyday landscapes; instead, they might be directed along the most scenic, picturesque, culturally stereotypical or conversely the quickest and most direct routes because of their utilitarian benefits. Even for tourists who select their own routes such as cycling tourists, there is no guarantee that they will select routes that provide true representation of local cultures and allow the experience of authenticity.

Of course, the opposite could be true as well. It could be argued that the transport tourism allows interaction with a more authentic macro-destination (the receiving region (Leiper, 1979)) because the routes are often between destinations that are typically touristic (the site of attractions, accommodation, amenities and the like). The social structures of the places that cater specifically for tourism might be different from routes that connect them, or indeed recreational routes designed for their touristic appeal; tourist destinations and recreational routes could easily be argued to allow touristic pseudo-events (Boorstin, 1971), staged authenticity (MacCannell, 1976) or recreational experiences (Cohen, 1979). However, travelling along routes that are not designed for these purposes and that take tourists away from tourist destinations might give them exposure to the 'real' destination because typically their primary purpose is to allow utilitarian transportation, and thus are designed with no reference to what tourists might want or expect to see.

Regardless of the authenticity of the things they saw, the transport tourists appeared to be all too aware of the observational nature of their experiences because of the insulating effect of transport. Interestingly, for this reason, they appeared to be aware that the things that they viewed might not necessarily be authentic. It might be concluded, then, that experiences of transport tourism are more 'truthful' forms of

tourist experience in this respect. The tourists were not deluded into thinking that they had spent times with locals, experienced their lifestyles or developed an understanding of their cultures. In contrast with tourism as a 'pseudo-event' (Boorstin, 1971) meant to deceive the gullible tourist lest their expectations be spoiled, the present study shows that tourists expect only to glance at *en route* cultures and in this way are satisfied; indeed, often a deeper involvement is not especially wanted.

As important as the route and its landscapes and cultures might be in the transport tourist experience, they are not the only components. The present study demonstrated that social aspects also play a large part in the experience. Often, this aspect tends to focus on the relationship between the tourist, the destination (incorporating the physical destination environment and the host community), the tourism service providers and their everyday life experiences, most notably home culture and work, while interactions with other holidaymakers are less often considered. Although many studies do consider tourist-tourist interactions (Haldrup & Larsen, 2003; for example, Huang & Hsu, 2009; Huang & Hsu, 2010; Redfoot, 1984; Tucker, 2006, 2007), the contribution of these experiences to the broader tourist experience has not really been clarified, and certainly not in the case of transport tourism. Therefore, it is maintained that an important contribution of this study is the suggestion that who tourists travel with, in other words travelling companions who are friends and family as well as other people who are tourists and strangers before the holiday, should be located within a broader range of interactions, such as the influence of tourism operators.

As with all forms of experience (Ek, et al., 2008), experiences of transport tourism arise from multi-sensory interaction with stimuli (landscapes, other people, the natural environment and so forth), the emotional and cognitive impacts of those interactions, the anticipation of such interaction and the memory of it. Therefore, the experience of transport tourism also relates to anticipation and recollection (Clawson & Knetsch, 1966) incorporating route and destination attributes (Mokhtarian & Salomon, 2001). In other words, the transport tourist experience incorporates not only what is seen or otherwise sensed in the immediate present, but also memories of past experiences and anticipation of future experiences (Jennings, 1997). The present study does not attempt

to model the interactions between past, present and future, it simply aims to highlight these elements are part of tourists' experiences of transport tourism. However, the tourist experience model that applies to transport tourism emerging from this study is located in the present.

## **9.2 Contribution to knowledge**

This study's contribution to knowledge is the analysis of the transport tourist experience, and specifically tourists' experiences of transport tourism. This contribution takes two forms of output: first a theoretical typology and second, and most importantly, the tourist experience model that applies to transport tourism.

Previous research has focused on tourists who participate in various types of holidays in which transport forms the central context for the experience, such as cruises, coach tours, cycling holidays, sailing holidays and many more besides. These studies have been of great benefit to students of tourism because they give insight into the nature of these holidays, the reasons tourists participate in them and, to a lesser extent, the experiences of tourists during the holidays. What was lacking, however, was a broader understanding of tourists' experiences of transport and tourism. Indeed, books dedicated to the subject matter of transport and tourism, such as those of Page (1994, 1999, 2005, 2009) and Lumsdon and Page (2004) have expressed the need to understand experiences of transport and tourism in its entirety. It is maintained that the present study goes some way towards addressing this state of under-research. In this way, the study begins to address the problem highlighted by Page (2009, p. 16), who said "transport is rarely discussed in the context of 'the tourist experience.'"

To put things in perspective, it is important to note that the present research does not completely address this apparent gap in the tourism research; experiences of utilitarian tourist transport are not examined through primary research, although theoretical postulations regarding such experiences (positive and reluctant) are included in the theoretical typology. Therefore, the theoretical typology presented provides a useful way of understanding tourists' experiences of transport in the broadest possible sense.

In this way, the potential contribution to knowledge provided by the typology might be cautiously suggested to be similar to the contribution of tourist typologies that emerged in the 1970s and 1980s in the tourism literature, for example Cohen (1972, 1979), Plog (1974) and Smith (1989). The word ‘cautiously’ is used deliberately because it is acknowledged that the works of these authors are considered by many to be seminal works in tourism; certainly, it is safe to assume that all can agree they have stood the test of time and are still cited widely. The comparison of the present study to these seminal works is not meant, therefore, to attribute a disproportionate importance to this, an unpublished thesis. However, it is suggested that the original contribution that this study provides with regards to transport tourism is similar to the contribution that Cohen, Plog and Smith made to the common understanding of the multi-faceted nature of tourism generally. The typologies included in these works, irrespective of their specific typological criteria, stressed the plurality of tourist experiences (Uriely, 2005). They made explicit the fact that tourism plays host to a range of experiences, behaviours and reasons for participation that are universal regardless of destination, but that can differ in fine detail. Moreover, they clarify the nature of these experiences, behaviours and reasons for the various types of tourists. In this way they have allowed subsequent tourism researchers to frame their work, which might be focused on a particular tourist sub-group (Uriely, et al., 2002; Wickens, 2002), within a broader context of tourist types. Also, they allow tourism researchers to see beyond the parameters of their own research; they provide “a set of ‘what is possible’” (Szostak, 2003, p. 45). It is suggested, then, that the present study’s contribution to knowledge is the typology and the model that will allow other researchers who study tourists’ experience of transport tourism to similarly situate their research within a spectrum of transport tourist experiences.

In Chapter 4, the first original contribution to knowledge was presented, a theoretical typology of transport tourist experiences. In this typology, four transport tourist roles were defined depending on the nature of the transport use (tourist transport or transport tourism) and the nature of tourists’ involvement with transport (passive/active), incorporating both physical interactions with the mode and the nature of organisational involvement. The positive, reluctant, passive and active transport tourist experiences

were described. Unlike the works of Cohen (1972, 1979), Plog (1974) and Smith (1989) which tended to denote a linear relationship between one category of tourists and the next, be it explicitly or implicitly by suggesting a continuum, the typology in the present study does not operate in that fashion. It is suggested that all tourists have either positive or reluctant transport tourist experiences during every utilitarian tourist trip which is a component of all forms of tourism in one way or another. The conceptual typology of Chapter 4 also embraced the possibility that the one tourist might have both positive and reluctant experiences at different times during one holiday (for instance, differences between travel to and travel back (Clawson & Knetsch, 1966)), or even during one trip (for instance, positive turns reluctant because of turbulence) and most certainly over the course of an individual's travel career (Pearce, 1988). However, the passive and active transport tourist experiences are reserved for people who participate in transport tourism (cruises, cycling, et al.), and the nature of the experiences depends on the nature of tourist involvement. Therefore, these typological categorisations do not 'pigeonhole' tourists so much as they explain and clarify the experiences tourists might have at different times whilst travelling. Thus, tourists might well experience several of the categories during a holiday, a notion that is more recently being reflected in typologies (Uriely, et al., 2002).

It was suggested in Chapter 4 that the transportation literature contained sufficient information to allow adequate inference about the nature of the positive and reluctant transport tourist roles. In other words, a judgement was made that the existing literature was sufficient with regards to the experiences of tourist transport. However, the transport literature review (Chapter 2) revealed that insufficient research existed regarding transport tourism and its associated tourist experiences, certainly in a multi-modal sense; the tourist experience review (Chapter 3) added further support to this revelation. For this reason, the present study's primary research is directed towards an analysis of experiences associated with the passive and active transport tourists only using a range of different transport tourism products, incorporating differences in the way (land or water), mode (land: coach vs. bicycle; water: cruise ship vs. sailing yacht) and organisational involvement (operator organised: coach and cruise; independent: cycling and sailing). It was hoped that, by providing a range of experiential contexts, a



full range of transport tourist experiences would emerge, but that common categories of description would be apparent to allow the generation of a model of transport tourist experiences, presented in Chapter 8, which is the study's principal contribution to knowledge.

The research has demonstrated that the route and social interaction are key categories in tourists' experiences of transport tourism. Enjoyable experiences are dependent upon the ability to view landscapes and, to a lesser extent, human and animal life that is different from tourists' everyday lifespaces and also that are varied in that they are constantly changing. The views did not have to be picturesque. The mundane and the upsetting could be appreciated so long as it was varied; the reporting of this finding is considered important to avoid criticism made of tourist experiences studies that tend only to focus on the upbeat (Mannell & Iso-Ahola, 1987). It would seem that visual monotony or similarity to home leads to experiences that are uneventful and, seemingly, unmemorable, possibly because of a process similar to adaptation (Porteous, 1985). In addition, other people influence the transport tourist experience, ranging from family and friends with whom tourists travel and new people met during the course of holidays, as well as the influence of tourism organisations with which they come into contact. Feelings about social interaction were varied, including happiness, companionship, irritation and anger; a range of behaviours arose as a result of these feelings, spanning actively sought to actively avoided.

The study contributes to a broader understanding of the tourist experience. Clawson and Knetsch (1966) suggested that there were five phases in recreational experiences and the on-site phase of tourism, as an example of a recreational activity (Cohen, 1979), has probably been the most actively researched. Yet the understanding of the experiences of tourists who participate in transport tourism, despite its popularity as a type of tourism, had not been investigated as comprehensively as some of its destination based alternatives. In this way, through providing an insight into other forms of tourist experience, the present study extends the general tourism knowledge as well as that specifically focused on transport and tourism.

Approaches to the study of the transport and tourism are predominantly positivistic and those related to the economics of transport particularly, which report the positive utility of travel, are almost exclusively positivistic. On the basis of these previous studies, the assumption that tourists who participate in transport tourism do so because of the positive utility of travel would appear reasonable and there is a wealth of research to underpin such a study. In a positivistic sense, this assumption might be a good place to start investigating the way in which tourists involved in transport tourism perceive travel. However, the etic study approach that this research would entail might mean that opportunities for discovering the true nature of the transport tourist experience as it is perceived and expressed by the tourists are overlooked (Guba & Lincoln, 1994). In other words, it might be possible to identify the components of tourists' experiences of transport tourism, but the meaning ascribed by tourists to these components as well as the interaction between the components would be less evident. As a result, an emic approach guided by an interpretivist philosophy was adopted to facilitate the collection of qualitative data through interviews. In this way, the present study has not simply tested existing theory in the context of transport and tourism but, instead, has sought to provide an original contribution to knowledge. The value of the present research, then, is not only the identification of the components of the transport tourist experience but the way in which they interact. For instance, Mokhtarian and Salomon (2001) purposely strive to disaggregate the utility of travel from other aspects which comprise the tripartite nature of affinity for travel, destination and activities conducted whilst travelling. However, the present study indicates that such a decision does not accurately represent the views of transport tourists regardless of how appealing the decision might be to disaggregate the three empirically. Therefore, it is suggested that the methodological approach of the present research is a key component of its contribution to knowledge.

## 9.3 Evaluation of the research

### 9.3.1 Strengths of the study

The study has been successful, in part, because its aims are concise and realistic. A critical review of the theories relating to tourist and leisure experiences and transport and tourism allowed a theoretical typology of transport tourist experiences to be developed. This typology suggested a range of transport tourist experiences depending on the nature of the tourists' involvement with transport (active/passive) and the purpose used (transport for/as tourism). All tourists use transport in one form or another, but to analyse the experiences associated with all aspects of the transport and tourism interface would have been too vague and extensive to allow successful completion of the thesis. Therefore, concentration on one type, transport tourism, was necessary. In this way, the range of experiences associated with the selected commodity types (coach, cruise, cycling and sailing) was discernable. Commonalities and differences between coach and cruise (passive transport tourists) experiences were analysed, as were those associated with cycling and sailing commodities (active transport tourists). From these analyses, a holistic understanding of the transport tourist experience, and hence a generic model, could be established and the aims of the research were achieved.

The way in which the aims of a study are achieved can be scrutinised when evaluating a study's quality. In the methodology (Section 5.4.6.3), it was suggested that the positivist concepts of reliability and validity are inappropriate benchmarks for quality assessment with regards to qualitative research. Instead, five criteria for the assessment of qualitative research were suggested (Moustakas, 1994, cited in Creswell, 1998, p. 208). These criteria are addressed in turn.

1. *Did the interviewer influence the contents of the subjects' description in such a way that the descriptions do not truly reflect the subjects' actual experience?*

The semi-structured interview schedule outlined a series of questions that acted as guides for the interview process. As a rule, the schedule was adhered to in very general terms because the standardisation of process is desirable to ensure

consistency of data collection and, to a certain extent, replicability. However, although there were times when some questions were missed because the interviewees had already dealt with the topic and asking the question simply to be completely consistent would have impeded the naturalness of conversation that interviews aim to generate. The semi-structure nature of the interview meant that there was also opportunity for interviewees to raise points that they felt important for the interviewer to probe interesting and unexpected answers.

As a result of the benefits of semi-structured interviews, it is maintained that the interviewer did not influence unduly the content of the interviewees' descriptions. However, there is perhaps one exception to this statement which related to interview question 11 (see Appendix 2). This question was noted as problematic in the pilot study and, although alterations clarified the question the interviewees were purposely given cues to recount both positive and negative experiences to try to ensure that the interviews did not centre solely on the upbeat (Mannell & Iso-Ahola, 1987). On the whole, positive experiences tended to emerge relatively easily but interviewees were less forthcoming about the negative. The difficulty that interviewees found regarding the description of negative experience could be because of a number of factors including poor memory recall, a preference for recalling positive affect or an actual lack of negative affect during holidays. Therefore, it is unknown whether negative affect is overplayed within the present study, but even if it is its appearance is minimal.

Another way in which the interviewer might influence the content of subjects' descriptions is through his/her influence as a co-creator of the interview discussions that provided the study's primary data. The interviewer tried, whenever possible, to be a listener and attempts were made to stay quiet and not fill silences. As suggested in the methodology, silences can be useful prompts for more discussion. Interviews were conducted in locations of the interviewees' choosing so that they would feel comfortable in the surroundings, so as to facilitate a more natural discussion. In the main, interviews took place in the interviewees' homes although some of the female interviewees – those recruited through snowballing rather than personal contacts –

preferred neutral settings such as cafés. It was hoped that this strategy would help to reduce the power differential that is sometimes reported as a weakness of interviews. The interviewee felt that they were in a familiar setting – often their own territory – even though the structure of the interview was unknown; the interviewer knew the structure of the interview but was a ‘visitor’ in the interview setting. The provision of plentiful information about the purpose of the interview prior to meeting was also helpful as it allayed some of the interviewees’ worries about being ‘tested’.

The researcher also attempted to create a natural conversation, and thus minimise influence on the outcome, by minimising the visible trappings of an interview. Although there was a digital recorder, and the interviewees were aware it was being used, it was simply turned on and then ignored. The interviewee had a list of questions on paper as an *aide mémoire* but this was not referred to because the questions were learned and not read. In this way, the interviewee easily turned into a discussion rather than a more formal set of responses to questions.

In addition to the procedural elements associated with conducting an interview evaluated above, it was highlighted in the methodology that the interviewer’s preconceptions could also influence the outcomes of interview. In Section 5.4.2, the process of bracketing was explained (Holstein & Gubrium, 1994; Szarycz, 2009) and the interviewee’s attitudes towards transport and tourism were outlined. If bracketing occurs then there should be the possibility that the interviewer will be “surprised by findings” (Cassell & Symon, 1994, p. 31). If interviewer surprise, or at least discovery of the unexpected, is a measure of the effectiveness of bracketing then it is maintained that bracketing was achieved, as far as is practicable given the difficulties of suspending preconceptions particularly when some preconceptions are subconscious (Szarycz, 2009). For example, interviewees’ descriptions of the act of sailing were completely different from my expectations of sailing given that I have never been on a sailing holiday. The boredom and monotony reported by all interviewees as being core to sailing was completely unexpected; evidently, my preconceptions of sailing were a great deal more romantic than reality. As a result,

the interviewees' descriptions of sailing tended to be relatively bland and, from my perspective as a researcher, it was quite disappointing initially. However, no attempt was made during the interviews to probe for description where none existed and the value of boredom as an experiential outcome was recognised. As a result, these descriptions were reported honestly in the analysis and form part of the final tourist experience model that applies to transport tourism.

2. *Is the transcription accurate, and does it convey the meaning of the oral presentation in the interview?*

Transcripts (Appendices 3-6) were generated from audio recordings and conducted shortly after the interview to ensure that it was fresh in the researcher's mind to allow accurate transcription of unclear sections of audio recording, although there were very few problems because of the high quality of the digital audio recording equipment. Once completed, the written transcripts were read whilst listening to the audio recording to ensure accuracy. After accuracy was assured, effort was taken to ensure that quotes from the transcripts that were inserted into the findings chapters (6 and 7) had their meaning preserved by the inclusion of words and phrases inserted in square brackets to clarify contextual ambiguities that might arise from having the quotes removed from the full transcript. Therefore, it is suggested that the study's data are accurate at both word-level and in terms of meaning.

3. *In the analysis of the transcriptions, were there conclusions other than those offered by the researcher that could have been derived? Has the researcher identified these alternatives?*

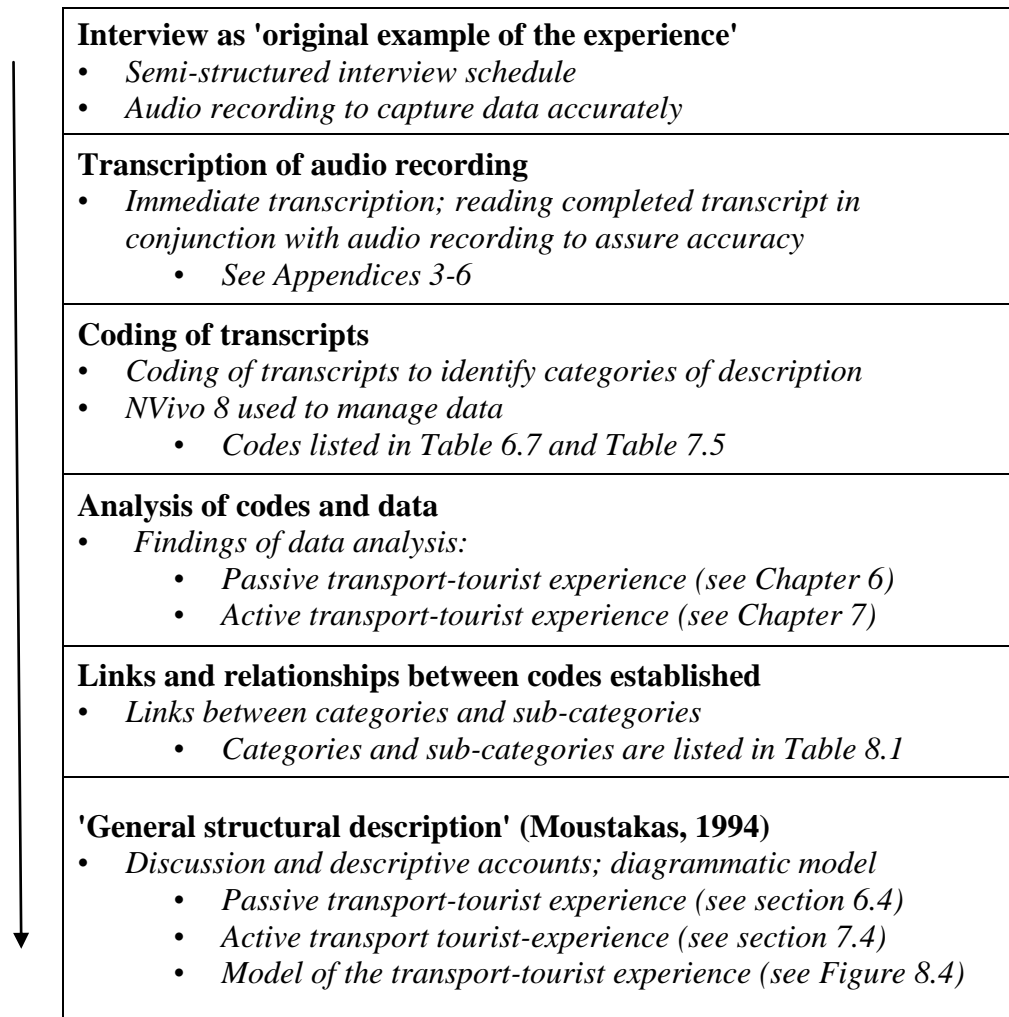
On the whole, it is maintained that the analyses of the data are accurate and a conscious attempt was made to analyse what was said, not what the interviewer felt was meant or would like for it to have meant; where meaning was not clear, and this was rare, no attempt was made to second-guess the interviewee (cf. Hughes & Allen, 2005). Therefore, it is suggested that the research does not present findings that have alternatives, or certainly the researcher did not interpret any alternatives and fail to disclose them.

4. *Is it possible to go from the general structural description to the transcriptions and to account for the specific contents and connections in the original examples of the experience?*

The descriptions of the passive (Section 6.4) and active (Section 7.4) transport tourist experiences, and the tourist experience model of transport tourism (Figure 8.4) are induced from accounts given by interviewees and represent the outcome of the thesis and its original contributions to knowledge. However, because of the emphasis placed on transparency throughout the thesis, it is maintained that the progression from interview to final model is identifiable. Therefore, in so far as it makes sense to say as much with regards to qualitative research, the ‘reliability’ of the work is assured because other researchers can follow the same procedural steps (although their outcomes would most likely be different for the reasons discussed in Section 5.4.6.1). The systematic process of data analysis and the steps taken to ensure quality assurance, whilst highlighted throughout, can be summarised in Figure 9.1.

The transcribed interview data were coded using NVivo 8 to organise the data and facilitate the easy retrieval of the coded data. The data analysis was entirely inductive. In other words, the initial codes attributed to sections of data (Table 6.7 and 7.5), that were later classified categories of description (Table 8.2), arose from the primary data and not the literature. Therefore, the possible artificiality of coding using more deductive qualitative analytic procedures like template analysis, whereby data are matched to codes determined a priori from the literature (Crabtree & Miller, 1999), is avoided. Accordingly, it can be argued that the categories, descriptions and the ultimate model are a relatively true representation of the interviewees’ thoughts and feelings. However, even in inductive research, as noted by Walsh (1994, cited in Åkerlind, 2005), the influence of the researcher on the identification of categories (coding) will be apparent to some degree, and this influence is bound to be informed by the literature. However, there is no way to determine exactly how far this influence occurs in the present research (or, arguably, in any research for that matter). That said, a certain assurance can be drawn from the

**Figure 9.1. The systematic process of theory building and model development**



fact that the findings of the research are similar, in general, to the findings of other researchers. On this basis, the 'validity' of the study is assured because, in questioning the interviewees, experiences that fit within existing knowledge structures are discovered. Yet, it is the construction of these data into a single model that is the unique contribution of the present research.

The discussion of the main categories and sub-categories (Sections 8.2-8.4) from the findings and the progressive diagrammatic construction of the model of the transport tourist experience (Figure 8.4) further allowed a transparent understanding of the process of theory generation (general structural description: Moustakas, 1994) from the interviews (original examples of the experience: Moustakas, 1994).



5. *Is the structural descriptions situation specific, or does it hold in general for the experience in other situations?*

According to Moustakas (1994, cited in Creswell, 1998), descriptions and models are meant to extend beyond a simple description of the experiences of the people interviewed and, instead, represents a more general and, it is hoped, more widely applicable experiential description that holds in other situations. This hope is supported by the fact that similarity of categories that allowed the generation of the model of experiences of transport tourism emerged irrespective of commodity type (coach, cruise, cycling or sailing), way (land or water) and tourist involvement type (active or passive). Therefore, the generalised induction of categories of description has hopefully led to a model that might stand deductive testing regardless of the situation. However it should be noted that while that testing might take place in future, there is no real way to ascertain the generalisability of the present research because, as Szarycz (2009) points out, causal factors and underlying characteristics cannot be identified with certainty (or, it might be argued, even a known degree of uncertainty) in qualitative research. Therefore, it is difficult to say exactly from what experiences arise in order to identify to whom a qualitative study might be generalised.

On the basis of the evaluation of the present thesis using the five criteria to assess the quality of qualitative research laid out by Moustakas (1994, cited in Creswell, 1998), it is maintained that a certain amount of confidence can be put on the veracity of the data analysis process and the resultant model of experiences of transport tourism. That said, no research is perfect and the present study is no exception to that rule, and thus the limitations of the study are addressed next.

### **9.3.2 Limitations of the study**

The successes of the study have attendant disadvantages and narrowing the focus of the study to transport tourism, and thus sidelining tourist transport, to ensure achievability means that although in-depth analysis is possible, breadth is lost. First, the typology

presented in Chapter 4 suggested four transport tourist experience types: positive, reluctant, active and passive. For reasons explained throughout the thesis, the primary research focused only on the last two. Although the present study provides a generic model of the transport tourist experience in the theoretical typology, it must be stated that this model does not account for the experiences associated with tourist transport through primary research. Therefore, a holistic analysis of tourists' experiences of transport in all its forms in tourism is still needed.

The second limitation regarding breadth relates to the choice of transport tourism products that form the focus of the primary research. In other words, coach and cruise tourism was said to represent passive transport tourism and cycling and sailing tourism represented active transport tourism. It would be unrealistic to suggest that interviewing coach and cruise tourists can fully represent the range of experiences associated with passive transport tourism. For example, Lumsdon and Page (2004) suggest scenic car trails and city walking tours can be categorised as similar to cruises and coach tours and this suggestion was embraced in the present study's theoretical typology. However, it is unclear whether the coach and cruise tourists' experiences uncovered in the present study are in any way reflective of those that tourists might have on scenic car trails or city walking tours. The same is true with regards to cycling and sailing tourists as active transport tourists and the experiences of other commodities categorised previously as characteristically similar: walking, hiking/trekking, heritage railways, kayaking, ballooning (Lumsdon & Page, 2004). Given the fact that complete coverage of all possible transport tourism types would have been, at best, highly burdensome and, at worst, vague – both leading to possible non-completion – a conscious decision was made to restrict the transport tourism commodity choices to those that are most typically researched, incorporating land-based and waterborne modes, and then highlighting the limitations that the decision has on the study. Accordingly, the decision to restrict the study focus has meant that the model that forms the original contribution to knowledge is but an initial framework and can be supplemented and/or refined by future qualitative research into the experiences of alternative commodities falling within the active and passive transport tourism categories.

In qualitative research, the issue of small sample size is often problematic when the quality of a study is being assessed, particularly when assessed by researchers whose personal research philosophies are positivist and might be used to larger samples. Despite traditional reservations associated with the smaller sample sizes of qualitative research, and as explained in depth in Section 5.4.5, there appears to be a growing acceptance that research with a low number of interviewees is not ‘wrong’ or necessarily flawed if data saturation occurs (Guest, et al., 2006). In this study, data saturation occurred fairly quickly, and by the time the third or fourth interview of each transport tourism type was analysed (which took place in parallel with data collection), although the exact point when it happened is not possible to identify, it became apparent during the interview of the fifth person that no substantial new codes were emerging; in fact, much of the time, it was simply a case of supporting the existing categories or possibly refining their labelling.

Guest, et al. (2006) state that data saturation of metathemes (referred to as categories in this study) occurs at approximately six interviews and data saturation of themes (here referred to as sub-categories) occurs at approximately 12 interviews. However, they stress that these figures are not necessarily universal and should not be used as definitive guidance. Based on the work of Guest, et al. (2006), the present claim of data saturation of categories (metathemes: Guest, et al., 2006) at five interviews does not seem unreasonable. Because the aim of the research was to provide a model of transport tourist experiences in the broadest sense incorporating a range of modes, products and involvement types it was deemed important to focus on categories (metathemes); in contrast, had the study been a more detailed analysis of experiences associated with one particular transport tourism product, such as cruises, more interviews would be required to achieve data saturation in line with the recommendations of Guest, et al. (2006). Therefore, it is concluded that in spite of the small sample size, the present study has met one of the criteria associated with quality qualitative research.

Although the small sample size is not a problem *per se* given the achievement of data saturation, another criticism frequently levelled at small sample qualitative research with regards to limited generalisability has to be addressed. In the present study, the

sample size is small and unrepresentative of a wider population, and therefore the findings are not generalisable. However, to defend the outcomes of this research, the argument of Szarycz (2009) is considered extremely compelling. Szarycz would argue that the limited generalisability of qualitative research is less of a problem than the actual act of levelling the positivistic standard of generalisability at qualitative research. In other words, qualitative researchers are being asked to defend the indefensible. Qualitative research, such as this study, never seeks to establish representativeness and thus generalisability cannot be achieved. To quote Szarycz (2009, p. 54), “in probability terms, the extent to which general conclusions can be drawn from such studies of this kind is zero.” The purpose of this work is to uncover tourists’ experiences of transport tourism through a process of induction. Testing of the model can take place in other studies through other research approaches if other researchers wish to determine its generalisability. However, in terms of the present research, no such wider claims are made.

### **9.3 Future research**

Often studies in the field of tourism are expected to provide recommendations to the industry based on findings, even when the central aim is not industry focused. Given the previous comment about lack of generalisability, and the influence of Szarycz (2009), it should not be entirely surprising that his line of reasoning with regards to recommendations to the industry is considered sensible. If, he contends, the outcomes of qualitative research that never sought to be representative and generalisable are, by implication, not generalisable, then there is no way to develop practical recommendations for the industry. He claims the leap from the nuanced accounts of experiences of research subjects to cause and effect to guide managerial processes cannot be made. There is no way to determine which managerial actions, if any, caused a particular experience because a variety of influences are at work. Therefore, it is impossible to state which processes need to be maintained, which need to be improved, which need to be removed and what else might be added to enhance an experience. For this reason, the present research makes no attempt at providing such recommendations.

In spite of this stance with regards to practical recommendations, suggestions for extension and development of the academic research area can be made. First, because of the study's focus on transport tourism (the passive and active transport tourist experiences) there remains the need to undertake a similarly detailed analysis of the experiences associated with tourist transport (positive and reluctant transport tourist experiences). In the same way that the present study has aimed to provide a broad overview of experiences through the study of different mode and product types, it is recommended that a similar approach is adopted with regards to transport for tourism. That way, irrespective of mode, the experiential outcomes associated with functional tourist transport can be determined. The research should also ensure that the focus of questioning is not solely on travel to the destination but also incorporates aspects of travel around the destination itself, within attractions at the destination and back home again. Accordingly, a tourist experience model that applies to tourist transport could be developed. After this focus on utilitarian tourist transport, and combined with the present study's findings, it would then be possible to develop further the transport tourist typology presented in Chapter 4 with data derived from primary research. Such research would also allow the development of a single model of transport tourist experiences as it applies to both utilitarian and hedonic uses of transport.

Another direction for possible research is the extension of the present research to incorporate more transport commodity types within each of the transport tourist experience categories. In other words, tourists who participate in scenic car tours and city walking tourism, or those who take part in trekking, kayaking (or any of the other transport tourism products) could be interviewed to develop further the descriptions of the passive and active transport tourist experiences respectively. As a result of insights that might be provided by such research, the typology and model presented in this thesis could then be modified or extended if the results suggested it appropriate. Alternatively, it might reinforce the stability of the present categories of description.

In addition to the suggestions of new research foci, it is possible to suggest new methodological approaches to the study of the transport tourist experience. The interview is a good technique to obtain detailed, rich data regarding personal thoughts

and feelings from research subjects. However, it depends on the good memory of the interviewee as they typically take place post-holiday, the ability of the interviewee to be able to articulate thoughts and feelings clearly and the ability of the interviewer to facilitate an interview environment in which an interviewee feels comfortable and confident enough to express thoughts and feelings freely, even if they have the ability to do so. Therefore, other techniques to collect qualitative data could be considered such as using research diaries or using information communication technologies such as telephone diaries or blogs. These techniques would allow the research subjects to complete the diaries/blogs during the course of their holiday to ensure their experiences were captured closer to the time of occurrence, rather than relying on post-interview memories.

Another suggestion for future research is adopt a positivistic approach to study and determine the extent to which the experiences modelled in the present study are evident more broadly through a questionnaire survey administered to tourists. The content of the experience and the factors influencing the experience included in the model of the transport tourist experience, as well as variables deduced from the descriptions of the passive and active transport tourist experiences (and positive and reluctant too if the research suggested above has been completed), could be tested amongst a more representative sample of tourists and the model amended in light of the findings. In this way, there could then be greater confidence, in the statistical sense of the term, that the model of the transport is really representative of tourists' experiences.

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## APPENDICES

## **Appendix 1: Pilot study interview schedule**

### **INTRODUCTION**

*My name is Steven Rhoden. I am a lecturer in Tourism Management at Manchester Metropolitan University, and I am also studying for a Doctor of Philosophy degree. I am talking to a range of people about their experiences whilst on holiday. I am grateful that you have agreed to participate in the interview, and have spared the time to do so. The interview should last for approximately 1-1½ hours. If at any time you wish to stop or do not want to answer a question, please feel free to tell me.*

*I plan to tape record the interview. No-one will hear the recording – I will simply use it to make notes when I get home, and it allows me to give you my full attention now. However, if you do not want to be recorded, let me know now and I will make notes throughout the interview. When I write up this interview, I will not disclose your name or any names you mention in the course of your interview. Instead, I will assign pseudonyms to guarantee **anonymity**.*

### **SECTION 1: REASONS FOR CHOOSING TRANSPORT TOURISM**

*Instruction: In the interview, I am focusing specifically on holidays that have transport as their central focus, such as cruises, coach tours, cycling holidays, and so on. During the interview, I am going to call this sort of holiday a ‘transport holiday’ to differentiate it from other holidays that don’t really involve the use of transport, other than to get to the destination. So, unless I indicate otherwise, I would like to concentrate our conversation on transport holidays only please. Is that clear?*

#### **1. Can you please tell me about the transport holidays you have taken over the past five years?**

*Covering:*

- i. type of transport holiday/s*
- ii. where it was based*
- iii. with whom the was holiday taken*
- iv. when the holiday was taken*
- v. how long the holiday lasted*
- vi. purchasing specifics:*
  - independently or through an operator*
  - pre-organised or self-determined itinerary*
  - pre-planned or self-planned route*
  - driver details – interviewee/friend/partner or operator*

#### **2. Why did you choose to take (a) transport holiday/s?**

- If more than one transport commodity has been purchased, go to Q3.
- If only one type of transport commodity (even if more than one holiday within that commodity type), go to Q.4

3. **You mentioned that you have taken different types of transport holidays, such as {INSERT TRANSPORT COMMODITY NAMES}. Were the reasons you choose {NAME ONE COMMODITY} the same as the reasons you choose {NAME ANOTHER COMMODITY}?**

*Try to get the interviewee to:*

- i. *identify common reasons for purchasing holidays*
- ii. *identify different reasons for purchasing commodities*

4. **Why did you choose to take {INSERT TRANSPORT COMMODITY NAME}, as opposed to another transport holiday, such as {LIST ALTERNATIVES, E.G., CRUISE, CYCLING TOUR, COACH TOUR, RAIL HOLIDAY, ETC}?**

5. **Why did you choose to take {INSERT TRANSPORT COMMODITY NAME}, as opposed to the type of holiday which does not involve travelling around all the time?**

6. **How important was the transport in your transport holiday experience? In other words, if the technology existed that allowed you to be teleported from one place to another – like in Star Trek... remember how Captain Kirk was teleported from the Enterprise to alien planets? – would you have used a teleporter on your holiday?**

## **SECTION 2: EXPERIENCES OF TRANSPORT TOURISM**

*Instruction: In this section of the interview, I would like us now to think solely about the times on your transport holiday when you are travelling on the {INSERT TRANSPORT MODE}. Now, I want you to think back to the time when you were actually travelling.*

7. **Can you tell me about a typical day on your transport holiday? By that I mean from the time you got up until the time you went to bed.**

8. **On average, how much time did you spend travelling every day whilst on the transport holiday?**

9. **How did you feel about the prospect of having to spend so long travelling? Did you view it positively/negatively/indifferently? Why?**

*Try to get the participant to think*

- i. *how time relates to time spent travelling ordinarily*
- ii. *how any time difference makes them feel*

**10. When you were on your transport holiday, how did you feel?**

*Try to get the participant to*

- i. *list the feelings*
- ii. *explain why they felt these things (i.e., the influences)*

**11. When you were on your transport holiday, did you find yourself thinking about anything? Did any thoughts go through your head?**

*Try to get the participant to*

- i. *list the thoughts*
- ii. *explain why they thought these things/did not think (i.e., causal factors)*

**12. Did you do anything whilst you were travelling? What?**

*Try to get the participant to*

- i. *list all activities*
- ii. *justify why they did these activities*
- iii. *reflect on what they were thinking when they were doing these activities*
- iv. *reflect on what they were feeling (emotions) when they were doing these activities*
- v. *assess which of the listed activities was their preferred way to spend their time, and justify why*
- vi. *consider whether they would have rather been doing something else than any of the above activities? If so, what? Why?*

**13. Did you spend any time looking at anything whilst travelling?**

*Try to get the participant to*

- i. *list the things they looked at*
- ii. *reflect on what they were thinking when they were looking*
- iii. *reflect on what they were feeling (emotions) when they were looking*

**SECTION 3 - TRAVEL TO/TRAVEL BACK EXPERIENCES**

*Instruction: This penultimate section of this interview looks at your transport holiday more broadly. I now want you to think about how you got to and back from the destination.*

**14. You have been talking about a {INSERT NAME OF TRANSPORT TOURISM COMMODITY} holiday, and so this involved the use of {INSERT PRINCIPAL MODE OF TRANSPORT}. Where and when did you board this vehicle?**

- If away from home, go to Q.15
- If at home, go to Q.16



**15. How did you get to {INSERT NAME OF PLACE WHERE VEHICLE IN Q.18 WAS BOARDED}?**

**16. What was it like when you were travelling by {INSERT MODE USED TO ACCESS TRANSPORT COMMODITY MODE}?**

*Try to get the participant to consider*

- i. *what they were thinking*
- ii. *what they were feeling*

**17. Were the thoughts or feelings about travelling to/back from the destination similar to or different from those associated with the travelling that formed your main holiday? Please explain.**

*Try to get the participant to consider*

- i. *similarities/differences between travel to and travel back phases*
- ii. *similarities/differences between travel to/back and on-site phases*
- iii. *reasons for the similarities/differences*

**18. Would you have chosen to have been teleported like Captain Kirk for this type of trip? Why/why not?**

#### **SECTION 4 – PERSONAL DETAILS**

*Instruction: To finish, it would be helpful if you would tell me some details about yourself. This information is needed because it allows me to speak to a cross-section of people to get a wide range of views.*

*As I said at the beginning, nothing will be able to be linked to you because I will give you a pseudonym in my final report. If there are any questions you would rather not answer, simply leave them blank. If you would prefer not to answer the questions at all, please feel free to tell me now.*

**19. Can you please fill in the interviewee detail sheet {next page}? If you need any help with any of the questions, just let me know.**

➤ Hand sheet to the interviewee, and collect once completed

*Instruction: That question concludes the interview. I would like to thank you for taking the time to speak to me. Just to reiterate, all information provided will be dealt with discretely and your anonymity is guaranteed.*

**YOUR PERSONAL DETAILS**

*Please tick the box that applies to you*

**Sex:** Male   
Female

**Age:** Under 35 years   
35 - 60 years   
Over 60 years

**Employment status:** Employed   
Self-employed   
Retired   
Homemaker   
Unemployed   
Student

**Please state job title (or most recent):** .....

## **Appendix 2: Main study interview schedule**

### **INTRODUCTION**

*My name is Steven Rhoden. I am a lecturer in Tourism Management at Manchester Metropolitan University, and I am also studying for a Doctor of Philosophy degree. I am talking to a range of people about their experiences whilst on holiday. I am grateful that you have agreed to participate in the interview, and have spared the time to do so. The interview should last for approximately 1-1½ hours. If at any time you wish to stop or do not want to answer a question, please feel free to tell me.*

*I plan to tape record the interview. No-one will hear the recording – I will simply use it to make notes when I get home, and it allows me to give you my full attention now. However, if you do not want to be recorded, let me know now and I will make notes throughout the interview. When I write up this interview, I will not disclose your name or any names you mention in the course of your interview. Instead, I will assign pseudonyms to guarantee anonymity.*

### **SECTION 1: PRIOR TO HOLIDAY** **REASONS FOR CHOOSING TRANSPORT TOURISM**

*Instruction: In the interview, I am focusing specifically on holidays that have transport as their central focus, such as cruises, coach tours, cycling holidays, and so on. During the interview, I am going to call this sort of holiday a ‘transport holiday’ to differentiate it from other holidays that don’t really involve the use of transport, other than to get to the destination. So, unless I indicate otherwise, I would like to concentrate our conversation on transport holidays only please. Is that clear?*

- 1. To start, can you tell me a little about some of the holidays that you have taken recently?**
- 2. Can you tell me about the transport holidays you have taken?**
  - Covering:*
    - i. *type of transport holiday/s*
    - ii. *where it was based*
    - iii. *with whom the was holiday taken*
    - iv. *when the holiday was taken*
    - v. *how long the holiday lasted*
    - vi. *purchasing specifics:*
      - *independently or through an operator*
      - *pre-organised or self-determined itinerary*
      - *pre-planned or self-planned route*
      - *driver details – interviewee/friend/partner or operator*
- 3. Why did you choose to take (a) transport holiday/s?**

- If more than one transport commodity has been purchased, go to Q3.
- If only one type of transport commodity (even if more than one holiday within that commodity type), go to Q.4

4. **You mentioned that you have taken different types of transport holidays, such as {INSERT TRANSPORT COMMODITY NAMES}. Were the reasons you choose {NAME ONE COMMODITY} the same as the reasons you choose {NAME ANOTHER COMMODITY}?**

*Try to get the interviewee to:*

- i. *identify common reasons for purchasing holidays*
- ii. *identify different reasons for purchasing commodities*

5. **Why did you choose to take {INSERT TRANSPORT COMMODITY NAME}, as opposed to another transport holiday, such as {LIST ALTERNATIVES, E.G., CRUISE, CYCLING TOUR, COACH TOUR, RAIL HOLIDAY, ETC}?**

6. **Why did you choose to take {INSERT TRANSPORT COMMODITY NAME}, as opposed to the type of holiday which does not involve travelling around all the time?**

## **SECTION 2: EXPERIENCES OF TRANSPORT TOURISM**

*Instruction: In this section of the interview, I would like us now to think solely about the times on your transport holiday when you are travelling on the {INSERT TRANSPORT MODE}. Now, I want you to think back to the time when you were actually travelling.*

7. **Can you tell me about a typical day on your transport holiday? By that I mean from the time you got up until the time you went to bed.**

8. **On average, how much time did you spend travelling every day whilst on the transport holiday?**

9. **How did you feel about the prospect of having to spend so long travelling? Did you view it positively/negatively/indifferently? Why?**

*Try to get the participant to think*

- i. *how time relates to time spent travelling ordinarily*
- ii. *how any time difference makes them feel*

**10. Did you do anything whilst you were travelling? What?**

*Try to get the participant to*

- i. *list all activities*
- ii. *justify why they did these activities*
- iii. *reflect on what they were thinking when they were doing these activities*
- iv. *reflect on what they were feeling (emotions) when they were doing these activities*
- v. *assess which of the listed activities was their preferred way to spend their time, and justify why*
- vi. *consider whether they would have rather been doing something else than any of the above activities? If so, what? Why?*

**11. I want you now to think about the senses: smell, hearing, touch/movement, taste but ignoring for a moment sight. When you were on your transport holiday, what did you feel through these senses? What was the influence of these sensations? In other words, what did they make you think and feel emotionally?**

*Try to get the participant to*

- i. *list the feelings*
- ii. *explain why they felt these things (i.e., the influences)*

**12. When you were on your transport holiday, did you find yourself thinking about anything? Did any thoughts go through your head?**

*Try to get the participant to*

- i. *list the thoughts*
- ii. *explain why they thought these things/did not think (i.e., causal factors)*

**13. Did you spend any time looking at anything whilst travelling?**

*Try to get the participant to*

- i. *list the things they looked at*
- ii. *reflect on what they were thinking when they were looking*
- iii. *reflect on what they were feeling (emotions) when they were looking*

**14. How important was the transport in your transport holiday experience? In other words, if the technology existed that allowed you to be teleported from one place to another – like in Star Trek... remember how Captain Kirk was teleported from the Enterprise to alien planets? – would you have used a teleporter on your holiday?**

### **SECTION 3 - TRAVEL TO/TRAVEL BACK EXPERIENCES**

*Instruction: This penultimate section of this interview looks at your transport holiday more broadly. I now want you to think about how you got to and back from the destination.*

**15. You have been talking about a {INSERT NAME OF TRANSPORT TOURISM COMMODITY} holiday, and so this involved the use of {INSERT PRINCIPAL MODE OF TRANSPORT}. Where and when did you board this vehicle?**

- If away from home, go to Q.15
- If at home, go to Q.16

**16. How did you get to {INSERT NAME OF PLACE WHERE VEHICLE IN Q.18 WAS BOARDED}?**

**17. What was it like when you were travelling by {INSERT MODE USED TO ACCESS TRANSPORT COMMODITY MODE}?**

*Try to get the participant to consider*

- i. *what they were thinking*
- ii. *what they were feeling*

**18. Were the thoughts or feelings about travelling to/back from the destination similar to or different from those associated with the travelling that formed your main holiday? Please explain.**

*Try to get the participant to consider*

- i. *similarities/differences between travel to and travel back phases*
- ii. *similarities/differences between travel to/back and on-site phases*
- iii. *reasons for the similarities/differences*

**19. Would you have chosen to have been teleported like Captain Kirk for this type of trip? Why/why not?**

### **SECTION 4 – PERSONAL DETAILS**

*Instruction: To finish, it would be helpful if you would tell me some details about yourself. This information is needed because it allows me to speak to a cross-section of people to get a wide range of views.*

*As I said at the beginning, nothing will be able to be linked to you because I will give you a pseudonym in my final report. If there are any questions you would rather not answer, simply leave them blank. If you would prefer not to answer the questions at all, please feel free to tell me now.*

**20. Can you please fill in the interviewee detail sheet {next page}? If you need any help with any of the questions, just let me know.**

➤ Hand sheet to the interviewee, and collect once completed

*Instruction: That question concludes the interview. I would like to thank you for taking the time to speak to me. Just to reiterate, all information provided will be dealt with discretely and your anonymity is guaranteed.*

**YOUR PERSONAL DETAILS**

*Please tick the box that applies to you*

**Sex:** Male   
Female

**Age:** Under 35 years   
35 - 60 years   
Over 60 years

**Employment status:** Employed   
Self-employed   
Retired   
Homemaker   
Unemployed   
Student

**Please state job title (or most recent):** .....



### **Appendix 3: Interview transcript – coach tourist**

#### **Interviewee:**

Co-M2

#### **Speaker:**

SR Steven Rhoden

IE Interviewee

#### **Transcript:**

SR Could you please tell me about some of the transport holidays that you've taken over the past five years?

IE Yes, we've done Australia and New Zealand by coach, by conducted tour; South Africa by conducted tour. China was a bit earlier than that, but that was in a mini bus. Jordan by mini bus, which was brilliant.

SR Are these conducted tours as well?

IE Yes, all with guides; Italian lakes; I'm just trying to think of others.

SR Do you go with a company?

IE Yes. We've all been... well the other one was South America, Peru and Bolivia.

SR Fantastic.

IE Did Machu Picchu...

SR Ooh! I'd like to go...

IE Yes, you've got to do that. I mean, that is like an ancient civilisation, not like China is, but if you get up there to Machu Picchu and we went back the next day at six am to see the sun go through the sun gate, which is about a mile above the ruined city, and the way they've done it, the sun shines straight on the city, through the gate. And that's only five, six hundred years that the Incas... I mean you go to China and it's 6,000 years you're talking about. So, yes, we've done all those, and earlier this year we did Northern Ireland and Southern Ireland.

SR And is it the same company that you use for all of them?

IE No.

SR Which companies have you used?

IE We've used Travel Sphere... the one we really like and it's a smaller group is Adventures Abroad, which are a Canadian company, but they've got an office in Sheffield; they're the best actually. CTS which is the Chinese government company to do China, but they have an office in London, and Titan, which we wouldn't use again. The last time we went with Newmarket Holidays over to Northern Ireland, and we had an agent with us, but it wasn't really a travel tour thing. The others like Adventures Abroad you have a really good guide who looks after you, and I believe in doing these because if you go by yourself independently, it might be cheaper, but you're going to miss things, and if you go with a good tour company and get a good guide, they know how to get you there, and they know where to take you, otherwise I'm sure you would miss things.

SR So, you've obviously had experiences with several companies, what is it that makes you choose a particular company for a particular trip?

IE Timescale, availability, and every time I would probably use Adventures Abroad, but on one of the holidays we just could not fit it in, so we had to go with someone else. We've also recently done some cruising, we go with Noble Caledonia and they always take us. Last year we did Hungary, to Budapest, to Amsterdam, right through Germany and Austria. You sail for a couple of hours and then the coaches pick you up and take you right into Vienna for instance, or into Nuremburg or Cologne and places like that. But that's all arranged and they have guides as well so it's... They've just done a Nile cruise, but again they take you by coach to Luxor and Abu Simbel and out to places like that. So, yes there are some good companies, Kuoni are brilliant, Adventures Abroad are superb for small groups. Like Titan when we went with them, there were 48 people on the coach, and there's 48 seats on the coach, and I don't like that.

SR What don't you like about that?

IE Oh, it's too crowded. You need a bit of space. And people fighting over seats; I want this seat; I want that seat.

SR So, what's your ideal then, for a 48 seater with fewer people on it?

IE Yes. We went with Adventures Abroad to Australia and New Zealand and we had a coach and there were probably 12 of us in a 50 seater coach, which was superb. Or, we went to Jordan where there were five of us in a seven seater mini bus, which was brilliant.

SR But just as long as it's not jam packed full of people.

IE No, not jam packed full of people. So, you've got to look around. And I'd say Adventures Abroad, and there are other small companies that do it that way. And I suppose they're tailor made of you.

SR How long did these tend to be? Is it a week, or a fortnight, or less?

IE China was three weeks and Australia and New Zealand were a month; South Africa was two weeks; I think Peru and Bolivia was three weeks.

SR It might be an obvious question, but why this length of time for these places?

IE Well if you're going to take a package tour, it's there in the brochure, from a date to another date. And then they have extensions, you can hang on and do something else if you wish.

SR Have you ever done any of those extensions?

IE Yes, we did one... Hong Kong, Singapore, and then we had an extra week in the Maldives. But that wasn't the tour; that was an independent holiday. Sometimes we've added extra days on somewhere. I wish when we went to Peru and Bolivia, we should have gone to Ecuador, to the Galapagos, but we didn't.

SR Next time.

IE Next time, yes. Well, like my wife would say, I'd like to go back to China, and I keep saying yes, but we want to see other places, you know.

SR Is that one of the things that... listening to what you say, you've been to so many places, is it that feeling that you want to...

IE Yes, she wants to go to Japan.

SR Oh, right, okay.

IE Although we're doing an Adriatic cruise in April, from Venice to Malta. But we will do Japan, or go back to China. We've done India on a small group, about 12 of us; that was with Kuoni; that was excellent and I was dreading going there. And we did the Nile only a few months ago, just after Christmas, because of my sister's 50<sup>th</sup> wedding anniversary, they wanted to do something special, and they wanted to do the Nile, and I didn't want to do that, but that was breathtaking; far beyond expectations.

SR So what are the reasons then that you choose coach tours or the cruises, as opposed to, let's say, just going to any one destination and just staying there for a period of time.

IE No adventure; you don't see things. If you're going to go on a holiday and you're going abroad, and you're going to see the world, you've got to move around. Like going to China, for instance, you go to Beijing, you go to Xian, you go to Shanghai you've got to go and see all the sights. Australia is absolutely immense, and we only saw... we went to Sydney and then did the coast over to Melbourne, then straight up to Alice Springs, then up to Cairns, back down to Sydney, over to New Zealand, North and South Islands, you've got to travel, and if you're going to travel those large distances, you let somebody else do it for you.

SR Do you drive?

IE Yes.

SR You don't think that's something that you would consider doing yourself?

IE No. We have friends who have done Australia in a camper van and stuff like that, but and we're getting on a bit as well, we want a bit of luxury. No, I'm not driving hundreds and hundreds of miles a day, and you don't see things. If you're in a coach and you've got a courier with you, even though you don't stop at a place, they might say that is such and such a vineyard, or that's such and such, so you can have a look out. When you're driving you're concentrating on driving more than seeing things. I think a conducted tour is far better. I've driven right from Vancouver to San Francisco... it took about two weeks.

SR But you preferred the experience when you're on the coach and you say you can let someone else take the strain, and you just enjoy the scenery.

IE When we drove from Vancouver to San Francisco we've got family and friends over there, so it was like, stop, stop, stop, and it was like prearranged trip, but that's really the only one where I've really driven abroad, apart from when we go to France. I spend a few days at a hotel in France, and I drive there.

SR You say you've been on some cruises. You've been on the Nile and you've been on the Danube.

IE And the Baltic.

SR Right. There are obviously two there that are on rivers.

IE Yeah, I've done three; I've done down the Portuguese coast.

SR Do you prefer river cruises to the sea cruises? What is it that made you choose... ?

IE We prefer, again, small boat cruises. A bit more expensive, the biggest we've been on only had 112 on, and that was the Baltic cruise, and this one we've booked again with Noble Caledonia again, that's only 106 on board. So, you get pampered, and you see all the sights, and you make sure you see everything. We weren't cruise fans, and certainly these two and three thousand cruise liners, we would never go on those.

SR Why?

IE Again, at our age we want to be a bit more alone, and a bit quieter. Possibly if we were younger we'd have done that, even taken the family, but we've only just started cruising the last three or four years. We found this company, Noble Caledonia who

we've stayed with; they are expensive, but everything is smack on, five star, and you see all the sights that you want to see. And the river boats are fantastic, and like going from Budapest to Amsterdam, you see the whole of Europe almost, or Western Europe. And they make sure you're off every few hours; the coaches are waiting for you, and bang, off you go.

SR I suppose that's something that you don't really get to do on a sea cruise is it, to stop so frequently?

IE No, you don't.

SR I suppose you get one stop in the morning, you spend the day somewhere, and then you're off somewhere else.

IE The only sea cruise we've done is the Baltic, and we flew to Hamburg, but every day you finish up in a different country. Lithuania, Estonia, Latvia, Russia obviously, St. Petersburg, Denmark, so we stopped at all the capitals.

SR Do you have a preference for one over the other, the cruise versus the coach tour?

IE I think as we getting older the cruises are better, and coach tours can get... three or four years ago now we did the South African one and went on safari, which was fantastic. We were going through at four o'clock in the morning to have a look at the animals as some were going home, at the leopard, and some coming out, which was exciting and eye-opening. I think you have a balance. When we go to Japan, I want to do the train, actually; they do a holiday on the train, but when I say that each destination is by bullet train.

SR With the cruise I suppose you get onto the ship and your clothes are there, and you can hang them up in a wardrobe...

IE That's a big advantage, that's a big advantage.

SR ... whereas with the coach tour you're forever out of the suitcase.

IE A coach tour, particularly the Adventures Abroad, because you're seeing so much of the world and you're travelling big distances, it's four and five in the morning, and you've got to leave your case out, and then it's put on the bus, and then it's off again, and you leave the case out, and then it's on again, but when you get on the ship, you just put the suitcase underneath the bed, hang your clothes up, and it's like a hotel, and that's an advantage.

SR Is a coach tour tiring?

IE Yes, far more demanding.

SR But still worth it?

IE Well, yes, because if you want to see the interior of a country for a start, apart from doing the river cruises; if you want to see Australia, and New Zealand, and China, and South America, South Africa, you've got to be prepared to travel, and travel some big distances; but it's worth it.

SR How important in these holidays is the actual transport element, the travelling element, the moving element? In other words if we enter the realms of science fiction or make believe, and there's a way that you could be somehow magically – like in Star Trek, sort of beam me up Scotty – teleported to the next place, would you want to use that technology, or is there something in the travelling by coach and by the cruise ship that adds to the holiday somehow? So, is it just the destinations... ?

IE No, it's just as important to travel, to say I'm in India travelling along the road, and there are cattle in the road, and people are begging, and you go through a town where you see the life of the town. How can I put it, like we used to do until about 50 years ago, people shop every day, particularly in hot countries. They want their meat and their bread fresh, so they might shop twice a day. So when you're driving through you see that, and you can stop and have a look; you eat out there as well. In all the destinations, wherever we've been, it's good to see the culture of the people, and seeing what they're doing. And if you get a good tour company, they'll stop for you, and see what's happening, and let you look and take photographs; take videos and speak to people; get surrounded by beggars as we were. But no I think it's very important that you travel and see things; it's no use falling asleep on a coach.

SR But there are people who do that?

IE Oh, yes, a lot of people do that, if they've had a heavy lunch, and sometimes it's quite difficult. Or sometimes if you get a good courier, she or he'll say, we've got a couple of hours now with nothing to see, have a kip, and then he'll wake us and say, we're just going to go through this place, or we're going to do that or going to do this, and there's something worth seeing here. You get a good courier, you're okay.

SR Have you ever been on any when you've had a bad courier, or one that's not been as good as the rest?

IE All the big ones have been good. We went to Northern Ireland and Southern Ireland about two months ago; that was different because they weren't couriers; they were just making sure you got to a place, like going to the Giants Causeway; they didn't tell you anything, and they were only short trips anyway, and that wasn't very good, in fact they weren't really very worried about us. But we weren't concerned about that, because we were only a hundred miles from home, and we abandoned part of the trip and got picked up by family and had a trip round ourselves. I was saying that we've been fortunate in that all the trips we've done by coach or with a courier have all been top class people.

SR This is speculation I suppose, but do you think is you had something like the Irish experience on one of the several week trips that you've been on...

IE You'd get sick. No, in fact, two of the companies I've written to about their courier, and said, fantastic, because they make or break it actually, not just because of the travel; the way they handle people; the way that everything is organised. You know, if you get a good tour guide or courier who are smack on with their job, it makes your holiday easier, and there's got to be rules and regulation, you've got to be there on time and you've got to cooperate with them, because it's most frustrating for them when somebody ignores them and doesn't turn up and then the group gets a little upset, because this certain person or certain persons are always late, and if you get a good courier, they'll take them to task.

SR Do you ever find them intrusive, in so much as you might just be travelling along somewhere and you get this commentary, do you ever find it intrusive, and you just want it to be off, and you just want quiet.

IE Yes, sometimes. That one in Ireland actually never stopped, and she had this voice that went through your head, and came out your backside somewhere awful. But yes, again a top class courier knows how to do it, so the bigger holidays have all been pretty good.

SR Been able to strike the balance?

IE Yes, and I am sure that other people will tell you that they've been on couriered coached and the person in charge has been rubbish, and they've been too intrusive, but we've been okay.

SR Just to go back to the question I asked before about how important was the travelling, you said it was important on the coach tour, because you've got to travel through and see ways of life and cultures, is that possible when you're on the boat?

IE On the cruise you can sit on the boat if the weather is good, and relax and enjoy yourself, but once you get to a destination, bang, you're off, and they will take you somewhere. There's always some place of real interest and note, depending what cruise you've chosen, of course, but every one I've been on, you've always been taken somewhere.

SR So, in that case is the travelling on the cruise ship an important part of the holiday?

IE Oh, it's relaxation, yes.

SR It's just the relaxation there is it?

IE And the sights, like when we were on the Danube, and it was absolutely ... the views were fantastic, but then as I said, it would land at docks somewhere and off you'd go, and within minutes, the coaches are waiting and they'll take you to some palace or some church, or something of interest; there's always something of interest to see.

SR I suppose, especially if it's a boat with 100 odd on, it takes far less time for everybody to get off and to... it's a couple of coaches, and...

IE Never been on a big ship so I wouldn't know, but I'm sure that disgorging 2 or 3,000 people is quite difficult. There must have been 40 or 50 coaches, it's like going to a football match.

SR I think especially in some of the places where they can't dock, and they've got to take the tender to the shore.

IE That's right. We went to St Petersburg and the other big port we were going to, Helsinki on our Baltic cruise, and our little ship got straight in, bang, right by the quay, but the big ships were miles out, absolutely miles out. They were coached in; they were in like old World War 11 docks in St Petersburg, maybe ten miles out, because they just can't get up the river.

SR When was the first time that you took a coach tour, can you remember?

IE The first time must have been in '95, '96.

SR So perhaps that's a bit long ago to ask you can you remember what your expectations were before you went on one. Maybe with the cruises, as you started more recently, what were your expectations before you went on that? Did you have any preconceptions?

IE Apprehensions about the cruises, because we were not cruisers, you see. And somebody said, you've got to go on a cruise, you've got to do this before you... and we kept saying no, we like our adventures, and so we compromised with this small ship company. The Baltic cruise was the biggest one we've done really; the river cruises are obviously smaller.

SR What were your apprehensions?

IE Cruising?

SR Yes, before you went on the cruise, what was...?

IE One of the apprehensions was all the old people go cruising, and we are old people now, and it's not for us; we don't want to do it. And cruises, what do you do, you go onboard, you eat food, and you drink, and you don't do anything else, so we said we would never do that, so we chose... these are adventure cruises; they're cultural cruises and we go on lectures on the Noble Caledonian the day before you visit somewhere, there's a qualified professor from somewhere, and they'd talk about their experiences there, and what we're likely to see, where we're going to go, and everything. I should imagine, on a big ship cruise, if you want, you don't have to get off; you can stay onboard, and you can eat and drink, and do what you want, whatever. I know that they stop in ports, and I know that you can visit; I don't know if you can take coaches and take people out to places, I don't know, but we chose this one, a small



ship cruise with an adventure theme to it, and a cultural theme which we would see, whichever country we were going to go through, they take you and see it. That's the reasons.

SR And it met those expectations?

IE Yes, it does very much so.

SR And so would you consider doing them again?

IE Yes, we're doing one next year. Venice to Malta, down the Adriatic, down through Croatia and Slovenia, which we've never done before, but we'll have a couple of days in Venice and a couple of days in Malta at the end, which is important. We've been to Venice before; it's a smack on place. I think, in preference the big holidays, Australia and New Zealand, China, South America, they were the bees knees.

SR Do you see there coming a time when you would stop doing the coach tours?

IE No, I see there coming a time when we'll have to do coach tours. No, I don't see us doing an independent holiday in a foreign country at our age, and apart from you're safer with a group, as I said before, you're almost guaranteed to see more than you would do if you want to be independent. I know if you say, right, I'm doing it independent, and just take for example, we saw the sunset and sunrise at Ayres Rock, now if you were independent you might say, well I'm going to stay four or five days, but once your trip is scheduled and you know what you're doing, you can't do that, so there are advantages and disadvantages. If you independent and if you find the place where you want to visit, and you like it, you can stay as long as you want, within your air ticket time, or wherever you've gone to, or your lease of your vehicle, whereas on these scheduled, organised tours, you know that day A, you're here, day B, you're there, and you can't negotiate anything else, unless you say, we'll see you later on, and pick you up sometime later, but that's a slight drawback, if you like a particular place.

SR If we now move onto thinking about the times when you're travelling on the holiday, what's the typical day on a coach holiday?

IE How do you mean typical day?

SR From get up to go to sleep; what other kind of activities on a typical day? What time do you get up? What time do you leave the hotel?

IE That all depends; like going with Adventures Abroad, they're bang, out there; they pack so much in a day, and the travelling is... you know the distances are huge in Australia and New Zealand, and in South America, so you can be up at four in the morning, and on the road at five, and everybody's saying, can we stop for coffee please.

SR And how long a day would actually be spent motoring?

IE Oh, you can be 12 hours, but not motoring, because you would stop at... we went to Beijing, for instance, and you might motor two or three hours to get there, and then you'll have eight hours there. You go through the Forbidden City; you go to the Great Wall and places like that, and then you go to bed, and the next day, be away somewhere else.

SR So, each day there would be about two or three hours of travelling, until you get to the next...?

IE It all depends, on the big tours, yes, but sometimes you stay two or three days; we stayed in Beijing for two or three days; we stayed in Sydney for two or three days; we stayed in Wellington, New Zealand for two or three days; we stayed three days in Cape Town, and three days at the end in Victoria Falls. Of course sometimes they're interspersed with flights; certainly in South America, Australia and New Zealand, South Africa and China, yes, in all those four big ones the distances were so huge that you had to fly. So, up again in the morning to fly, and then if you got there by lunchtime, you were picked up by coach and you're out somewhere.

SR I think that's one of the things, coming from a small country, we find it very difficult to think you can be travelling so far, and you can be flying and still be in the same country.

IE Yes, if you go to Adelaide, and there's a road from Adelaide up to Cairns, and it's 2,600 miles, and there's about three turnoffs on it; you go straight up, south to north, and some people took eight days to get over there. So, the distances are wow! We went to Machu Picchu and it was four hours by train, from Cusco to Machu Picchu; it's fantastic that train. Keep your eyes open there, because it's going through ravines and gulleys and it's fantastic. So, every holiday is different, and if you're prepared to keep your eyes open and look at things and not fall asleep, it's well worth it.

SR So there was never a point when you got on the coach and you think, oh, I'm getting back on this thing...

IE Oh yes, tired.

SR Well, in the morning when you get up and you're now on your fifth day, and the prospect of another two or three hours on the road before you get somewhere.

IE No, no, because if you know what you're doing and you know where you're travelling, and whilst you're travelling on a coach, there are things to see. Adventures Abroad never travelled more than an hour without stopping. And Travelsphere did it with us too, an hour, stop, an hour, stop.

SR And are these stops motorway service stops, or are these stops mixed up a bit.

IE The drivers know where they're going; the drivers have their favourite stops, and there's got to be toilets there, because I'm usually driving around now with people my age, so they all want to go to the toilet. They might say, on the final day, or

something like that, we've got to get from A to B, which is four or five hundred miles, but normally, although it might be a two or three hour drive, it's an hour, stop, an hour, stop, and we usually find good places to stop.

SR So, you've already covered this when you were talking before to a certain extent, when you've travelling the sort of things you'd look at whilst you were travelling. You've talked about the ways of life and the cultures and the lifestyles of the people. Is there anything else that you find yourself looking at whilst you're travelling?

IE If you're travelling and there's something to see, they will stop for you to see it. If you're travelling normally from A to B, it's a matter of yourself looking at things; there's always something to see, unless you're going from Cairns to Adelaide, or on these long roads where there's nothing to see. I said before, the courier will say sometimes, there's nothing on this road for another hour; it's monotonous, but you can look around you.

SR So, is it mainly like the human side or the cultural side that is of interest to you, or do natural landscapes appeal to you as well?

IE Natural landscapes appeal; they will always tell you, you're going through a beautiful area now, and the drive from Sydney to Adelaide along the ocean is fantastic. I drove myself from Vancouver down to San Francisco along that west coast of America and it's fantastic.

SR Apart from looking out of the window what else do you do whilst the coach is travelling?

IE Talk, that's what we do. You tend to talk and have some fun; have a sing song sometimes; it depends how the group goes.

SR So, who do you go on these tours with, is it your wife?

IE Yes. All the coach tours I've been on with my wife; the recent cruises have been with my wife, and my sister and my brother-in-law.

SR So when you say talk, is it just between yourself and your wife, or...?

IE No, you befriend people, and that's again, why I like the smaller groups, and we've been fortunate that we've never had a bad one. I suppose it can happen that you can get a couple of people that... well they might not like us, or you might not like them, but we have never experienced that, and we've had some really good trips where the group has always gelled.

SR And how does it work, do you get allocated seating, or is it first come, first served, or the bloke with the sharpest elbows... ?

IE Oh, let me get it right now, one company had this system where you moved two seats back, and then right round the coach. One company had a policy, I think that was

Titan, where if you booked first, you got preference, and then if you booked later, you were further back in the coach and stuff like that, and we won't go with those again. The smaller ones, with the mini buses, with seven or eight people, you just decide where you're sitting, and you ask someone, do you want to sit in the front today, everybody seemed to be friendly, and there was no fighting for seats. With Adventures Abroad there's usually that much room in the coaches, you can sit where you want.

SR So you're busy talking, and there's a sing-song; do they break out spontaneously or...?

IE Yes, and of course, because you always eat, you're always eating together as a group, but with Adventures Abroad in particular, whichever township you went into, a restaurant was booked for you, and that was all in. The one in South Africa was Travelsphere; there was maybe a meal at the beginning and a meal at the end; a farewell dinner, the rest you paid for yourself. So we befriended a couple from Nottingham who come and see us now, and we go and see them, and we always ate out together, the four of us. When we were in New Zealand a couple of times, we met a couple of American ladies who were widows, and we befriended them, and they came with us, just to make sure that I was there to look after everybody, and that's so easy to do. When we were in China it was all arranged and I didn't know what we were eating anyway, so it didn't make a lot of difference.

SR Eat it, come what may.

IE Yes, if it moves, eat it.

SR So, when you're travelling then, there's looking out of the window, talking, singing songs, was that about all that you did when you were on the move?

IE Yes, there's not much more you can do. The courier is talking to you sometimes about things.

SR Did you sleep, you mentioned some people...?

IE Oh, yes. In any vehicle with motion, you can nod off, can't you, even though you don't want to?

SR Yes, it's one of the nice things about it, especially after the heavy lunch.

IE A sandwich and a beer could knock me off, straight away.

SR When you were travelling what sort of things went through your head? Are you able to leave home and everything here behind? Are you still connected to it? What kind of things go through your head when you're actually travelling on the coach?

IE I can actually shut off, and the important thing is the holiday. The only time that I can recall that both of us were not concerned, but our thoughts were at home was when we'd just had a baby granddaughter the week before we went away, so we were in touch

with them, and with mobile phones now, there's no problem. But that's the only distraction. When I used to work I'd go on holiday, I always used to say, that's me, bang, finished; you've got to shut off.

SR So you weren't one of those people who were constantly mulling over things that they'd got to do or that they'd left behind?

IE Oh, my neighbour next door he can't stay away more than four days; it does his head in he says, he's got to come home. Not for me; if you're going to have a holiday, and as I said before, if it's cultural and adventurous, and you know you're going to see things all the time, now I should imagine it might be a bit more difficult if you're on a 2,000 cruise ship, eating and drinking all the time, or you're lounging on a beach all the time, which we've never done, even with our kids. So, not really, we've always sought some adventure and some culture. So, no, I have no problems going away on holiday, but I like to find out the football scores, or how the cricket is going on, or golf, but I don't break my neck to find out.

SR So if those kinds of things aren't in your head, if you do manage to leave those at home, what sort of things replace them?

IE The holiday and seeing things, seeing things.

SR And what is it that you're thinking about? Are you more future oriented, in the sense that you're thinking about the places that you're going to go, or are you thinking about the places that you've seen already, or a bit both?

IE Well, it's got to be a bit of both, because... I won't say it's helter skelter, but you're moving from place to place to place, so therefore if you'd been to Jordan, you've been to Petra, and then you're going to the Dead Sea, well, all right, you've had a fantastic time in Petra, and you're thinking about it, but you're excited to go the Dead Sea, so it's a bit of both, isn't it?

SR And you know, I suppose this comes back to the idea of adventure and exploration is it this constant idea of something new to come that is the interest on the...?

IE Yes, and you've got to diversify; you've got to do holidays, like I said, you'll never see the whole world, but we're trying to do things and see things. You were talking about a thing I'll never ever forget, is when we were on safari, the girl said, I've just got a call there's a leopard coming up the path towards us, and we stopped the vehicle. And she was the guide, and she said I've never seen a leopard for three years, and it came and peed on our wheel, had a growl and just walked away, and I could have touched it. And that is something that I will never, ever forget. Or we were driving through, and suddenly the driver stopped and three lions walked across. And you think, wow, but you're in the wild, so things like that are always etched in your mind, always.

SR So when you go on the holidays and you do see these things, whether it's a safari, or you're one the train in the train going to Machu Picchu, or wherever it was,

what sort of feelings do you have when you get to see these things? What kind of things are you feeling?

IE Oh, it's a sense of achievement that you've done it, and you've been to see it, and it's a memory you're always going to keep. When I saw the Nazca Lines, wow! You wouldn't believe it that you're up there, and you fly over and you think, well, who's done this? And nobody knows; nobody knows who's done it, and it's so clinical and so unbelievable. You can only see it from the air; you can't see it from anywhere else. And like going to Petra again, you walk down this gorge and there's that temple; not a temple it was a storage barn, actually.

SR The ones in the rocks is that?

IE Yes. There's nothing there, it's no bigger than this room in the rock, but it's very ornate at the front, isn't it?

SR I imagined it to be...

IE No, no, it was like a storage place, or a meeting house, but at the back of it, it's unbelievable; on the cliff faces there's civilisation all around it, for miles and miles; five miles you can walk into civilisations going back, well... don't know.

SR So when you say it's that feeling of achievement is that because you've had this wish list of all the places you've wanted to try?

IE Yes, you're dead right; we've gone there because we want to see it. We've gone to South Africa because we wanted to do a safari; we've gone to China because it's so historic and so mysterious, and India is the same. We've gone to New Zealand and Australia, because you've got to do it, and you see films, and you think I'd love to go there; we've walked along Bondi beach, and we've been to Sydney harbour. We've been up to Cairns; we've been to Alice Springs. We flew a helicopter up on top of the glaciers in New Zealand, Franz Josef glacier; did the waterfalls, where Captain Cook came in. Those are the things that you've got to go and do and see, and think, wow, he came on a little ship, no bigger than this house, probably, and all around the world, and we've flown here in like 16 hours, or something like that, and it took him two years to get there, to plot and navigate it in his little ship, and enter this fantastic bay. You think wow, he's done it, and we've been there.

SR Sort of putting yourself in the shoes of the person who was there?

IE Yeah, like walking over Machu Picchu, where the Incas have been; the Nazca Lines, as I said before.

SR And I suppose what you were saying about, you know Cook went there in a ship no bigger than this house puts it into perspective and makes you appreciate their achievements a lot more, doesn't it?

IE And then you go to see the terracotta warriors, and you think, how on earth have they done this? But it's something you've got to go and see. To walk up to Sun Yat Memorial which is 900 steps and you think what have I come up here for, because you do it. Or go up the Grand Canal, it's like the M25 motorway; honest there's families on board, and they're doing their washing, and eating, and piddling in the water, and you're steaming up, and the yellow haze is awful; it's like in a smog, because of all the industry on the sides of the canal; all the coal fired furnaces, engineering, power stations; it's absolutely dreadful, that way.

SR It's quite interesting to see, somehow.

IE Yeah, and then go to Shanghai, where they've built all this new business centre and complexes, and skyscrapers, and the guide said, ten years ago this was farmland, and I innocently said, what happened to the farmers? No problem he said, the Police helped them to move. [Overtalking] To go into the shanty areas where people live as well in China, or to go out of Cape Town four miles, and see this huge, absolutely huge huts, and debris, and people living in them, awful, shanty town; Johannesburg was the other one.

SR Yes, but it does give you a greater appreciation of the way other people live.

IE Well, you do, like going to India and wherever you got out of the vehicle there were kids pulling you and asking for money and begging, and you think, oh, I don't need this, but it's their way of life

SR How does that, or does it make you reflect upon yourself, and your lifestyle, and your status?

IE It makes you think there is a huge divide in the world, in poverty, and the way that people live, and the way they accept life. Over in India there is some very rich people as well, it's not all like that. But wherever you go, particularly in the Middle East and the Far East, the poverty is unbelievable, and South America is the same. You've got to really say to yourself, I'm only here for a short time; I'm a witness to it; I can't get involved. If you got involved, well, you'd give the shirt off your back.

SR You're not going to make any difference in another two weeks.

IE No, I can remember returning to a school in China, and these kids were all students, and they all wanted to live in Hong Kong, and they all wanted to come to England, and they wouldn't have a cat in hell's chance of coming to England one day, and my wife emptied her handbag because she was a teacher, and she gave them all her pens, and lapel badges, stuff like that. So yes, the cultural part is seeing how people live; there's nothing you can do about it. It's like watching, for instance, a lion take a deer; it's part of life. You know that is nature, and you can't affect nature; I suppose you can, in a little way, like donate money maybe to some of these charities.

SR But as you say, it's that divide in the world, isn't it, that you get to appreciate.

IE It's a huge divide; it really is an eye-opener; you think how on earth do people... but a lot of them seem happy; I'm not sure they are, but they appear to be happy in their way of life. And it is a way of life; it's the way they've been brought up, and I don't suppose, unless they're very, very intelligent and people do get out of it, but most of them say, that's it.

SR They're there for life.

IE Yes, and just moving off your subject for a moment, I do sociology; you could look back and I studied the 1930s of England, in the tenement flats, and the back terraces in our major cities, where life was pretty poor, and pretty hard. A lot of deprivation, but families loved to be there; daughter wanted to live next door to her mum, and have a family. And that's not much different from seeing the culture in India, and in China or in South America, and the shanty towns in South Africa.

SR But on that sociological note, seeing those kinds of cultures, and those ways of life, did you take anything from them, or you know what I mean, did you take anything and incorporate it into your own life, or as you say, were you just a witness to it?

IE Yes. I mean you're on holiday for two or three weeks and you come back home, and to be very truthful about it, if I'm thinking about the holiday, that's the last thing I'm about; I'm thinking about the sights I've visited, and the views, and the actual beauty of some of the places. The cultural side of it, the deprivation of it, perhaps in my own subconscious, I don't want to think about it. It's good to be home.

SR It's just interesting to see that sociological side to it.

IE I would defy anybody else to think of it any other way. I suppose it's your brain, and you don't want to think about it do you? Until it comes back on television and you're watching it, and they're shooting each other, or the kids are bawling in the streets, and they've got these famines, particularly in Africa. And they've got all these blooming leaders, who are driving around in Mercedes, and eating the best food, and then spending all the money, and then we're banging millions into them; something is sadly wrong.

SR For the last section of the interview, again consider these holidays, but think about the times when you were travelling from the UK to Australia, or to China, so about the use of transport but here in purely a functional sense, to get from A to B; to get from your home to the country that you are taking the holiday in. I take it in all these instances, will it have been by plane?

IE Yes, all by plane.

SR So, and clearly you enjoyed the transport elements, the travelling in the coach tour, and the cruise, how do you reflect upon the plane journey to the destination? Do you consider that to be part of a holiday, or does the holiday start when you get to the destination? When do you consider the holiday to start?



IE My wife loves flying and airports, and I hate them. They're a tool to use, and you have to use them, they're a necessity, but airports... that's another thing why people are doing more cruising, and more travelling by boat, even by boat and then car, because the airports are dreadful, and the way you're treated is dreadful. And apart from doing holiday flying, I've done a lot of business flying since I finished; every week I was flying, and it's a purpose to get from A to B. Flying is an adventure for some people; particularly if they've not been before, or they go once a year on a plane, but for me it's god awful. The thing is, let's get it over with, let's get there. And you get some bad flights as well.

SR So, is your, just to paraphrase and ensure I've got it right, so is your opinion about the flying because you're obviously an experienced flyer, rather than somebody for whom it is novel, and you know, you get treated badly. Is it that you don't like the airports, or you don't like the planes as well, or is it mainly just that it's a humdrum activity for you now, that holds no novelty?

IE Well, it's become a humdrum activity yes, but I think the airlines and the airports could do a lot more to make it more comfortable and more convenient for people. So I've been flying Business Class, which is fine, but when you fly Economy, which most people going on holiday do; it's not use spending thousands and thousands of pounds on a flight which costs more than your holiday, or the equal of your holiday. But particularly in the last few years with the terrorism, and I understand security, and I understand that they've got to do things, but it's the attitude; wherever you go in the world they're not friendly with you, for a start; maybe the job is not to be friendly with you, I don't know, but you feel like cattle being ushered through here and there, and it doesn't seem customer happy for a start, that's for certain. I look around sometimes, and there's poor old mum with three kids, and dad, and they're going on holiday somewhere, and standing in this... and they're always bloody hot, and steamy, and surly people dealing with you, and at Heathrow in particular; if I can avoid Heathrow... it's like the plague.

SR I think most people say that actually; I don't really know anybody who's got a good experience to tell.

IE Oh gosh! You wait, and wait, and wait, and there's this, and there's that, and it's just a distasteful experience; you know you're going to have it, though. But funny enough we went to the Nile in February or March, and we went to Gatwick; it was one of the first times I've been to Gatwick, and we stayed at the Gatwick Hotel, and you just walk down the steps, onto an escalator, onto the plane, and it was brilliant. But why can't they all do that? Manchester used to be good, but by gosh... coming back into Manchester now, you can wait for ages to get your luggage. That's another thing, you've spent four or five hours on a plane, and you've got to wait an hour or two hours for your luggage to come off. So, unless you're a real adventurous person who loves flying, no thank you, but you've got to.

SR So, if you think back to my question earlier on, in the realms of fantasy and science fiction, if there was...?

IE Take me there, please. When I get there I'll start my holiday.

SR What about the transport back, when do you consider your holiday to have finished? When you get through the front door, or when you the last hotel?

IE Oh, I think when you leave the last airport, or when my wife has packed the bags, because I'm not allowed to pack the bags, which suits me, I just lug them. And once you're back on the plane, you're coming home. She's got to do all the washing when you come back; I haven't but, yes, I think most holidays, right at the end you think, well, I'm going home now, and you can't stay for ever; financially you can't stay for ever, and secondly, there's no reason why you can stay forever. A holiday is a holiday; an adventure is an adventure, and you've done what you wanted to do; you've chosen the holiday, and fortunately every one's been good for us. You've seen what you wanted to see, like the Taj Mahal was another fantastic thing to go and see; you know what you've been and done, and you're coming home, and that's it. And you think, oh I wish I was there again and stuff like that...

SR Do you have a looking forward to coming home feeling, or... you seem to be able to quite easily bookend it. Do you have a, I'm looking forward to getting home feeling?

IE Sometimes if you're tired, yes. And now we've got the granddaughter of course, it's good to come back to her. And then there are your friends. Maybe the way to settle back into the way of life that we have, it's just totally different. There's very few places... maybe I'd live in Australia or New Zealand, but I wouldn't live in China or India, and not particularly South Africa, I thought it was bit fraught over there. We've been to America several times, and we've got good friends over there, but it's nice to go and come back. Canada is okay; Canada is good. But I wouldn't by choice... I probably would live in New Zealand, because I think it's the fifties and sixties, which I can remember, and this country is really sinking.

SR But that's brought us very nicely to the end of the interview. Thank you very much for participating in that.

#### **Appendix 4: Interview transcript – cruise tourist**

##### **Interviewee:**

Cr-M1

##### **Speaker:**

SR Steven Rhoden

IE Interviewee

##### **Transcript:**

SR Can you tell me about the transport holidays that you've taken over the past five years?

IE There is only one really, which was a cruise that [girlfriend] and I took in April, May, of this year.

SR Okay, so that was just the two of you, and whereabouts did the cruise go?

IE It was a two week cruise, left Southampton down to Cadiz in southern Spain, and then around the Mediterranean, around to Barcelona and Monte Carlo and then the west coast of Italy, Florence, Rome, back through the western Med to Sardinia, Majorca, Gibraltar and then back up to Southampton.

SR And, who was the cruise operator?

IE Cruise operator was a company called Princess Cruises, which is the sister company to P&O.

SR And did you book directly with the?

IE No, we booked with, actually, [girlfriend]'s mother sorted it all out, but she booked it through a travel agent called Cruise Finders, I think it was, but no, it was booked through a travel agent, not direct with Princess.

SR Okay, but you chose a particular package; clearly the different packages must have different stop off points and different routes and different schedules?

IE Yes.

SR Why did you choose this one specifically?

IE There were a number of places that we both wanted to go that this cruise took in, Rome, Florence, Barcelona for example. It was also running at a time when we had leave to take, so the timing worked well, and it was a good deal on this particular cruise. There are loads of different operators who run broadly similar routes around that area of

the Mediterranean; this one was available when we were free and was reasonably priced, but it also went to a number of places that we wanted to go to.

SR So there was nothing about the company specifically, or the ship specifically, that made you choose that one as opposed to any other, because of price and availability?

IE Price and availability mainly; it was the first time I've ever been on a cruise, so I had no experience of any other cruise line. We were guided slightly by [girlfriend]'s mum and dad who had travelled with Princess before, and had travelled on that particular ship before, and both times had been a good experience for them, and they were happy to recommend that that was a good cruise line and that was a good ship. But from my own personal experience, no, it wasn't based on that.

SR Why did you choose to take this kind of holiday?

IE In some senses it was easy, because you get to Southampton, you get on the ship, and then essentially you don't have to think about anything else. You're taken to where you're going to, you don't have to worry about unpacking in multiple places, and it's all inclusive once you're on the ship, so in some degrees it's a hassle-free holiday; it's an easy holiday.

SR Was it appealing?

IE Yes, that is appealing for me. When we started to look for a holiday, we didn't look exclusively at cruises. We looked at going to Florida on a fly-drive or something like that as well, but this appealed, [girlfriend] had done them in the past and had recommended them and enjoyed them, so it seemed an easy way to spend a relaxing couple of weeks.

SR And was it?

IE Yes, yes.

SR It was, so it did everything that you hoped it would do?

IE Yes, yes.

SR So, you've kind of touched on it there; what was it specifically about that that made you choose it as opposed to, I mean, you said a fly-drive, which clearly would have been travelling around, but maybe just a holiday where you were stationary?

IE I'm certainly not, and [girlfriend] isn't really, the sort of person who would enjoy a two week beach holiday in Majorca for example, or anywhere else, so the idea of going to one place for two weeks and lying on the beach every day just didn't appeal in the slightest, so this gave some variety and a sort of taster of places that we could go back to at some point in the future if we liked them. So, it was good in that sense, that it gave you a taste of various places. You were on the move, you wake up every day and

you had a different sight out of your window, and it was just interesting, rather than spending two weeks in the same hotel, sitting on the same beach, by the same pool every day, which neither of us would have particularly enjoyed.

SR But as you say, that could have been achieved through a fly-drive holiday, and you said that you preferred to do the cruise as opposed to the fly-drive because the fly-drive is too much hassle?

IE Well, I'm not going to say that we would never do anything like that, like a fly-drive or any other sort of holiday, but at the moment in time, it was easy for us. There was a lot of other stuff going on at the same time, and it was just, we now don't need to worry about planning an itinerary and everything else; it was easy and it was a straightforward sort of choice to make. I'm not going to say that every other holiday I take is going to be a cruise, because it won't be, but at that time it suited our purposes very well.

SR Obviously there are other options that allow you to see different places every day, like a coach tour, for example, where that's all arranged. Why did you choose the cruise over something like that, where you get a similar kind of organised, hassle-free experience?

IE Although the cruise is sort of organised and all arranged for you, you're still very much left to your own devices, so when the ship rolls into Barcelona, for example, there was half a dozen, a dozen, organised different tours that you could go on if you wished to. You could stay on the ship and do nothing, or you could go off and explore on your own – as we did, in Barcelona. So, although it's organised and it's structured, you're not forced to do what the majority, or what everybody else is doing on a coach, I mean, the thought of travelling around Britain or even Europe on a coach is not something that appeals to me anyway, but you're driven where the majority of people, well, where the coach is going, and you've got no real flexibility in what you wish to do once you get to somewhere. So, with the cruise you haven't got to worry about getting there, but once you get there, you can do what you wish, pretty much, as long as you're back in time to catch the boat before it sails off in the evening, but you still get a great element of flexibility in there.

SR Right, okay, and you said that a coach tour is something that you really would have absolutely no inclination to do.

IE Yes.

SR Why?

IE I suppose there are a number of reasons. The thought of spending a week, two weeks, however long, on a coach in close proximity to 40 other people doesn't really fill me with much excitement.

SR But a cruise ship you're with 1,000 people.

IE You're with 1,000 people, but you're not in the tightly confined space of a coach. You can go up onto the top deck, you can go to the library, the computer room, one of the many bars, the restaurants or whatever, and you can get away from people. Although you're surrounded by people and you're on sort of, a big floating hotel, you can still find your own space and get away from other people, even if it's going to your own cabin and locking the door. That makes it sound terribly antisocial, but the thought of sitting on a coach surrounded by the same people in the same seats every day, just doesn't appeal to me. There's also a slight image stigma with coach holidays, that I suppose applies in some degrees to cruising as well, but it's very much perceived as being sort of a holiday for the more elderly person. Like my grandparents go on coach trips for three, four, five days, and they go off wherever, and I suppose the age thing is a similar stigma to cruising, but that's off-putting as well, in my mind.

SR Did you find that age thing to be a problem on the cruise?

IE Not a problem as such; the vast majority of people on the cruise were more elderly – pensioners and so on, so it's fair to say that they make the bulk of the passengers, but there were a lot of families, couples, single people, children, as well. I think that particular cruise that we took from Southampton, where there's no flying involved, particularly appeals to elderly people as well, because for them it's an easy holiday, because again, they just get on the ship in Southampton and they don't have to worry about it. They don't have to worry about luggage limits and security checks at the airports and all the rest of it, and it's less hassle for them, so I can see how that particular cruise appeals to an older section of the market.

SR How did you find it; you say that the fact that it left from Southampton, and there weren't all those kinds of, you know, you didn't have to fly out somewhere to join the boat, and you think that appeals to the older person; you being a younger person, was that off-putting for you then, or would you have preferred to fly out somewhere, or didn't it bother you either way?

IE It didn't bother me in the sense, well, actually it appealed in the sense that it was easy and you didn't have worry about taking 20 kilos of luggage with you, and being careful of what you pack and all the rest of it. What it did mean as a downside was that leaving from Southampton on this particular itinerary, it was two and a half days before we got anywhere, so it was a long period of time to travel before you got off the boat again and actually saw somewhere. So that was a bit of a negative.

SR Right, and when you say it was two and a half days before we got anywhere, does that mean that those two and a half days were unpleasant or did it mean that you would rather have done without them?

IE They weren't unpleasant, because it gave you an opportunity to just relax and unwind a little bit. The two and a half days travelling was defined by the itinerary that the cruise took, in that the first stop was Cadiz, which is southern Spain. Had it been Bilbao or Lisbon in Portugal it would have been earlier than that that we would have got somewhere. I didn't find those two days unpleasant. [Girlfriend], to a degree did because she suffered from some seasickness going across the Bay of Biscay down the

Portuguese coast, and we said we wouldn't, if we were going to do a broadly similar itinerary again on another cruise, we'd fly into somewhere like Barcelona and then do the same sort of circuit and fly back.

SR But that would just be because of her seasickness, or would it be because you would rather not have those couple of days? If it was you without, or if you were somebody who didn't suffer from seasick?

IE I'd be quite happy to, because it gave you an opportunity to sit and to just sleep and read and just take part in some of the activities that were onboard, or just forget about things for a few days. It was an easy start into the holiday.

SR A transition, in a way?

IE A transition into the holiday, yes. It was less pleasant on the way back because once we left Gibraltar, which was the last stop, we both reached the conclusion in our minds, right, now the holiday is over, we're back to work, but we still had these two and a half days of travelling; it just seemed to prolong the agony of finishing the holiday. That doesn't really make much sense, but...

SR No, it does make sense, because I suppose if you're flying somewhere it's fairly quick and things are usually happening fairly quickly, and broken up into you queue for the check in, and wait, and you get on the plane, and you have your meal, and you get off, and it's got these little sequential bits to it, but I understand.

IE But knowing you've got two and a half days worth of travelling, albeit on a very comfortable, very nice, well appointed ship, it's still sort of prolonging the inevitable, that the holiday has ended and it's just stretching that out for another two days or so.

SR Right, so those bits were well and truly in your mind, functional kind of A to B travel? When would you say the holiday started for you?

IE The holiday started certainly when we got on the ship in Southampton, and I think it wouldn't have been so bad had [girlfriend] not had seasickness. That broke the holiday feel a little bit, and we then had a re-start of the holiday when we got to Cadiz, but certainly, when we got on the ship in Southampton, it felt like we were on holiday.

SR And at the end?

IE The end, I think in my mind, was when we left the port of Gibraltar on the way back, because that marked the last place we were visiting. From there on in it was just going home, so the last two days, whilst perfectly enjoyable and pleasant, did seem quite long days.

SR And did the people on the ship do anything special to try and close it off, because there must be a lot of people feeling the same way? Did they try and put on special end of the cruise carnivals or something?

IE Not the very last night, but the night before the last night, was the last formal evening, and the dinner of that evening was a black tie dinner and they made of an event of it, and it was that sort of; and I think the staff on the ship, in their mind, that signalled the end of the holiday, because you've got the big end of sort of, trip mean, sort of thing, and all thanks and to the restaurant staff and the chefs all paraded around the restaurant and all that sort of stuff, but then we still have another day, but you know, that last day was geared towards packing your cases up, clearing out your staterooms and generally sorting yourself out to disembark the next morning. So I think in the crew's, staff's sort of eyes, yes, they did try and do something. They probably could have done more, made it more of an event, and then you were sort of left with this last day that was...

SR Bitty?

IE Yes, a bit nothing really.

SR Okay, and if that's how you felt about the travelling from Southampton to Cadiz in the first place, and from Gibraltar back to Southampton, how did you feel about the bits when you were travelling, let's say, between Cadiz and Barcelona, and Barcelona and wherever?

IE With one exception, which was the leg from Cadiz to Barcelona, which meant that we were in Cadiz on the Tuesday, we spend the Wednesday travelling, and we were in Barcelona on the Thursday, so you had another sea day, effectively; with that exception, the travel between each place was done at night, so typically you'd leave a port at five, six in the evening, you'd have dinner, go to the theatre or whatever in the evening, and then when you wake up the following morning, you're in somewhere else, so to a degree the travel between places wasn't really an issue, you didn't really notice it. You sort of took it for granted, I suppose, to a degree, that when you woke up the next morning you'd be looking at a different view, and that was never onerous, or never a burden or anything like that.

SR So, if you would have had more of these sea days, how did you, I don't suppose it was at the beginning of the holiday, but how did you feel towards the sea days versus the non-sea days, or the port days?

IE Once you've been to one port and have got off the ship, certainly my perception of it was you want to do more, so you're looking forward to getting to the next place and getting off, and the next place and going and exploring somewhere new and somewhere different, so I think had there been more sea days between ports, it would have had, the sense in my mind anyway, that it was dragging out the holiday. I dare say, a lot of people go on these cruise holidays and never actually get off the ship, because they enjoy just the time to relax and just forget about things. So, I suppose it's how each person interprets it, but in my mind, if there'd been more sea days between ports, it would have felt like you were unnecessarily dragging out the holiday.

SR Right, okay. Because on a sea day, what is the typical, what would you do during that sea day?



IE The cruise line arranges a full programme of activities that they offer during the day. Typically, we would get up, I'd rather get up earlier and go off and do something, and [girlfriend] would rather stay in bed and sleep for a little longer, but we worked it out, came to some sort of compromise, but you'd get up, you'd go for breakfast, you would take a look at what the activities were on for the day, potter about, sit on the deck and read, have a drink, go for lunch, just as you would on any other holiday probably. You're just contained within a ship that is travelling somewhere, so go for a swim, go to the gym, go to the spa – whatever.

SR Yes, and if you were moving, I mean, I've never been on a ship that big, but did you ever get the sense that you were moving?

IE In the Mediterranean, no, with one exception when we did have some very strong winds when the boat was listing from side to side, and going across the Bay of Biscayne was a little rough, but in the main, other than the noise of the engines, no, it felt very calm, very still, and certainly if you were inside with no view, no window or whatever, so if you were in one of the bars or the restaurant inside the ship, very often you just couldn't feel any sensation that you were moving at all. If you go out on deck obviously it's different; you can see the horizon, and see the passing countries and other ships and other traffic and all the rest of it, so no, not always.

SR Right, and was that disappointing or was it pleasing or did it not bother you one way or the other?

IE It surprised me actually, that it was so smooth and so unnoticeable. It was my first experience on a cruise ship, and then you're going on anything that large, I suppose in my mind I was making the comparison to something like a cross-channel ferry, where it is loud and it's quite agricultural, and it's just there to get you back and fore across the channel, and there's no element of comfort or anything like that with it. But with this, I think the ship was very well insulated, from the passengers' perspective, to remove the element of travel, if you want, or remove the element of movement from what you are doing.

SR And for you is that something that you were aware of at the time, or is it something that you're just aware of now, reflecting back?

IE You probably sort of took it for granted at the time. In the initial two days, two and a half days going out and coming back, it helped, because all you could see was sea, you weren't near a coastline to look at, there wasn't much other traffic to look at, so it helped sort of insulate your feeling of isolation and stop you feeling isolated, I suppose. When you were in the Mediterranean and you were closer to land and there was more traffic around, it was nice to go and sit on deck and look and see the places you were travelling to, but when you're out in the Atlantic, across the Bay of Biscayne, it doesn't really matter, because there's nothing to look at really. So, to remove the sense that you're stuck in the middle of an ocean with nothing around you, it worked well.

SR And did you get that feeling when you were out on deck, and you were looking around?

IE That you were in the middle of nowhere?

SR Yes.

IE Yes.

SR And did that bother you?

IE No, no it didn't bother me at all.

SR Well, was it nice?

IE In some ways it was nice. It's not the sort of, you can't go up and sit on deck and look at the view for hours on end, because the view is pretty much unchanging. You get the occasional oil tanker or cargo ship that you pass, or another cruise liner that you pass, but it's a fairly monotonous sort of view, which every now and again is fine, and when you get up and went for a walk around deck it was quite pleasant to look at once you got up, but for long periods of time, no, it was rather dull.

SR And was there any sort of splashing of the sea, I mean, I suppose if you're on the top deck then it's a long way, but did you ever get that sense that you were at sea, even when you were out on the deck?

IE Oh yes, when you're out on the deck and you go to the pointy end of the ship, you can see that bobbing up and down and you see the whites of the waves as you crash through them and all, and then you get a sense that you're actually moving and you feel like you're moving at some speed at that point, but in general, if the seas were relatively calm, no, because the boat didn't feel, didn't move excessively if the seas were calm. And no, you just sort of, a lot of the time you only get a sense of how quickly you're moving by the speed of other ships that you saw, so whether you were going past them, or they were going past you, sort of gave you an indication of actually, yes, we are going along at a fair old pace.

SR As this was the first cruise that you've been on, what were your expectations before you went on it?

IE My expectations, I suppose, were that it was geared more towards the older generation. It was potentially quite a stuffy occasion, where you wear black tie for dinner every night and very formal and very sort of, confined, and expectation that it's silver service dining and it's all very formal and very constrained and not much fun and not very laid back. And to a degree, those sorts of concerns were dismissed by [girlfriend] and her mum and dad from them having done it previously, but they're still sort of the things in the back of your mind, until you experience it for yourself, you don't know what it's really going to be like.

SR So those were the primary things that were in your head?

IE Yes, I think so. I never worried about seasickness or the boat capsizing, or anything of that degree, it was, well, is it going to be much of a holiday, are you really going to enjoy yourself if you've got to put black tie on and all this sort of stuff, and you're going to be surrounded by older people etc. But I think we were quite lucky in the cruise line that we picked, Princess Cruises, in that it, and I didn't really appreciate this until we were there, although [girlfriend]'s mum and dad had explained it from their experience as well, but it was a mid range cruise, in that it wasn't a completely informal one like some of them now are, where there's no black tie, there's no set sitting for dinner, it's come and go as you please, pretty much. But equally it wasn't sort of like, Cunard Cruising or P&O Cruising, where it's black tie every evening and it's very formal and you're expected to behave in a certain manner along the way. And it was sort of pitched somewhere between the two, which gave the right balance between it being informal and laid back most of the time, but I think on the fourteen night cruise, we had three nights where it was a formal evening where the black tie was expected. And that sort of balance was nice, because it was actually quite nice to dress up and make the effort and look smart, and [girlfriend] had put her bling on and go out and do it, and that was quite nice – it was a change, because that's not something we typically do at home. And I think the balance between having the informal and the formality as well.

SR So you wouldn't have liked the formality all the time?

IE I don't think I could cope, no, I don't think I could; I could cope with it, I don't think I'd enjoy it as much to have to do that sort of formal-ness every night on a seven or a fourteen night cruise, because I suppose in some senses it takes away the occasion of doing it, because you're doing it every night. If you're only doing it three nights out of fourteen, it's a bit special, you make the effort for it; you look forward to it to a degree. If it's every night, it removes that element of special-ness from it.

SR Sure, so if that was, you know, the formal sit down sort of service, black tie was three times, what about the other eleven?

IE The other eleven, again, you could still go to the restaurant, dress code was not as rigorous or not as formal; we're still expected not to turn up in jeans and sandals and a T shirt, it was still smart casual. It's a horrible term, smart casual; so we still had a sitting for dinner every night. Didn't necessarily use it, because on a couple occasions I think it was primarily when we'd been to Florence, and when we'd been to Rome, our sitting for dinner was quarter past six, we didn't get back from Florence or Rome until about six o'clock, so you didn't want to rush to go down for dinner; you didn't want the hassle of changing. You just wanted to sit down and relax for a couple of hours, and then we did that and we went to one of the other restaurants. We went up to the buffet restaurant or the pizza place or wherever, and just did something else.

SR Is it all inclusive?

IE All the food is inclusive; your bar drinks aren't, but all the food is inclusive, yes, and there's no expectation that you'll turn up to dinner in the main restaurant at 6.15 every night of the cruise. And the table of people we were on, I think everybody missed a couple of nights, because they were off, because they were late coming back from somewhere or they couldn't, and it applied to us, you know. Because the food was very good, but it was potentially each night you could be eating six courses, five or six courses every night, and you don't want to do that sometimes.

SR Sometimes you want something a bit simpler.

IE Yes, so you go up to the buffet and just have a salad or whatever, so it's just some pasta, when you can't be doing with the full formality in the restaurant.

SR And you're on a table with other people?

IE Eight other people, ten of us in total.

SR And how was that; were they the same people every night?

IE The same people every night.

SR Did you, well; you won't have chosen the eight people in the first instance.

IE No, when we booked you're asked for your dining preferences; well, with this particular cruise line you're asked for your dining preferences; whether you wanted a 6.15 or a 9.15, I think it was 9.15, sitting for dinner, and whether you wished to be on a table on your own or a table with other people. When we booked we stated we wanted to be a table for two on our own. They couldn't accommodate that, so they put us on a table with four other couples, so there was ten of us in total. I think with hindsight we should have, on the first night, asked the maitre d' in the restaurant if we could change tables, but yes, we were on, we didn't do that, so we were on the same table, sat in the same seats, everybody sat in exactly the same place every night with the same eight people for every night of the cruise.

SR So you'd wanted to be alone, and then you ended up with eight other people?

IE Yes.

SR How did that, did that spoil it any?

IE I don't know if it spoiled it, it didn't necessarily add to it in any way. And initially it was conversation between the couples on the table was very stilted, very polite, you know, along the lines of, oh, isn't it marvellous weather, what have you done today, etc etc. But as the two weeks went on, the barriers broke down, and it became more friendly and the conversation became easier and that helped. As I say, I don't think it spoilt the holiday in any way, but then we didn't make any lifelong friends out of it, and no real desire to contact any of the people we sat with once we left the ship.

And I think definitely, with hindsight, if we were to do it again, we would request a table for two, yes.

SR I'm just trying to think, because we've answered a lot of the questions as we've been going through. So, you've told me about a sea day; what about the port days, what was the typical routine on a port day?

IE The typical routine on a port day, you'd usually find that when you woke up, 8.00am or whatever, you were either already in port or coming in to port. If you were on an organised tour, then you had a meeting point and a meeting time where you had to be at, and then they would put you on coaches and off you'd go on your organised tour. If you weren't, then you were free to basically make own way off the ship at whatever time you wished. So, typically you'd have breakfast, get yourself together, work out what you wanted to do, and then go off on your own. All the organised tours had to be booked at least 24 hours in advance of them happening, and that was a bit more structured, so you had to be in the theatre by, I think for things like Florence, it was we had to be in the theatre by 7.00am, because it was an hour and a half or so driving into Florence from where we had docked. And that was a bit more structured, and a bit more rigid, and you felt like you were being organised more.

SR But presumably there was also a good side to that as well?

IE Yes, for places like Florence and Rome, where you don't dock in the place that you're visiting, so for Florence we docked in a town called Livorno, and Florence is about an hour, and hour and a half away. The organised tour operator is a good way of getting you from Livorno to Florence, which if you did it on your own devices, you'd have to get from the port to the railway station, railway station etc. It just made it easier, and it also meant that coming back to the ship, the ship wouldn't go until all the organised tours were back, so you were safeguarded in the fact that the ship wouldn't go without you. If you were on your own, then you were either going to hold up the ship if you were late, or you run the risk of it going without you. So, for places like that, the organised tour made sense. For places like Gibraltar and Barcelona, where you dock within walking distance of the city or wherever it is you're going, unless there was something specifically you wanted to see on one of the organised tours, then it made sense to just leave you to your own devices and either walk into Gibraltar or catch the shuttle bus from the ship, in Barcelona, into the city centre and left to your own devices for the day.

SR If you were doing that one where you were left to your own devices, how much did the fact that you have got this ship waiting for you that could possibly leave you, how much did that play on your mind? Did it spoil what you were doing in the port itself?

IE No, no, it didn't, certainly not in my mind. You're always conscious of the fact that you needed to back at such and such a time, so we worked on the principle, if the ship is leaving at five, if we aim to be back by four, we've got some grace time in case we're delayed or whatever. So the day was never spoiled by thinking, oh, come on, come on, we've got to get back for the ship, but you were always conscious of the fact

that you have to be back, and I think doing it that way, saying we need to be back an hour earlier than we were, actually worked, and allowed us to, not forget about it, because it's always in the back of your mind, but just took the worry out of it, I suppose.

SR And when you went on the organised tours versus the days when you were just on your own, left to your own devices, which were preferable?

IE With hindsight, being left to your own devices is definitely preferable. At the time we booked the organised tours, we thought they would be a good way of getting us into Florence, into Rome, and having that security of it all being organised for you. I think that was also partly driven by the fact that they were new places we were going to; neither of us had been in them before, so we didn't necessarily know where things were, and you can only get so much out of a guidebook as to what do and where to go etc. But I think they provided an easy introduction into where they were, and with most of the guided tours, there was still a built in element of free time to do what you wanted to do. So, I think with hindsight, when we do another one, if we do another one, I don't think we'd book any or as many organised tours as we did, unless there was something really specific that we wanted to do that would be difficult to do under our own steam. So, with hindsight, I think they weren't particularly good value for money, they were comparatively expensive, but at the time we thought they were a good idea.

SR How did you feel about taking a holiday where so much of it was going to be spent travelling?

IE I don't think I really saw it as travelling, because they're very clever in the way; the cruise liner industry is very clever in the way it sells it, in that they don't sell it as travelling from A to B, they sell it as you're on holiday, you just happen to be moving whilst you're on holiday. I think perhaps I took that on board and absorbed that marketing, but I never really saw it as travelling, except for the last two days coming back, which were a bit of a drag, but no, it was never really seen in that way in my mind, it was part of the holiday, it was part of what you did. But to a degree it was also a secondary activity, because the ship is structured exactly like a large four or five star hotel, and so you get up, you go for breakfast, you go for a drink, you have a sit by the pool; it's just floating in the ocean rather than on land, so the travel is perhaps a secondary element of it, and it's not inconsequential, because it's the whole point of being on it, to a degree, to get from one place to another, but you just sort of take it for granted, it just happens. And your primary focus while you're there is, you're on holiday.

SR So, if the technology existed, like a Star Trek sort of, beam me up Scotty, and you can be teleported or sort of magically moved from one place to the next; if you had a hotel where you didn't have to take out your clothes and move them around in the same way that maybe you do on a coach tour, and this hotel would be beamed from one place to the next place, to the next place, to the next place, overnight, would you have chosen that?

IE Yes, I think I would have done. It sounds a little far fetched, doesn't it, but yes, I think I would have done. Because, I don't know if I'm contradicting what I've said

earlier, but yes, I think I would have done, because the sea days, when you're getting or particularly going from Southampton to anywhere, one of those long days, and once the first few were fine, and it was all the excitement of the holiday and going off and all the rest of it, coming back was certainly a drag. Yes, I think I probably would, but that's not to say if that was one of many options, that I'd choose that option every holiday. It's that that would have its place, yes.

SR Right, okay.

IE And I suppose it depended what sort of...

SR Well let's say you had that as an alternative or a cruise?

IE Yes. I'd try it the once to see if I liked it. Would I choose it over a cruise every time; I don't know, possibly not, because it would be nice to have the variety.

SR And what would the variety be then?

IE Well, I suppose the variety of being on the ship is that you're moving at a slightly slower pace of life, aren't you? So, I know I'm contradicting myself now, but...

SR No, it's just an interesting thing, well, if it's just this hotel essentially, is there anything that the fact that it's a boat and it's in the water adds to the experience at all, or?

IE I suppose it must do to a degree, because I'd quite happily do another one. I find it difficult to pinpoint exactly what it is. No, I don't know, I don't know.

SR During the course of this holiday, obviously you were travelling the whole time, but you were seeing all these different places. What kind of feelings did you have as a result of either the travelling or the seeing of the different places? You know, what kind of emotions?

IE When we'd been to places we'd liked, and really liked, it was a case of; well actually, I'd rather stay here a few more days. I don't necessarily want to go back on the ship and move on, because we haven't seen everything there is to see and we like it here. With places we were less keen on, it was a case of, oh all right, okay, I'm not too bothered about that, we'll move on and we'll see what the next place has to see. So I think it depended a lot on where you'd been and how you liked the place you've been. So, Florence and Barcelona and Monte Carlo, speaking for myself, I can't speak for [girlfriend], but I was quite sad to leave because I would have liked to have spent longer there, exploring it, because you get a day, but it's not really a day, it's six, eight hours, ten hours at the most in a place.

SR Why, what was so nice about them?

IE It's difficult to pinpoint what attracts you to a particular place, but Florence, it is a stunningly beautiful place, it's got interesting heritage, history, art galleries that we

didn't go in, museums, cathedrals that we didn't go in because purely we didn't have time to, so with that I would have like to have gone back and spent more time and gone around those places. Likewise with Monte Carlo, it's a relatively small place but it's a very interesting place. It's got interesting history, and just spending time in Monte Carlo; it rained the day we were in Monte Carlo, which was unfortunate, but I'd like to go back and just spend time sat at the bars in the harbour watching the yachts going in and out, and just soaking up the atmosphere. But because you've got to move on relatively quickly, you can't necessarily do that. But equally, with places that we were less keen on, it was a case of; I mean, Cadiz in Spain, it's unfortunate again that we got there on the May Day bank holiday, so the vast majority of places were closed, which didn't help in selling the place to us. But there, we got off, we went for a walk around the city, and we were back on the ship by lunchtime, although we weren't due to leave until five o'clock, I think it was, so there were places that we didn't necessarily take to, that if we'd gone on a different day when the weather was better or it wasn't the bank holiday, we could have had a different emotional reaction to it, I suppose.

SR So, on the way back or at any point really, how did it make you feel that you had got this holiday where you had these days where you were disappointed or you weren't pleased with the place that you went to see?

IE It didn't spoil it; it didn't put a black cloud over the rest of the holiday or anything, because you knew that tomorrow or the day after you would be somewhere different. So, if you'd booked a week's holiday in Cadiz and found on the first morning that you didn't like it, then to a degree you're stuck there and you've got to make the best of, although you could go out and explore or whatever. But it was that you knew that the following day you'd be somewhere else. If we'd spent the whole holiday disliking the places we visit and always hoping that the next one was going to be somewhere we liked and somewhere nicer, and that didn't happen; I think the whole holiday would have been, not a disaster, but wouldn't have been worthwhile. On balance, there were more, far more good days than bad days.

SR And so what were the feelings when you'd been to somewhere that you'd enjoyed, and you were getting back onto the ship?

IE Slightly sad that you're leaving, but also, sort of sad because you would have liked more time there, but also sort of excited in a way that you can put that on your mental list of places now that you want to go back to, and you want to spend more time in. So, it was sort of mixed emotions, I suppose. It was definitely, if one was to outweigh the other, it was definitely excitement about the thought of going back to somewhere, rather than sadness at only having eight hours in a place before you've got to move on, because it gives you a little taster of what it is. And you think, right, okay, we liked that place, we'll go back for a long weekend or a city break or whatever.

SR And do you think you would do that?

IE I think we would definitely go back to; there's five places of the eight we visited I would definitely go back to, and they would be Barcelona, Monte Carlo, Florence, Sardinia, and Gibraltar, and I would happily go back to any of those.



SR And is that something you think you would do on your next holidays or do you have; because if what you liked about this holiday is it gives you a taster and it gives you that variety, are you now ready for the holiday where you go when you spend a week or a fortnight in Sardinia or Barcelona or wherever it happens to be?

IE Yes, I think so.

SR Or, do you want to continue to go on these taster sort of holidays?

IE I'd be happy to take two weeks on Sardinia or whatever, but equally I would happily do another cruise, whether that covered a different destination, so whether that was to get a taste of the Caribbean, go around the Caribbean, go through the Panama Canal, or do the eastern Mediterranean, and the east coast of Italy, Venice, Croatia and the Greek Isles and that sort of place, or you go towards Norway, that way. So, I'd do them again to explore an area. I don't think I would rush back to do a cruise around the similar circuit of places that we've just done, but I would go back to some of those places for a non-transport holiday.

SR Sure. Is there a sense of exploration then, when you're on it?

IE Yes, I mean, not run Ranulph Fiennes or anything, but if you've never been there before, yes, they follow recognised tourist trails and tourist spots. It's not as if you're off discovering new lands or anything, but if you've never been there, I suppose in some senses it's arriving in a place by ship rather than by plane or train, sort of adds to that romantic feel of exploring somewhere, so coming into the harbour in Alghero in Sardinia, it was far nicer than having flown in or whatever, because you come in and you can see the harbour and the boats and it's a far more attractive way to arrive at somewhere, rather than arriving at a grey, dull, airport building that's 20 miles out of the city.

SR Just attractive in terms of picturesque; beautiful, attractive or?

IE Yes, and in the sense of it's a more civilised way to travel. I don't know whether you're harking back to the olden days of cross Atlantic steamers and all the rest of it, but it just seems a more attractive, more sort of, idealistic way of arriving at somewhere, I suppose.

SR Now you've said it, I suppose there is that, it does feel very run of the mill when you go, even though planes until 50, 60, 70 years ago certainly weren't run of the mill, but you do feel very much like cattle being herded through the airport, but I suppose this way I can see that there is that kind of more romantic element to it, as you say.

IE When you land at Heathrow, it's no different to landing in JFK or Schiphol or anywhere really. It's only once you get out of the confines of the airport and onto the motorway and into the city or wherever it is you're going that you get a sense and a feel for a place, because one airport is broadly similar to another airport. You don't get that if you arrive somewhere by ship, because it's...

SR Were the ports different? You say one airport is similar to the next; were the ports?

IE Oh yes, certainly places like Sardinia and Parma [?] and Majorca, they were very sort of pretty fishing marina type places that were nice to come into. The ones that we went to in Italy, Livorno and Civitavecchia for Rome were very industrial type ports, container ports; there were thousands and thousands of cars lined up on the quayside waiting to be shipped off or put on ships or whatever, and they weren't at all, and that sort of, didn't spoil it as such, but it gave you a different perception of the place you were arriving into. But in the main, they were attractive little places.

SR And did you always come alongside the port, the land, the harbour?

IE No, there was two occasions when we didn't, the ship was too big to get into the harbour, so in Monte Carlo and in Sardinia, we were docked out in the bay or just outside the harbour walls, and then put on tenders to actually go in; which again, gives you a different perception of somewhere, because the boat is anchored and you're out on deck and you've got this huge panoramic view of the coastline, and then you get into a little boat and they take you in. Again, that gives you a different feel of arriving somewhere, as opposed to Barcelona where you come down an enclosed gangplank into a terminal building, and now it's more like an airport than arriving in a harbour so much.

SR Clearly, when you're at home you've got all the usual stuff that goes on in your head, the work and the bills and there are all these sorts of things; those are usually the things that tick around in our heads. What sorts of things were going on in your head, did these same kind of thoughts stay in your mind when you're away; were you able to get a break from them, and so what else was there?

IE Personally, I'm not the sort of person who can completely switch off from that, so there were always; they weren't as prominent thoughts as they are at home, but they're still in the back of your mind, you think about work, you think about bills etc. To a far lesser extent though it was thoughts about which of the restaurants do we want to eat in tonight, which are the activities do you want to do, do you want to go to the art auction or whatever, and what are we going to do when we get to Barcelona, reading the guidebook, and all that sort of stuff. So, yes, they were still there, but you still have the, but they were at the back of your mind, rather than at the forefront of your mind, I suppose.

SR So mainly the kind of things you were thinking about was planning ahead what you were going to do?

IE Yes, perhaps that says more about me as a person, about I think about in my mind, than not being able to completely switch off and just forget about things and just treat the holiday as, you know, well, whatever happens, happens; we'll do what we like and we'll muddle through. As a person I can't think like that, I need to have some sort

of logical plan in my mind as to what we're going to do and sort of think and plan it ahead.

SR You mentioned all these different activities, the art auctions and the theatre and all of this sort of stuff that was on the ship; what was your opinion of those, did they add to the experience any?

IE Some of them did, yes; some of them, no. I think, and [girlfriend] agreed, when we were there, was that a lot of the activities and entertainment was geared to the older generation, which, I suppose if they make up the majority of your passengers, that's only fair. Every day they produced A4 sheets with lists of activities and what was going on. Some things did appeal, the art auctions appealed; some things didn't, the jigsaw competition, the bingo, just didn't appeal. The church services, the alcoholics anonymous meeting, for obvious reasons some of them didn't appeal, but equally we didn't want to go and play deck quoits and have a bridge competition. But I think we were slowly disappointed in the level of activities that appealed to us, with hindsight, I think, because they were definitely geared to the older generation, which made up the majority of the passengers.

SR So, what did you do then, if these organised activities didn't, or seldom appealed, then what did you do to pass the time?

IE I don't think we ever felt that we were kicking our heels or were bored, we always found something to do, whether that was sitting on deck reading, going for a drink, going for a walk around the deck, we learnt to play backgammon, watched the movies; we always found something to do, even it was just sitting on the deck and chatting and reading. We never felt bored, we never felt that time was dragging on, except on the last couple of days heading back.

SR And so those periods when you were doing those kinds of things, if you said that the thing that you liked about the holiday most was the fact that you could get to these ports and spend time in the ports, were they a welcome break from those kind of hectic times, or would you rather have not had those and spent more time in the ports?

IE Yes, I would like to have spent more time in the port. I think we spent as long as we could there, given the schedule and the itinerary we had to stick to. When we were in port, or we were visiting somewhere, it was a busy day. We didn't just go and sit in a bar all day, you were up and you were out and about all day, so to come back and just sit on a lounge on the deck with a drink and a book was a welcome break, in a way, to relax from having spent eight hours on your feet or whatever. So yes, they did provide a welcome break, yes.

SR You mentioned that when you were at sea, there was nothing really to look at besides the occasional passing cargo ship or other cruise liner, so clearly that's the kind of things you were looking at then, but obviously you went sightseeing when you were actually in the ports. But what about the days when perhaps you weren't at open sea, you were, I mean, what sort of things?

IE When we were actually in the Mediterranean and going around the Mediterranean, it wasn't constant, but you could see coastline, you could see islands, wildlife, dolphins, more ships, ferries, yachts, fishing trawlers and all the rest of it. There was more to see, more going on, definitely. Again, you could still go a half hour without seeing anything, but you knew that something would happen, you'd see something.

SR And so, would you spend more time during those times, just leant on the rail looking out; is that an activity that you did?

IE I did, [girlfriend] didn't, I don't think, I don't think [girlfriend] found it terribly interesting, but I would quite happily go and sit on the, or walk around the promenade deck, and look and spend the time doing it, and I think the fact that I've got endless photos of ships that we passed, perhaps is testimony to it. But yes, that appealed to me; I don't think that appealed to [girlfriend] because I think she found that kind of tedious and dull.

SR So if you have photos mainly of ships, presumably these were sort of high points, as that's what we usually do – photograph high points?

IE Yes, don't get me wrong, there are a number of photos of ships, it's not every photo is of passing ships, but I suppose yes.

SR What was it about them?

IE It was, I found, it sounds terribly sad, but because it's sort of a recognised well run tour, you saw the same cruise ships in most of the ports you went to because they were following the same pattern around, and you know, it's to think, oh right, we saw them there, and we saw them there, and looking back on it, it doesn't sound remotely interesting now, but when you're on holiday you're in a slightly different mindset.

SR So, mainly it was spotting the things that you'd already seen?

IE Yes, as well as, we saw, when we went in April, the world's largest cruise liner had just been launched, Liberty of the Sea or something, it was called, and we saw that a few times as well, so it was the new stuff as well.

SR And what about the land, how close do you get, other than when you're coming in, to actually make out that it is land or do you see features?

IE Yes, you can, as you say, when you're coming in through the Straights of Gibraltar, you could almost feel like you could reach out and touch it on either side – either the African or the European side.

SR Yes, and what's that like, because that must be quite a, I don't know, how do I put it, well, you're going through somewhere that's very, very famous in a way, isn't it?

IE Yes, yes, you could tell that was significant, because there were far more people on deck looking, and walking around, and going, oh right, that's Europe, that's North Africa, and seeing the little shuttle ferries that go across between the two.

SR And why was that interesting?

IE Well, it's the narrowest point, whether the closest is the entry to the Mediterranean, it's a key shipping way, it's controlled by Gibraltar, essentially, so it was just, that sort of felt a significant moment, because that's the point you entered the Mediterranean, and that's the point you left the Mediterranean, and I don't know, at the time that felt like, oh, a significant point, right, oh, we've left the Atlantic, we're now in the Mediterranean. And it was just interesting to see that on that side of the ship was Europe, on that side of the ship was Africa.

SR Yes, so there was that sense of geography there, in a way.

IE Yes, and I suppose that interests me from a geographical sense, and then coming around the coast of eastern Spain, Barcelona, and all was fairly nondescript, and then coming around the coast of southern France was more interesting, and Gibraltar, and seeing the, what do they call the roads, the corniches, the upper, the middle and the lower corniches, you see the traffic going along, coming around into Italy, and that was a far more interesting coastline to travel around. The Italian coastline was fairly industrial and not particularly picturesque, for the bit we travelled. I dare say, you come down towards Naples and it gets more attractive, but it was the industrial side of it Italy.

SR I should imagine that's quite a, because usually you're on the coast looking out at sea, and it's a new view, well, you wouldn't see it; it's the other way around, isn't it?

IE Yes, yes, and it's a contrasting standpoint, because when you're on the coast looking out, you don't appreciate the scale of the coastline or the height of the cliffs or whatever; and being on a boat, we were still a good two, three miles away from the coast, but you could still see it perfectly clearly, and you got an idea of the scale of it. And with things like Gibraltar and Monte Carlo, it actually gave you an idea of how small they are, because they occupy these tiny pinhead areas of land, but you don't appreciate being there because you can't get that detached view of it when you're stood in the middle of the high street in Gibraltar. But when you're on the boat looking out of it, you can clearly see the rock and the mark and the causeway that then divides you from Spain to Gibraltar. It just gives you a different perspective.

SR Heading towards the end of the interview now. What I want us to think about now is, on that holiday, your experience is of travelling a bit more broadly, because you said, your holiday started when you were in Southampton, ended when you were in Southampton, but presumably you will have needed to have got from travelling to Southampton somehow.

IE Yes.

SR How did you?

IE We drove, well, I drove; yes, I drove down.

SR How did that bit of travelling, how did that factor into the overall holiday experience? How did you feel about that?

IE To me, that didn't feel like we were on holiday. Running through your mind, well I was running through my mind, that we hadn't forgotten anything, that we had everything, and that just felt like you were travelling to the airport or anywhere, you're just getting yourself there, and all you're focusing on is getting yourself there, and I wasn't necessarily thinking about the holiday. It was, right, concentrate on the drive down, make sure we're there in plenty of time; and then we both said, I think, when we got into Southampton, came over the flyover, and we could see the ship down on our right hand side, and we both said, we were both nervous about it. That could have been more that it was the first time we've been away for two weeks together, and you have the sense of, are we going to get on, but we both felt a little bit, oh, right, this is it, this is now the holiday, there's the ship, that's what we're going on. And that somehow made it sort of real. Yes, we both expressed that we were both a little nervous about it.

SR Was that maybe because you didn't know the protocol, or how you get on the thing, or do you report to somebody, or?

IE Yes, for me it was the first, or the longest holiday [girlfriend] and I have been away on together; it was the first time I'd done a cruise, so it's new, you don't know what to expect; and it's a little step into the unknown. I know it's a small step, but it's a little step into the unknown, and you just think, you know, you still get, well, I do, still get a little bit nervous each time you get on an aeroplane, so it's probably the similar sort of feeling.

SR Okay, and what about the travel back?

IE Travel back was more tiring than the travel down. We were late getting back into Southampton, we were about eight or ten hours late getting into Southampton, so it wasn't as smooth as it should have been, because we were getting off, people were trying to get on, and the terminal building in Southampton was just heaving with people. It was badly organised, we had a long wait for the car to be delivered back to us, queues to get out of the docks, and then the drive back, we were both fairly quiet. It seemed to pass in an instant, the drive back, and then as soon as we got back here it was a sense of, right, that's it, holiday's over, sort the washing out and back at work tomorrow.

SR But your head was already back there, on the trip back through the Bay of Biscayne?

IE Yes, because you had that time to readjust yourself to being back into your normal work routine and so the emphasise between, the thoughts in my mind between the routine and the mundane stuff, and the excitement of holidays had switched over,

and the holiday became more of a distant memory and a back of my mind thought, and real life became more to the forefront.

SR Was there any of that sort of, ah, it's good to be home, thank God we're home, glad to be home?

IE A little bit, I think you always get that when you come home, or I always get that when I come home. Even if you've been away for the weekend, it's always nice to come home. There was definite disappointment that it was over, and a definite sense that we didn't want to go back in to work, but yes, you always get a little bit of, oh, well, it's nice to come back home and to find that everything's fine and okay, and the house is still standing, all that sort of stuff.

SR And equally, if this special technology existed to beam you up, would you have got rid of the journey back and to and from Southampton?

IE Coming back, yes, and yes to the majority of the journey down. It was nice to drive into Southampton, and come into Southampton and see the sea and the docks and see the ship – that was a nice feeling to come around the corner and there it was in front of you. So if this technology removed that, then that's not good. That was a nice feeling to see it, and at that point it suddenly became real, and it was suddenly going to actually happen. But certainly the drive home, yes, you could remove that gladly.

SR So, in both cases, whether it's the drive or the cruise ship, certainly what seems to be most enjoyable for you is the sense of arriving, or the prospect of arriving and seeing it looming and...

IE Yes, I think the prospect of arriving somewhere, and then the actual event of arriving, yes, definitely.

SR That's interesting. And that's it.

IE Okay.

SR Thank you very, very much for agreeing to speak to me.

IE That's quite all right.

SR The last thing that I would ask please, is could you fill this in? All it is is just for a profile, so I can, as I say, you'll be anonymous, but I've got all your demographic details.

IE Okay, there you go.

SR The one question that perhaps I didn't ask; what was it like sleeping on the boat?

IE I didn't think there was any difference to sleeping in a hotel room. They don't call them cabins, they call them staterooms, but the stateroom felt like a reasonably

comfortable hotel room did; similar size, similar sort of layout and comfortably furnished. I suppose the first night in a different bed is always slightly strange because you're getting used to different noises and you're aware of different things going on around you. We could hear the engines from where we were.

SR Was it very loud?

IE No, they weren't enough to disrupt sleep. The first night, yes, because you're conscious of them, but then you tune them out. But no, it was just like staying in an ordinary hotel really. The one thing I did, I got used to it, but I didn't necessarily like it, was that there was no fresh air. It was air conditioned, and we had a window but it was sealed windows, so you couldn't open the windows. If we did it again, a balcony that you could open and sit on the balcony and just get some fresh air into the room, would be nice. I mean, it didn't spoil it in any way.

SR But you didn't have any of that, I'm sleeping on a cruise ship? Because for me, I don't know, I've always wanted to, you know, like the Orient Express or the Fort Williams Sleeper, the idea of sleeping on a train is sadly exciting to me, and I can't help thinking that if I was on a cruise ship, maybe I might feel that way as well.  
No?

IE No, personally I didn't get any of that, because when you're in your room and it's dark, and you're not asleep but you're lying in bed, you couldn't feel you were moving, because it felt...

SR Because it felt so insulated?

IE Yes, so other than the sort of slight drone of the engines that you could hear, it was just like being in a hotel room anywhere in the world, so perhaps if you've got a balcony you get a slightly different perception of it because you've got some connection with the outside world, but in a room with a sealed window that you can't open, you're slightly detached from that. But if you've got a balcony you can see things better and you can feel them and you can hear them and you can smell the sea and all the rest of it. And I suppose if you're on a train, you get more of a feeling of movement.

SR The rocking is more pronounced.

IE Yes, because it's a rhythmic sort of clunkety clunkety clunk, isn't it?

SR Thank you.



## **Appendix 5: Interview transcript – cycling tourist**

### **Interviewee:**

Cy-M2

### **Speaker:**

SR Steven Rhoden  
IE Interviewee

### **Transcript:**

SR Can you tell me about the transport holidays you've taken over the past five years?

IE Five years, that's a faded memory. I usually have two cycling holidays a year. So, over the past few years that will probably make ten, although for two years we only did one because we went abroad. We went to America and we didn't cycle in America. And we did white water rafting which I suppose is vaguely a transport holiday, but it was only a day.

SR Right, so that's small, like an activity for you when you're on holiday. Maybe if you narrow it down to the most recent. Can you tell me about some of the ones you took, where you've been?

IE Well, at Easter we tend to go to Scotland because it's before the midges come out. It's quite cold but you can get quite a long distance when it's cold, as long as you stay in a decent hotel or find nice places to stay. We've done Ireland as well in Easter, Southern Ireland. And we've done another cycling holiday in Norway. And in the summer, my preference is to go to France or to Italy where, A, it's hot and, B, the food's quite good. So yes it's Easter in Britain or in the north and then for summer we go further South. But this year we've changed because last year we went to Normandy, cycling on the beaches but it was too hot for [wife] so she decided she didn't want to go to France this summer.

SR Okay, so what is it that makes you choose those places to go for the cycling?

IE Well, in the first instances, I look at books and I sit down and look at things. And there are so many times you think, have you thought of doing the beaches of Normandy or the Ring of Kerry. There's also the Sea to Sea books and the Sustrans books which often have routes. If you go around Manchester you'll see lots of these Sustrans signs, you know, various signs with route numbers. I like French food and when we first went cycling the intention was that we go camping and we'd eat at the hotel. But I personally don't like camping in Britain. We'll stay at a bed and breakfast and still eat at the hotel. That's the essential background of what we do.

SR What is it about the camping that you...?

IE Well, in the first instance, British people tend to camp because they've got dogs and I really don't like the idea of camping on a place that's had dog poo all over the place, so that's the first thing. The second is, I think, British children are not particularly well behaved, so often they take whole families out and the kids are running riot at all times, day or night and I just don't find it pleasant. And also I think the majority of British campsite owners don't know about cleanliness. It's really like a scout camp. You go into the services of Surtees and they've got wooden boards on the floor and there's grass on them; and the showers are not very clean. Compared to that of France there's absolutely no comparison at all. It's like third world camping.

SR When you stay in the B&B, because obviously there's a difference in camping and B&B, does that alter the holiday experience at all?

IE Well, not at all because I carry the heavy stuff anyway. And as far as cycling's concerned, we only carry a tent. We don't carry any food. So you're only carrying your tent and your sleeping bag, a light weight sleeping bag, then it's only about another 5kgs in total. So, it just means that you'll be carrying a little load when you're going up hills. And perhaps the bike doesn't balance quite as well. It isn't a big thing, you know, can we bear to carry the stuff, that's all. It's not a problem. I like camping as well. I sleep well but if you don't sleep very well, camping is a bit of a chore and I'm afraid my partner doesn't sleep terribly well when camping and by day three can be quite grumpy.

SR How long do you go on these holidays for?

IE Rarely more than about nine or ten days because I get homesick. I've got my allotment, I need to get back, you know. And also, I think, you know, I've done that now and I'll come home and I'll go again. That's my view really.

SR When you say come home and go again you mean...?

IE Usually later on in the year. You know, seven or eight days is probably enough, because if you're cycling quite a long distance you do get quite tired and beaten. Somehow, if you've done your target and we're only 100 miles from the port, oh well, we'll go home today now we've done that, so it's just sometimes we cut short our holidays. Not that there's anything wrong, as it happened to be we did longer mileage than we thought we could do.

SR You organise yourself if I understand correctly?

IE Oh yes. Well, [wife] organises. We decide where we're going to go and then usually what happens we sit on the internet and find routes or we'll get the book. In France we don't book ahead. In Ireland we don't book ahead, we just book the first night because Ireland is very good for bed and breakfast in every second one. If I went to North of Ireland I'd book ahead. And Scotland we book ahead as well. And England we'd always book ahead. So that's restricting you really because if you're feeling strong on a day, one o'clock and you've arrived at the bed and breakfast and you, well,

what do we do now until five o'clock? Because of often though, you're in the middle of nowhere and you decided well, we'll cycle away 5 miles and come back again but somehow there seems no purpose to doing that.

SR When you're choosing the routes that you go along, what is that draws you to certain routes?

IE Well, historically they're well known and signposted routes, for example, The Ring of Kerry, the Coast and Castles Route, the road to the Isles route. So somewhere where someone else has done them first, all the coast to coast routes. They're all well annotated – we've followed the Normandy beaches but we didn't invent them we just sort of do them. The only one who's done that hasn't been written anyway is when we cycled through Brittany. We cycled through Poitiers from wherever the... I can't remember now. That was a long way but my sister has hired a gite in Poitiers and invited us there and I said well, let's cycle, so we did.

SR What is it that makes you take a transport holiday or a cycling holiday in this place?

IE Well, one, I don't do deck chairs at all. And there's a limit, if you're in one area, to how many cultural holidays you have. When I was married first and we had the children, I used to drive 400 miles a day because it was let's go somewhere else. But we used to go from one attraction to the other and I used to go from one state of despair to another. I felt every holiday was a driving holiday and I was determined to abandon the car so I could actually look over hedges and see what's going on. If I was tired, stop. With the car, oh it's another hour keep going. You know, and the children are fighting in the back you saying oh, just keep going then. And I remember driving back all the way back from the German border to Bari and it's 400 miles in a day... no 600 miles in a day. It was far too far, you know, if it was just ridiculous. So I'm not going to do that again. I did go to Ireland once with the bikes on the top of the car and it was raining so I hardly ever got the bikes off. So again it was a bit frustrating really.

SR So, what is it about abandoning the car then?

IE It's cathartic isn't it? Because I'm the driver so I know now the pressure is not on me. I don't decide where we're going and where we're going to stop so for me it's like a big load [removed]. I don't have to make any decisions because I know we'll both be equally tired or I'll be slightly less tired. So to me it's freedom because I drive every day. I do about 15,000 miles a year. Yes, I think also I feel better if I do a bit of cycling as well. It doesn't hurt my back as much.

SR What, because it doesn't hurt your back as much as driving you mean?

IE Yeah, because after having sat in a car for four hours it takes quite a long time to straighten up. And my back isn't good but cycling doesn't trouble it at all because you can keep moving on a bike. It's the flexibility. Your vertebrae aren't ceasing up.

SR But isn't it the point that most people who haven't been on these holidays would think that surely because you're doing a lot of movement and a lot of physical activity. Is that a desired part of the holiday?

IE Definitely, definitely. I always think it's sort of rewarding oneself. If you've done five, six hours or you've done a hundred miles then you feel, well, I deserve a really good meal. And you can reconcile yourself with that. If you're driving, you keep stopping for snacks or you're eating in the car. And then you feel, I don't really want a big evening meal but I really look forward to the end of the day and having a decent meal thinking I deserved it. So it's just my little way of rewarding me.

SR You said one of the reasons you choose to take a cycling holiday is because you don't like the driving aspect.

IE Yeah, I don't think driving for a holiday is necessarily a good thing because you just miss so much. You know, suppose you're having a driving holiday from here. One day you go to the lakes, one day you go for a walk. A cycling holiday here, you can go to Buxton, there's lots of nice places. You could go to Cheshire in a day. There are nice little villages like Nantwich. Go north to Hebden Bridge. In a car you probably say I'll do six of them whereas on a bike the journey there is just as exciting as arriving.

SR That's interesting.

IE And also you don't notice the route. You know, you just know there's a white line in the middle of road and the horizon and the car that parked in front of you doing 20 miles an hour. But on my bike it's very much more liberating. I mean, you can what's happening at the moment, you know, this is what's in flower at the moment. You don't do that with a car.

SR So it's that kind of connection.

IE Well, my background's biology and I love to see and identify varieties of sheep and see how the crops are doing and see what the roadside plants are like. None of this you can do if you're in a car, you know. You have no appreciation until you stop and then you can only stop in a car park and say, oh, yes more gravel. And then someone's going to charge you for parking.

SR But you could look out the window and appreciate the landscape you're travelling through if you were to take other kinds of transport like coach tour.

IE Not coach tour because coach tour is just too fast. The speed's there. And I had canoe holidays in the past but I didn't like that much because you're all wet and I got damp and I didn't like being damp. You get out, you're damp. Start in the morning and you're damp. And walking holidays, I just didn't think you got anywhere. Things don't change often for me. And at the end of 20 miles on a day's walk you're tired as well; whereas on a 50 mile cycle you might be tired but you're not that tired at all.

SR So cycling is the optimum speed then; it's faster than walking but it's slower than the car and the coach.

IE I don't like horse riding because I can't ride a horse anyway but if I did I'd be looking after the horse. I don't have to look after the bike. You can get comfortable, you can choose a bike that suits you and you find it isn't too exhausting.

SR Do you take your bike with you? I mean, do you have one at home that you take with you on these holidays or do you hire one?

IE I wouldn't bother hiring a bike. A normal technique is to abandon the car at the port, take a ferry across and then cycle from thereon. So just literally use the bike and use the car to get to the port.

SR So is that just a convenience thing? The reason you choose to take your own bike, the fact that it's, you know, taken off the back of the car.

IE I know it works. What do they hire now? Principally mountain bikes with knobbly tires so that it can go off-road. If you join the Cycling-for-Softies, the bikes with baskets on the front, you know. I've got a drop handle bar bike which I've had for a lot years. It's an old fashioned steel bar. You can go further with it and I'm comfortable on and it'll go in the back of the car. I mean, I wouldn't not ever hire a bike but it's something I'll just think, well, you know I can handle this bike, I know the condition it's in, I know which spares I need to carry, so I'm quite happy with it.

SR We've already touched on this to a certain degree but you've said over the past five years you've done, I don't know, minus two years where you went to America. Why is it that you have taken eight cycling holidays but only two where you're based in a destination? In other words, what has the cycling holiday got over a fixed destination holiday?

IE Well, because of my age. I've done city breaks. I've done Prague. I've done Bratislava. I've done Hong Kong. But I would only want to go to do specific things there. I never regard city centres as being sort of exercise holidays. And if I want to go like to museums, Manchester's got them for day breaks. And I wanted to go onto a funny railway, say like the Bharti up in Eskdale, I'll cycle there. We cycle there from here, then carry on cycling so we do those things anyway. And city breaks, a couple of days is probably plenty and can be done over weekends. If I wanted to go to Glasgow for a weekend I can drive there in three and a half hours.

SR But what about the sort of week of the fortnight on the beach?

IE I don't swim for a start. People bring their dogs to the beach, a lot of noise. I mean, you'll find that my idea of a beach holiday would be on a small boat and I'll do a bit of fishing or have a look at rock pools and that's not where people go. That's places you get to by bike. So if you want to get in touch with nature you don't do it by having week holidays. The last package holiday I had was in New York and I think well, what do I do now. I've done the beach, what's next? Well, you can do the beach tomorrow

and the next day you can do the beach again. Oh, all right. And if I'm going to read books I might as well stay at home and read books. Just getting red and sore. Red, sore and pissed.

SR So it's that variety as well I suppose then that comes from the cycling holiday.

IE Oh yes, you meet people cycling as well. Suppose you get lost, you do simply find yourself talking to people, they'll often offer you a lot more interesting routes than the one you thought of first. Or they'll suggest places for bed and breakfast or places of interesting. We'll just generally stop and talk about 50, 80 miles a day is not a day of cycling. It's only about six hours. So you've got another five or six hours to do all sorts of other things which I like doing.

SR The places that you stay, if it's at B&B's, is there a camaraderie between cyclists?

IE When we did the coast to coast, Sustrans recommended places and they said they've had cyclists but while we were there, there were no cyclists. There are very few people who take cycling holidays in Britain. It's not big enough as they might probably say. And also the recognised cycling routes are probably too arduous for most people because they do involve 50 miles. If you've got a family and your average child is say eight or nine, they're only good for about 15 miles maximum. And I'll soon get fed up because I don't think cycling holidays are really family holidays.

SR How important is the actual transport, the actual act of travelling in the holiday?

IE For me, the travelling is important. With a package tour you go in the aeroplane but all the stress at the airport and then you've got people trying to fight you out of the plane and then worry if the thing is going to crash or not and all the other anxieties people have. Then, how are we going to get to the hotel. I get on the bike, it doesn't really matter even if I don't know where I'm going. First comes the worst, I can go to the first town and go to a bed and breakfast. There's no anxiety about the transport part of it.

SR Is that because you're more master of your own destiny when you're on the bike?

IE That's absolutely true. And also whatever catastrophe befalls there's a way out of it. Even when a bike collapses you can pick up a phone and order a taxi and throw the bike in a ditch, it's only loose change. But if your car breaks down, you're stuck there waiting two or three hours for the AA. And then even if it's a small repair to the car it's going to cost you £300. I can go to the shop and buy another bike for that. It's never happened but that's the sort of thing, you know, it doesn't matter. So, well, all those worries disappear, they're not a concern.

SR So what is more important in the holiday? Is it the act of travelling and the enjoyment you get from that or is it the place that you go to?

IE I think it's the route you get there. The selection of routes is intended to go between one nice place and another nice place via interesting routes. So, a lot of the routes we take are off-road routes. And sometimes it's like the road is flat and the off-road route goes like that. So we'll take that other route just to see untouched Britain and undamaged rural France. It's so much nicer. In a car you'll always pick what the site map tells you, whereas with the bicycle it's, oh that looks interesting, let's go up there and see, there seems to be a little point of interest there. In the car you say, well, can I turned around, can I get out, do I have to pay? So the travelling is very much for me equally important as the arriving. If you go past something for example, oh, fancy finding that, let's go in because, you know, time isn't of the essence. Difficult with a family but for a couple it seems to be an ideal way of doing things. It's relatively low stress.

SR And do you find that happens often when you say you just come across things?

IE Oh yes, all the time because there's lots of little, you know, like in France, you know, in you go let's try some of that. Or little museums of some sort. Or Roman churches or something. You know, let's go have a look at it. Yes, there's lots of it and particularly in Britain there's all sorts of that sort of thing.

SR You said a minute or two ago, often like the routes might be the straight, easy routes, the car route. And then you might have one that's slightly more convoluting, a little more difficult. I mean, the most obvious is the straightest.

IE If we've got a long distance to go we might take the shortest route. But normally the routes that we use are designed to give you attractive cycling and then they're quite often energetic. It takes something like the Coasts and Castles route we did a few weeks ago, the road is very straight forward, whereas this one, you hardly see any traffic on it because they simply go down to farm tracks at some stage or railway tracks. So, you know, you can actually cycle side by side, you know, touch the wife sought of thing which again you can't do if you're cycling through towns but you can do if you're off-road or if you're on minor roads because you can hear the traffic coming as well.

SR Do you ever get to the point though, let's say you're going somewhere that's particularly mountainous, like from here to Sheffield, a very sort of steep climb, does the nature of the route or the difficulty route is what I'm trying to say ever make you think, oh God, you know, you don't look forward to it, you don't enjoy it.

IE I'm not a masochist but when I first started cycling, I mean, I've been cycling for years and years and years, but my technique was to go up Caliber Hill and then fall in a heap and then start again and fall in a heap. And with age I can climb up anything pretty well now; and, as long as you concentrate and keep your feet moving. If you're going at three miles an hour, that's about as slow as you'll go without falling off, but it's still quicker than walking the hill. And so, if it says, you know, like Black Hill on the Coast to Coast route it's about four or five miles long and there's a seven mile climb somewhere on the Ring of Kerry. You think, oh well, is this a seven mile climb, that's going to average about eight miles an hour, then so it will be about an hour's climbing

and we'll probably stop halfway and have a sandwich and look over. But we don't cycle to kill. We're not at the Tour de France speed. My brother on the other hand, he's a lunatic and he's only just a little bit younger than me, but his ambition will be to make sure he gets up there first. Very competitive. I cycle much faster than [wife] up hills so I get to the top, you know, and then I wait for her and shout as she comes over. As long as you cycle at your own speed it makes cycling more comfortable.

SR So even those periods of extreme physical exertion are enjoyable?

IE Oh yes. They're not that extreme. I haven't had any hesitation about doing the Alps because I'd know that if was an hour climb we'd stop after 35, 40 minutes and have a drink and start up again. No that's not a worry at all, in fact when we plan things we plan slightly less on a mountain stay. Going downhill is more frightening for me because cycle brakes aren't very good.

SR I mean, what sort of speeds do you do?

IE Well, we go 30 miles which is about the maximum that I'll do downhill. I've gone to about 34, 35. But if I take my racing bike and gone too fast, you tend to have lots of wind resistance. You tend not to go that fast even if you don't put your brakes on. It's still quite alarming because there's always a right-angle bend at the bottom which makes quite a difference. But on the flat, well, I've reached 12 miles an hour, more or less. 12 to 14 miles an hour, something like that, if I'm leading. If [wife]'s leading, it's about eight. So I usually lead and she tucks in behind which is much more energy saving. We usually average about 12 miles an hour throughout the day.

SR Do safety concerns bother you at all?

IE Yes, but not on holiday so much. Well, the traffic worries me more. I mean, I'm not concerned about me personally. I'm in charge of the bike but I'm not always in charge of whatever else does show up. In Manchester it's much more dangerous cycling than it is in say Scotland.

SR How long have you been doing cycling holidays?

IE Cycling holidays, since my divorce. So, probably the last eight to nine years. Before then it had been years since I'd done one and that was youth hostelling. But while the family was growing it really wasn't practical because a certain ex-wife had no intention of cycling anywhere. And whilst the children would cycle once they got there, we took the bikes on holiday, they would just use them for riding around the campsite, you understand. Well, my nephews and nieces, they tend to manage cycling holidays with their small children because one goes in the basket on the back and the other one's in the trolley but you're very restricted on luggage you carry and who carries it. I don't know how they manage it but they seem to manage it quite well.

SR So you said eight years but you had done them previously.



IE I had done previously but only occasionally. When I was in my mid-twenties, before I got married. Once I got married that was it then, cycling hobby is finished.

SR So I suppose it's difficult, because I guess you already knew what your expectations were of the holiday.

IE Yeah, well, for me, with family holidays are a chore, I have to say, because, in our case, four of us who wants to do different things. For me the holiday was just juggling all the time. Well do that, right okay, we'll do that, we'll go there for a meal and it's all compromise. When we're cycling now it's not really compromise it's, I'll choose a restaurant the one day, [wife] will choose a restaurant the next day.

SR Can you tell me about a typical day when you're on a cycling holiday?

IE Yes. If it's a bed and breakfast holiday, we'll go eat breakfast at the first possible opportunity, usually eight o'clock. We'll be on the road by half past eight which means we're getting the cool of the day. Then we'll cycle for about two hours until we find a nice coffee shop and then have a coffee. And then cycle another two or three hours which may be about two o'clock and then we'll decide, well, we don't usually have lunch, but we'll have something to eat then, maybe a sandwich because we're nearly finished then. And then we'll find a bed and breakfast perhaps half past four, five o'clock. Put your feet up for an hour. Fall asleep in the chair because you do at my age and then say six o'clock, yeah, time for food. And then off for a meal and then probably back to the hotel for about eight o'clock, half past eight and then next thing I know it's half past six and time to get up. You do sleep well when you cycle.

SR What about on the camping holidays?

IE We still get going very early and then we'll stop at a cafe to eat. We don't cook when we're camping. We'll stop at the cafe lunchtime, because we camp in France, we'll stop at a tabac or a tavern or something. Then we'll cycle in the afternoon. When it gets hot we'll stop at the nearest village and set camp up and then usually have a sleep in the afternoon. As soon as the restaurants open in the evening, usually seven o'clock in France, gobble, gobble, gobble two bottles of wine, limp back and then wake in the morning.

SR The putting up and taking down of the tent, does that sort of spoil the holiday?

IE You should see the time it takes with modern tents. I buy a tent every couple of years. We had quite a big one, about from here to that wall, and we could have us at that end, put the bikes undercover and then just last year we got a dome tent which goes up in about three minutes flat, something like that. We said we need a different sort of tent because why cover the bikes, there's no need. And, if it's raining you can pitch very, very quickly and just throw your stuff inside and then sort it out. It's probably 25 minutes if that. And packing up, you just develop a system. While [wife]'s going scratching and putting our stuff together, I tie the tent up and then she helps me roll it up and put it on the bike and then we're off. When I had a huge tent, camping with family in a car trailer, that was a big thing because it required quite a lot of physical strength

and you needed someone else to hold the poles to stop it from blowing away. And then someone had to keep an eye and make sure that the children didn't run off.

SR On average about how much time do you spend travelling a day?

IE Up to seven hours I think. That would probably be the maximum. Depending on where we want to go and what we want to see, the day could be longer. But we don't normally cycle more than 80 miles would be the most we do in a holiday.

SR So is it distance that you go by rather than hours.

IE No, we go by 'spots'. So we go from here to here. You know, it's no good finding yourself in the middle of nowhere... it has to be a village. If it's very hilly we'd have a shorter distance. If it's not hilly, you can tell by the map before you go. Or if [wife]'s not feeling very well or if I'm not feeling up to it then we will go a little less. But if we booked we'll get that distance come hell or high water. If we're short of energy I pick up the phone and ring for a taxi. It's never happened but I always know I can do that if we needed to.

SR So do you prefer that French holiday where you can...

IE I do. I like the French experience because French country side's more interesting, French markets are more interesting. It's just the challenge of speaking French in the areas that we go into because they're not much good at English. To me that's more of an activity sort of holiday. There's more to it. If you go to Scotland it's just a matter of trying to find out what the Glaswegians say.

SR So do you enjoy that interaction with the culture as well?

IE Yes. Yes, I love the culture. I particularly like foreign menus to see what they're doing. The French often eat the stuff we throw away.

SR When you're on this transport whole day and particularly when you're travelling, you've already said you're looking at all those things around you, but what sort of feelings are you having whilst you're travelling?

IE I'm a biologist so I say, oh yes, that's a small scabious and that thing on the road is a buzzard. And I saw a weasel. These are things you never see. Occasionally you see a snake writhing across the road. And when you stop maybe you'll see insects that you don't see very much in Stockport. So, for me it's very much how the crop's doing and different areas and why are they growing that crop in that field and this crop in that field. So looking over a hedge is something you simply can't do from a car and I'll do that all the time. Equipment as well, farming equipment, I'm very interested in.

SR So is it more like an intellectual fascination rather than...

IE It's building on general knowledge. I just think it increases your knowledge of the countryside, getting back in touch with what's going on, how they're doing it. How

the crops are doing. Oh, that's a new crop being harvested; well, this is what I feel, what is it? There's an increase of linseed growing in Britain, beautiful purple flowers. It's very nice to see.

SR So presumably when you, well, I don't know having never cycled through them, but, I mean, do you get the scent from the... if it is like a lavender field, do you get the scent from them?

IE Oh yes. And linseed has a particular smell as well. To me it's being there that makes all the difference. And the fact that you're going slower means that you can actually... you know you see something interesting in the distance and you can gradually look forward to seeing it. You focus on it. In a car you don't do that, you're just looking ahead and sort of, oh that's interesting, I wonder what it was.

SR And I suppose you're upon it before you actually realise what it was.

IE I've often said, oh let's stop here, this looks like a water wheel or it's an old mill. Let's just see what sort of an old mill it is and let's go in and have a look. Have a look and talk to someone. Weaving, hand weaving... just chatting to people. Distilleries, I'm very good at distilleries. I can usually get thrown out, basking in the water question.

SR Are people, I mean, the people that you meet along the way tend to be, even if they're not setup as a museum or some kind of forest at that...

IE Well, it's just people standing there, you know. Meet people doing things. In France once there was a chap we stopped and then the chap came out of the house and he obviously wanted to practice his English.

SR When you at home or when you're here in the UK, you know, you've got work, you've got the bills and you've got all these kind of family things going through your head. Are you able to get away from that at all when you go on holiday?

IE Well, I do it two ways. One is I have an allotment and I get up at, usually in the summer as soon as it gets light, and I sit on my allotment for two or three hours and that's probably somewhere else. And cycling's like that as well. I don't worry about things so much. I just think, yes is this an opportunity to think should I change my car and work out the logic to it. I also do calculations about how far I've travelled and what rate I'm doing and counting the lampposts. This sort of thing, you know.

SR Is that just passing the time or is it just something that happens naturally?

IE Partly yes. I remember working on production lines, I'd sort of say, how much have I earned after I've packed this many bags of oats. It's just little things. You think about different things when you do different activities. When I'm on my allotment I'm thinking about what I can plant next. And when I'm on my bike I'm thinking I wonder what's around the next corner. And I'm fit enough, am I feeling all right. Am I fit enough for the next day; or should I buy a new bike.

SR So everything that you're thinking is about the activity.

IE I mean, that's why we don't go away for that long because we're thinking, oh, we'd like to be back home because we like our house, really. And the house is what defines us. And holiday is a thing, I feel, I need to get some more experiences and cycling does that for me. Other people visit friends but I wouldn't see it as a holiday because you'll be going after a while. And I wouldn't go on holiday with friends, for example. I wouldn't go on a cycling holiday with friends. I just think that's the way of damaging your friendship because the relationship changes when you're on holiday. It's certainly much better. If you're on a package tour you have the worry of looking forward to: Will the plane be late? When I get back, will the car start? And I think it's just those, what I call, crisis points are hard. I don't see those crisis points on a cycling holiday.

SR You mentioned the point about friends and I know some people go on cycling holidays with cycling clubs. Are a member of a cycling club?

IE No, well, I have been. But that's all right for a day. I mean, I just don't do groups. You don't want to show a group of students around here and the students are leaping down the stairs and I realise there's nobody with me and you're waiting on them to come. And I just think, you know, if I wanted a waiting holiday I'd get myself arrested and locked up because that's what it boils down to, isn't it? We took [wife]'s mother away last year, a dear soul, but it was like running a funeral, you know, forever waiting. Get a move on.

SR So that's why you can go at your own pace.

IE Yes, yes. Well, everyone goes at my pace.

SR Now we're getting down to the nitty gritty...

IE Yeah, that's it. [Wife] goes at my pace or she gets left behind. I mean, it's very selfish in that respect but I find it more relaxing that way. So that's the deal we do. But I mean, if she's feeling tired I'll say, well, I will go on. I'll try to get a couple of miles ahead and I'll wait around the bend if she doesn't feel like cycling very fast. But as long as you don't get resentment like, oh, you've left me behind. And you say, no I'll wait for you there. But, you know, I don't want to do this funeral procession cycling. But it doesn't happen very often. But it does if you're in a group. You're in the pub and unfortunately you're there waiting for someone to tell you what to buy. I cycle to the limit of my ability all the time, as fast as I can go really, the fastest I can comfortably go. We pass loads of people tootling along and I think, go on, get a move on.

SR What is it about going to the fastest of your ability?

IE It's a challenge to do these things in a reasonable time and I just like to maintain that average speed. And I think, oh, yes we'd done it. We've managed to do this 80 miles and it's only taken four and a half hours. That's really good going.

SR Is that because you do the calculation beforehand and you think, right, well, 80 miles should take us there by lunchtime.

IE Yes I'd say we should be there by five o'clock, or four o'clock. When we're there, I think that's good.

SR So do you try to hit it or do you always try to beat it?

IE I say we should be here then, I try to match that. I have realistic expectations of how long it takes, I mean, I don't arrive in a foaming heat. I think another interest bit, let's bat on, let's pile the pressure on. Let's do 20 miles in about an hour and ten, you know, tuck in behind, let's go. And that happens sometimes. You're sort of 30 miles from where you want to be and it's a French road as far as the eye can see and then it's let's get going.

SR Do you find those periods dull?

IE Yes, yes very often. The 5 miles of tree line groves. Yes, because that's 15 minutes of seeing the same thing. That's what I don't like about walking. Once you get to the end and around the bend you see all sorts of different things.

SR So when you're saying the actual travelling bit is the enjoyable bit, you know, it's as much a part of the holiday as getting there and arriving. Is there times during that travelling then where you have almost peaks of interest and troughs of dull periods?

IE Yes. I think that's most important. I mean, it's like watching a comedian. If he has you in stitches you want it to stop after about 15 minutes. You can't stand anymore of it because it's actually physically tiring. So you don't want sensory overload. It's just nice to have peaks and that's what makes it so exciting because you don't quite know what the next peak of excitement is going to be. And you can anticipate some you can't anticipate everything.

SR So typically, what tends to give you those peaks? I mean, what sort of cycling condition would give you that peak?

IE I think certainly when you've reached the top of a hill and you've got a panoramic view ahead. Or for me, would be looking for a particular restaurant or we found it. Or a spectacular beautiful bit of country. Or I've seen birds that I haven't seen before. These are the highs that I get. Or sometimes it's a sense of personal achievements. When there's been really big hills and you've been cycling for about 40 minutes and it's still very steep and you're still going. You get to the top and, God, that was well done. That's an endorphin high and really quite worth having.

SR So, if you get that, I mean, the personal achievements – fine – and when you get to the top, and the panoramic views. Do you get off the bike, you stop and you appreciate or is it moving onto the next lot?

IE Oh yes, we usually stop. And one of the things about cycling is that you need to keep hydrated so you need to drink quite a lot. So, I usually stop for a drink and a sandwich and a bar of chocolate. So I take these opportunities and this is a good place to stop. You don't just stop in a tunnel. You find somewhere nice to stop and then stop for five minutes or ten minutes and just have a look at what's going on.

SR Typically, when you're looking at these views, is there a particular type of view that you sort of stop at, you have a preference for?

IE Water. It's nice to see water. It's not so nice to see how far you can see. If you cycling and there's a dock ahead, ships is nice to see because you're around a coast. And often if you see lamas in fields, exotic animals, that's a good place to stop or even interesting sea birds or interesting bits of coast. I'll stop there for a cafe. That's always a good excuse to stop, you know. Get our water bottles filled up as well and have a cup of coffee at the same time.

SR Why do you think those are the views you prefer the most?

IE Well, because cityscapes are what I see every day around Manchester, I mean, I know what all the buildings are. When you go out into the country, you don't know what all the buildings are so sometimes there's lots of interesting architecture. I mean, if I said to you, go to Scunthorpe and find the FE College, you could see it as you go into Scunthorpe. You say, what am I looking for? I'm looking for a 1916 square building. So you know what you're looking for. You don't know what you're looking for when you're around because you say, oh, that's a nice. I wonder what it is, such an old mansion. And we're also members of the National Trust so we have a look at the National Trust book and see exactly the routes we need to visit and some English heritage and things like that. See what there is in England. And in France, when you look at the Michelin Guide, there's symbols.

SR Do you find those places particularly well setup to cater for cyclists?

IE I must just say that Tatton Park are a bunch of thieves. We were members and initially it was free. But now you pay for parking. With English Heritage for example, the castle and the gardens are price separately. And they say they're different attractions. So to take both of us to both them is £32 and I think that's a lot of an attraction. And, you know, you don't know what the attraction is until you go in so you have no idea whether it's good value or not, whereas Scott's House in Melrose there's very much what you'd expect to see and it's quite well priced and very reasonable and nice gardens as well.

SR But do they have bike stores?

IE No, never found that, I always take a lock. So far we've been lucky not to have our gear stolen. There's nothing valuable on a bike, really, apart from my clothes. But they don't know that because I have a front bar bag which I carry with valuables in and that stays with me.

SR Whilst you're travelling, do you do anything? I mean, besides the pedalling. You said you look around.

IE Yeah, we look around. We'll stop occasionally. We'll go for a walk on the beach. But there's not much else. You can't knit and cycle. I don't listen to a walkman or anything like that, or an mp3 player. I just listen to noises and assimilate what's going on or chat with [wife].

SR So you do chat whilst you're cycling?

IE Oh yes, yes. Not all the time. I mean, we don't talk much going up hills or down hills because I go much faster. Yes, where it's safe to do so we'll cycle side by side and twit around this and that.

SR This is perhaps a strange question but is it something that's enjoyable to do? Do you prefer doing that or do you prefer the periods perhaps where you...

IE Oh, no, I have no preference. I think it's nice to chat as you cycle along because it's a relaxed atmosphere, you know. It's normally not, empty the dishwasher. I've not actually done anything wrong at that time so it's a no pressure conversation. It's a conversation looking forward, really. What are we going to do, and when shall we stop, and is there anything we know about that's going to happen next. Will you stop so I can take your photograph again? It's very good nature then, that time of day.

SR Coming towards the end of the interview now and I just want to think about transport in the holiday more broadly. You mentioned Ireland, you mentioned Scotland, you mentioned France as well; and Italy. Clearly, in all those cases, you will have had to have got from Stockport to these places. Did you say it was by car that you got there?

IE We did take the car to the port. They wouldn't take foot passengers on one of the Irish ferries. They wouldn't take bikes. So we'd taken the car when it worked out cheaper to take the car. But normally my preference is to abandon the car at the ferry port and take the bikes. We once went to Cork. Oh, that was horrid. We left the car at Swansea and then took the Swansea to Cork ferry. Horrid ferry. I was sick as a dog. The other difficulty is, for example, we started at Tynemouth; we left the car at Tynemouth. And to get back to Tynemouth we took the train to Newcastle. But you can't take your bikes on the train from Newcastle to Tamworth so that was a 20-odd mile cycle we didn't expect because we got all the souvenirs and everything so we weren't exactly kitted out for cycling. So, that was pretty inconvenient. And we were sold a ticket. Well, they didn't charge us because I think we booked in advance. But the mainline train was fine, but the local train wouldn't take bikes and I wondered why not. Metro. I don't think the Manchester Metro take bikes either.

SR No, I don't think so. Well, I've certainly not seen anyone with a bike. Why did you choose to leave the car at the port? Why don't you go further?

IE One, it's cheaper than the car. It's simple, there's a nominal fee. If you take your bikes you have to go in the high vehicle part of the ferry. Then when you get to the other end the temptation is just to keep driving, it's never quite right, finding a place to stop. So, the main reason is that you're then having your bike holiday. And if you left things behind, you left things behind. And that's something we prefer to do.

SR So, at what point would you say, my holiday has started?

IE When we've left the car. Yes, that's the start. Because the boat can be part of a holiday. Driving isn't part of a holiday to me.

SR So how do you reflect upon that period where you are going from home to the port?

IE Well, normally what I try and do is get a fairly early boat sailing and then travel very early at night. I'm half asleep anyway and don't actually feel anything. Minimise the misery really. And likewise coming back, you know. I try and arrive back in the UK at a reasonably early time, so I'm not actually driving whilst I'm tired then because I don't want to make that any worse than it needs to be.

SR Is the misery equal going to the port than coming back from the port? Is one worse?

IE That's usually quite okay unless of course we got sunstroke. Or it's very early in the morning because we had a bad night on the boat. It's not a choice. It's never more than about five hours is it?

SR If the technology existed, like in Star Trek or Dr Who, where you could be moved from one place to another. Would you choose to do that to get rid of these to and fro from the port?

IE Well, flying is the nearest way and we've taken the bikes previously flying but on one occasion the plane was so small they wouldn't take bikes. And where we had taken the bikes, I think it was £30 each way. The bikes were dearer than our seats to take. And we'd been told that if we had to take the tyres down that was a big mistake because I took the gas canister tyre inflator thinking that would be easy. They confiscated it at the airport. So we arrived at Pisa with flat tyres and no bike pump. That was a great inconvenience but the problem was alleviated because our hotel was only about three miles from the airport, so we could walk there and then find a bike shop. So yeah I'd be quite happy to fly with the bikes. And that to me is like teleporting, really. If the travelling to places like Stanstead, Plymouth or Portsmouth, I prefer to travel to Hull because that's quicker or even Liverpool. But there's not much going to Liverpool. It's very expensive.



SR It seems strange that you choose to do a holiday that has transport in it as its main component yet there are parts of travelling that are less enjoyable for you.

IE Yes, that's right, that's right. We were suggesting if I could have a minimum misery where transport, teleporting... flying is the nearest thing. I wouldn't enjoy driving down to Stanstead and I probably wouldn't enjoy the train down to Stanstead although that would probably be better because the train prices are so much greater than the cost of a car. If you already own a car you'll feel obliged to take the car.

SR Okay, well, that's the end of the interview. Thank you.

## **Appendix 6: Interview transcript – sailing tourist**

### **Interviewee:**

Sa-F1

### **Speaker:**

SR Steven Rhoden

IE Interviewee

### **Transcript:**

SR Can you tell me about the transport holidays that you've taken over the past five years?

IE Most of them have been boating or sailing holidays, either on motor cruisers or sailing boats, yachts, day boats, that kind of thing. We've actually got to the marina and gone out on the boat either over to Ireland for an overnight stay, stayed a couple of days and then travelled back. Or we've done the Crinan Canal, so we've started at the marina in Scotland, gone all the way up the Crinan Canal, which is 13 knots, spent a night at Ardfern and then we've come back down again. We've also been over to the Isle of Man. We get there and then actually stay on the boat. We don't book into a hotel when we get to the end place; we have boats with showers and toilets on. And when we did the Isle of Man, we went to Douglas and then we just hopped round to the different harbours and then sailed back.

SR So Scotland and the islands. Scotland you said you were in a hotel.

IE No. Not a hotel but on the boat.

SR You're always on the boat all the time. Why do you choose the boat as a place to stay rather than a hotel?

IE Because you've got everything around you. You can have your meals when you want to have them. You can cook when you want, eat when you want. You can cook on board. You might stop at a pub and have a meal there, but you can nip to the off licence if there's something nearby and bring it back, you've no drinking and driving, you've no taxi fares. And it's really, really nice to sit on the back of a boat with a glass of wine in your hand, listening to the tinkling and watching the sun go down because you're just there. It's you and the water and there's no-one else around you, there's no-one else interrupting the conversation, getting on your nerves. If you want to read a book you can. And that's part of the enjoyment of the holiday.

SR Never having done it, do you always drop anchor, or whatever the technical term is, is it always in a marina?

IE It depends where we go. When we had the boat at Fleetwood, we used to go over to Peel Island on the big boat and stay for two or three nights. But Peel Island is just moorings, there's the shipping lane and you just chuck the anchor in, make sure you're moored up properly and then use a little dinghy to go to the island. There's a bird sanctuary on there and a pub. A lot of boating involves pubs come to think of it. And, obviously, the dinghy's a nice little ride and then you just sit on the back of your boat. You've got your provisions when you get onboard, you just cook and eat and it's really nice and relaxing. So, in that case, it's just anchor. Likewise, you can go from a marina. When we had the boat at Holyhead, we'd go out down to South Staffs or round to Church Bay and Red Wharf Bay along Anglesey and round the coast that side. And, again, if it was getting too late and you didn't need to go back, you can throw your anchor and you've got everything on the boat that you need. It's got a toilet, a shower and an oven. Just to stay overnight or a night or two. But where we've had boats in a marina like in Scotland or Holyhead sometimes, if we can get back, we get back and then we go back into the marina. But, generally, we tend to stay on the boat as well. Maybe we'll just nip out for a meal to the sailing club or the yacht club, but, generally, we just tend to stay on the boat because you've got everything there that you need.

SR And when you do shut down for the night and, say, you're there with a glass of wine, do you prefer it when you are just anchored or when you're in the marina.

IE Anchored, yeah, it's nicer. It's because of the, not the isolation, but you are on your own. You're with the elements; you're doing your own thing. You can get up when you want. You're not listening to the sound of other people's voices. It's just nice when you wake up and there's just the view in front of you, the sea behind you. Round the Welsh coast, there are dolphins and seals. If you go out to the Skerries Lighthouse, there's like a little lagoon there. You can anchor up there and stay the night and seals are literally not the length of this office away from you. And that's really, really nice because, obviously, you can't get that in a marina. And if there are people on board who like fishing, it's great for them because you've got a fish finder. It is just very relaxing, it's nice. It's nicer to be just in the open rather than back in the marina.

SR And these holidays that you go on, is it your boat?

IE It's mine and [partner]'s boat. We've had a variety of boats and you do different things on the different boats. We've had a Princess, which is one with patio doors, it's a power boat. With that one you can get out to Shell Island and we went to Ireland on it, you can get quite far. But a Nauticat, which is a sailing boat, that's more of a leisurely sail. It depends on the boat, if you've got a sailing boat, like the Nauticat, you have to tack and that's more of an adventure to get where you're going because you have to plan. You look at the weather and the winds and you just don't go in a straight line, and that's quite fun because you can get the boat on its side. Obviously, you couldn't do that with [daughter] on board, but that's quite nice. Whereas if you've got a power cruiser or a motor boat, then you can literally go straight from A to B and you can look at the weather and you can say, right, it's looking okay for the next three or four hours. You wouldn't risk it on a sailing boat because the forecast for eight hours might not be very good. But you know you can get there on a power boat, like on the Fairline that we had, we could get to the Isle of Man in two hours, it was as quick as the Seacat. So that was

really, really good and that's half the fun, planning your own destiny. You can go and beat the ferry and you can wave at the plebs on the ferry as you're sailing past. And when you get there, you can choose which port you want to go to. You don't have to go to a port that the ferry would go to. And then you can move around and just get different views and you can access things from the boat, like beaches and bays. We often load up the barbeque and the cool bag and sometimes if you sail, you can see these little beaches and they're just untouched because people can't get to them from land. Well, you just anchor up in your boat. If you've got a Rivercraft, which is a day boat, you can get quite close into the shore. Or if you're on a bigger boat, you can anchor, get on your dinghy with the outboard engine and you're on that beach where nobody else has been. And you can have a nice barbeque for the day, you load up the stuff, you can get back. You can anchor there, it's sheltered, and stay the night and wake up to that view in the morning. Or you can move to another bay. But I think that's the beauty about the sailing, doing it yourself, is because you are totally in control of where you go and what you do and you look at the weather and see what it's like and see if you can do that. And if it's a bit rough, if you want to go out when it's rough, you can. If you don't, you can stay in. It's part of that, not navigation by the stars because we've got sat nav there, but it is nice to plan your own route. I wasn't on this trip, but when [partner] brought the catamaran back from Southampton when we'd bought it, he brought it up round the coast. Him and his Dad and his friend, who'd done an awful lot of sailing, that's what they do for every holiday all their lives, planned it so that every night they'd be at a different marina. They planned to see different things on the way round and they had it whereby at Lands End, the tide would be coming round Lands End during the day, not at night, and they popped a bottle of champagne. And that was part of their enjoyment. Whereas you couldn't do that if you're, it's just a different experience, isn't it?

SR So when you were saying you go over to the Isle of Man and you're beating the ferry and you're finding these little bays and beaches and so on, is the enjoyment coming from the fact that you actually enjoy the going on the boat and you enjoy the trip? Or is it the fact that it allows you to find these secluded places that other people can't?

IE I think both. Because when you're on the boat, it's nice and relaxing because you can potter, you can go fast, it's up to you. You can fish off the back, you could stop and anchor up and jump in the sea and have a swim if you had a wetsuit on. You could also water-ski or have one of those big biscuit things that people sit in. So you can have fun whilst you're getting to a little bay, there are lots of things you can do on the boat. And then when you get to a nice little bay, you can anchor up. You don't have to go to the bay, you can sit on the back of the boat and have a drink. I'm conscious of saying we just anchor up and have a drink.

SR It sounds like the cyclists, they were always going to pubs.

IE Pubs, yeah, you plan it by pubs. But it's nice, the fact that you can just get to a beach or a secluded bay where nobody else without a boat can go. Because sometimes, if you go to Abersoch or around Pwllheli, the beaches are so populated you just feel that you may as well go on a beach holiday abroad. Get on the plane and fly to Ibiza for a

week. Well, that's not really what we're into. We just like to be a bit more private. It's just a nice experience. You see things that other people would never see from you boat in these little places and unless you were on a boat, you wouldn't see it. And that makes it more special I think.

SR And I guess it's the fact that you're usually on the land looking out to see. But when you're on the boat, I suppose you have the option of looking one way and out to see or looking the other way and looking back on to the land.

IE You do. And until you've been on a boat looking back, it is different. I mean, sometimes, I've actually, we've got this caravan in Wales and we've got a boat next to it and there are yachts and all sorts of things. And you're sat at the caravan looking out to the sea and you're thinking look at that boat there, doesn't that look lovely. And I've done it myself, so I know all the people who haven't got boats must imagine that that must be nice just to potter on your own boat and bibble bobble on the water. And it is lovely and we'll just get the boat out and just go and do it, which is fantastic. And we might go out for a night or just go out for the day or we might go fishing or we might go and see the seals. The other week we went on this overnight holiday but we were just on the boat for the day. And we got the fishing rods and we went round to the Skerries. And there were people abseiling down the sheer cliffs. Now, when you're in a boat at the bottom watching them, that's a perspective that from the top, wouldn't look the same. And no-one else could see it and it was, like, wow, look at that. I wouldn't want to be them doing it because it's high up. But if you'd not been there on the boat, you couldn't have seen that, unless you're really brave and you stood on the top of the cliff and peered down and watched them because they were underneath cliff things and stuff. It's just nice being able to suit yourself and do what you want when you want. Go where you want, eat what you want, drink what you want, that's drink again. And [daughter] enjoys it as well, and [partner] certainly does. He's captain, he's master of his own destiny.

SR You're saying captain, master of his own destiny, you've talked about power boating, you've talked about a sailing boat. So he can do all the sailing things.

IE And, bear in mind, he's only got the use of one arm as well, so we have had boats adapted especially so he can do this in the past. With automatic rigging jib things and stuff like that. I'm normally the idiot leaning off the front trying to get the buoy, and that's a laugh in itself. When we had the boat up in Largs in Scotland, here you go again you see, we'd seen this pub and we thought we'll moor up there. And there was a jetty and about five or six boats, it was really busy. So we had to tie to somebody else's boat and to get up to shore, we had to climb across somebody else's boat, and there was this manky old fishing boat right in the thing. So we got up to this pub, me and [partner]'s Dad, went into the bar and everyone had their backs to us and it was totally silent. And we were like, oh my God, we've come all this way up here to Scotland and moored up. And anyway, [partner]'s Dad said we'll have a drink whilst we're here and then we'll go, it just isn't very hospitable. And I'm, like, there's an atmosphere here, I don't want to stay. And anyway, all these buggers at the bar had turned around and they'd all made score cards because we'd fuffed about that much trying to tie up. None, one. And then this old, grotty codger in the corner, och aye the noo there, right, I'm

going out sailing now. Get that fucking boat off my fishing boat. So we'd just tied up and spent all this time faffing about and he was joking. So the whole place came alive and that was really nice. And I've had it before when I've been trying to get a buoy and we've had effing and jeffing and swearing and I've finally got it, to look up at people on the shore giving me a round of applause. Thank you. So it's nice. One thing as well, we took some people from Manchester, [friend] and his wife, and they came away with us for a weekend. They'd never been on a boat in their lives apart from probably a ferry or something. And we'd gone up to this place in Scotland again where there submarines are, I think it might be Faslane or somewhere. But anyway, there we were. We got in the outboard motor dinghy, and we got to shore to a pub. And we tied up and the beach and walked off and [friend] said what are you doing? You're not going to leave that there, it'll get nicked. No. So, as well, it's that security thing, the camaraderie with people you don't know. You can leave your boats there. It hadn't even crossed my mind that it would get nicked whereas he was. Because I suppose the holidays he's been on, going from the middle of Manchester, Manchester Airport, it's always watch your bags, watch your pockets. Going to Ibiza, going to Majorca, it's always watch your passport, watch your stuff, don't leave anything valuable in your hotel room, don't do this, watch out for the waiters. Whereas we're there with a £1,000 dinghy and outboard motor and just leaving it on the beach. He couldn't get his head round that. And as well, helping each other out. You often find someone stuck on a sandbank. [Partner] would tell you this one, he was at Fleetwood coming in and there is a sandbank and they went out and this guy was stuck, so they dragged him off. And they went out for a bit of a tootle round and came back and he was stuck again. And then they went out overnight, stayed overnight at Peel, went to the pub, came back and he was stuck again. And [partner] said, I'm not going to drag you off here again, that's it, forget it. But you do, it's nice and I think everybody's the same ilk. I suppose you do meet people like that on holidays and package holidays but you don't know, because they've got a boat...

SR A common interest.

IE Yeah, it's quite safe and it's a nice community. People do have a laugh and they all share the same sense of humour and they've got the same outlook on life. And we've even been on them where you're just anchored out and another boat might come to the same bay, you know, I said about the isolation bit, and they've moored up and you've tied up and they've come on board for a drink. But they leave as well, when you want them to. It is nice. Or at the caravan where we've had two or three boats go out to the Skerries and we've all taken a big picnic lunch and we've all just bobbed about and had a few drinks and just all pottered back when we want. So it's just that freedom.

SR So you can have that socialisation, you can have that isolation as you see fit.

IE And even if [partner] goes out and there are two boats racing each other, because [partner] likes to go fast sometimes. In a car you can't have a race, but on the sea there's no licence, you've no speed limit, they can just do whatever they like. And it's nice in the boat as well because you can enjoy the water but stay on it overnight. Whereas if you've got a small day boat or a jet ski, you can still do quite a few of the things I've said, but you can't anchor up and you can't take drinks on jet skis. I do like the freedom to do what we want to do when we want to do it and the different places you can go to.

SR Again, you mentioned the two boats. Which do you prefer, the sailing or the...?

IE That's a tricky one. I think from my point of view now, if I've got [daughter] on the boat, I like the speed. Because if the weather does turn, I know that I can get back pretty fast. Whereas if I've not got [daughter], sailing's quite nice because there's a bit more involvement, if you know what I mean. But you can't do the old biscuit and water sports, jet skiing. So there are pros and cons for both. We've had both types and we've enjoyed both types and I'm not saying we wouldn't go back to sail again, perhaps when [daughter]'s older, just to take off.

SR You've got a motorboat now?

IE We've got a motorboat now again, which is lovely. In fact, we've just sold another one at Pwllheli. He normally has about two or three on the go, [partner]. Boats for different occasions.

SR As you do.

IE Well, he does.

SR Depending on what shirt he wants to wear that day.

IE Exactly. I like the sail, because it's nice when you get the wind in your hair and you're having to chop and change. And there's more thought about where you're going and how long it's going to take you to get there and will I get there before the weather changes. So there's more thought in the sailing when you go away. Whereas with the powerboat, you just literally look and you can set off. But that has its benefits when I've got Jen.

SR And with the sailing, are there ever those hell kind of moments?

IE Oh God, yeah. That's where [partner]'s Dad would be really good to interview on that one. We've had a few hellish moments on sail boats, if the weather has turned and it's got quite choppy. And you have to take your sail down pretty bloody quick because it can either rip or your boat can zoom off in a direction you don't want to go to. Likewise, if the wind drops completely and you're in the middle of the Irish Sea and you're tacking and you're doing your best to try and get some wind into the sails to head in the right direction but then you have to go on to the motor. Now, on a sailing boat, the motor is really just to keep you off the rocks. It doesn't really fight against the tide. If you're going against the tide you'll just end up staying in the same place, whereas on a powerboat, obviously, it's a bigger engine. So if you've got a tide that's going, that's another thing, looking at the tides and stuff. But if you've got a tide going in, on your motor, yes, you'll get to your destination eventually. So there have been hellish moments. When we went to Ireland on the Nauticat, [daughter] would only have been 12 months old, maybe a bit older, and on the way there, she was as sick as a dog. So I spent eight hours in the hull, underneath the thing, with a sick child throwing up and [partner]'s doing his best. And the rolling didn't help, because it rolls more on a... And

when I got to Ireland I was absolutely knackered, it just ruined the whole experience for me. So I went to the shop, discovered it was Euros! I didn't think about that and luckily I had my credit card with me. Bought some sea leg tablets and it said not to give them to a child under three, so I chopped one up and gave her that. And on the way back, a night or two later, she was bouncing all over the place. So I don't know which was worse. Eight hours with a sick child or eight hours with one who's up and down, running round the deck, because we've got to be careful. But it is nice, you've got the wind in your hair and the sea air and it's fresh. You sleep really, really well. Even if you've just been out on the motorboat, so you haven't done any physical exercise, you sleep so much better when you're out on the water.

SR So now [daughter]'s getting older and she's toddling.

IE Well, she's five now, so she's a bit older.

SR Well, when she was at that stage, could you relax when you were on the boat?

IE We had this catamaran at Holyhead, and you know it's got the big net, well, she thought it was a trampoline and she'd bounce on it and then she'd get closer and closer to the edge. Even though you were only in the marina you'd be, like, oh, and try and grab her back. So I have my life jacket on and her with her life jacket on, even just in the harbour, when you normally wouldn't wear them, with a rope. So it was quite stressful and it was a big boat. But down below you'd be lying there and you'd listen to her playing and chatting and then you'd think, Jesus Christ, I'm on the boat. And I'd get up and she'd be half way out of the door and hanging out of the side. So that was really why we sold the big sailing boat and we've got this smaller powerboat now which fits down the side of the caravan. But we still do like, well, we've got a caravan now in Wales, it's a static caravan. It's right on the beach front and [partner]'s got his boat next to it, so we can still go out and we can stay on the boat overnight if we want to and we can come back. As we get older, whether he'll get a bigger boat again that we can all stay on really comfortably overnight, I think that would probably be the plan because [daughter] already loves the boat. She just loves it, it's like a bit funfair ride. And she says, Daddy, go faster, so she really, really does enjoy it.

SR And then her friends will come as well.

IE Yeah, we've already had that. And once she gets into the water sports side of things. It's such a healthy lifestyle as well. With the caravan there and the boat next to it and then she wants a jet ski and stuff like that. Instead of her asking us to drive, instead of her kicking about round the Spar drinking outside of a night time, knocking about around Orrell Resses [reservoir] doing drugs, hopefully, she'll take herself off down to Wales where she can just come and go as she pleases and do what she wants. Rather than doing the Club 18 to 30 Ibiza type holiday. I would hope that doesn't really, she might try it once, but doesn't really appeal to her. I've done that kind of holiday and it does nothing for me. I'm not a lying on a beach kind of person. If I do go somewhere abroad, I like to see the culture.

SR Well, that's one of the questions, you've brought me on to question two now.



IE Was that only the first question? Blooming heck.

SR No, we've covered quite a bit. Why do you choose these kinds of holidays to the holidays where you're on the beach or even just a city break?

IE I don't mind going to Amsterdam for a day or somewhere I can go for a day and maybe see. I'm not a lover of sleeping in a hotel bed where I don't know if they've cleaned it very well. Or I don't know where I'm going and what to expect when I get there or whether the food's going to be any good. Hotel rooms, to me, always seem a bit... I get a bit homesick after a night or two. They always seem a bit empty and lonely to me. I don't know what it is. Or if I go in the bathroom bit and I look at the shower, even if I've gone somewhere for a wedding in this country overnight, you look at the shower thing and you think, that's a bit grotty. When we were younger with my Mum and Dad, we used to go camping a lot and they'd get in the car and we'd go across and we've been to Guernsey, Jersey, the Black Forest, Lake Ledro, which is above Lake Garda in Italy. We've been all over the place and we've had some fantastic holidays. But whenever we have stayed in hotels, it's always been a bit of a disappointment really. When we've done the Tenerife, Majorca, because I learned to swim in Majorca, it's always been very commercialised. You're in the same thing, like cattle. You're shipped onto a place and you're all there, you get off and you're all on a coach and they drop off at all the different hotels and you could be on a coach for four hours, which is not really very enjoyable at all in hot, sticky weather. You get there, it's just standard meals, you have to be up at a set time or you miss your breakfast. Not that I was drinking then, but my Mum and Dad would be like, we've missed breakfast again and they'd paid for it. And then you'd be just round a pool, lying there. And even when we've been on that type of holiday to Malta or Majorca or Tenerife, Mum and Dad have always hired a car and taken us outside of the hotel or the complex to try and do and see something else. And that's the only times in the holiday that I've really, really enjoyed, because Mum and Dad have never been lying on the beach people. When we went to Tenerife, they filmed Planet of the Apes there, so we went up Teide and I burnt my hand on some lava rock. And one thing my Dad said there, we had this American guide who said, gee, when we get to the café here, ladies can go to the ladies but the men will have to go behind the rocks to pee, there's no toilet. And when we get there, ladies, you can have a cup of tea or coffee with real milk. And, bear in mind, there are no cows on Tenerife. And all these people were, like, oh, we can have a cup of tea with real milk. And my Dad's saying, you have a cup of tea with real milk at home all the time, what's so bloody good about that. But that was a touristy bus thing and you're just herded round. It's just a bit, God, let me off this bus. I like to do things at my own pace. On a coach you might see something interesting, but you've got to be off at two, and you're all back on to the bus and the next place you go to might be as dull as dishwater and you're stuck there for four hours and you're thinking, well, I'm not really enjoying this, I'd rather be back at that other place. Whereas if you've got your own car on a holiday like that, you can stop and come and go as you please, which suits me more. You can eat when you want, if you're in a hotel, you don't have to have their meals. It's just nice to see as well a bit of the culture. On these tours, say they take a day trip out, going to a market, it's a market they've selected. It's probably very touristy, it's not a market that the local people go to. Whereas, if you're on your own, you can do a bit of finding and fiddling

and find a genuine local market for local people that's got a bit more culture about it and you're finding out about the country and the people, rather than just the touristy bits. I understand that if you're in Turkey or somewhere like that, not Turkey, it's probably a bit safer than it was, but you wouldn't want to go off a route. Or in the Caribbean, Jamaica or somewhere like that, you shouldn't really go outside of, which, again, worries me. Why would you want to fly all the way over there and then you can't see the culture because you're worried about what's going to happen to you.

SR So in those places where it is safe to do that, you can get the car and do that.

IE Yeah, France and Germany.

SR Why is it that you don't choose to do that? Why is it, at this point in time, that you're choosing to do these sailing holidays rather than the other sort?

IE I think [partner] loves his boats and he loves the water. I've done the driving and the seeing and stopping off, so I've no desire to do that. And I've done the camping and the hotels, I don't think, will have got, I think you just feel you're just being charged £50 for a bed for the night, it just seems a little bit exorbitant. And you don't know what you're going to get. I don't mind if we went for a city break and stay overnight, I could cope with that because I'm going to do what I do. When we went to Venice, all I wanted to do was do the gondola, see the big square and then come back. I'd done Venice. Once I've done the main things, I don't want to hang about and see what there is to see. Why I don't do it now? Probably because [daughter]'s a bit young. I don't think [partner], we both drive now, I don't think driving would be as enjoyable as boating. I mean, obviously, the drinking thing and you have to find somewhere to park your car. You've got to get your Green Card, you've got to get insured when you go abroad. I mean, you're on a ferry. When we've been on boats and it's so much nicer on a boat. Or if you fly across, you've got airport delays, are the French going to have a bit of a uh, uh, uh this week and decide their all going on strike? You've got the threat of terrorism, it's a small threat. Just all the hanging about at airports and things like that. Hiring a car at the other end. It all just seems quite a lot of palaver and faffing about. Making sure your passport's in date and ordering your tickets and booking it. Whereas now we just drive down to Wales or before we just drove down to a marina. We just get on the boat and we go and you've nothing to worry about. Whereas booking a holiday takes a bit of time and organisation. And it's only, someone can just ruin it. These people have had two weeks booked, and it's two weeks that they've looked forward to, they've saved up for it all year. That's what they want to do and then the French will have a strike or there's fog or there are delays or there's, like, the airport thing the other day with no electricity. If they've only got ten days and two of them are travelling and then they've been help up for 24 hours there. You're only getting seven days really which is not brill. And a lot of people, again, they're getting up in the middle of the night to get the cheaper flights and they're landing at four in the morning. So they're not really enjoying the holiday for the first couple of days anyway. It doesn't really appeal to me at all. I wouldn't say no to driving round Europe, myself and [daughter] later on or [partner], maybe. But, at the moment, I think there's more, once we've started with global warming, it's great, isn't it? We've not had a good summer so far, when we do get a nice day in this country, you can't beat it. I like the fact you've

got the NHS if you want it. I'm not saying foreign hospitals aren't, they're probably cleaner and better and more efficient than ours, but the health aspect if you fall ill. Or if something happens, you're not stuck abroad. If someone falls ill or has an accident at home, I can get home in two hours. Or if I'm in Ireland, I can fly back. It's pretty straightforward.

SR I think that's all of those done. When did you first start going on these sorts of holidays, can you remember?

IE Probably about when I was 21, when I met [partner] really. As I said, before that, my Mum and Dad had always done camping abroad, which was travelling. And when we have stayed in a hotel, we always found it quite tedious. I remember one time when we were in Tenerife, my Dad was so bored with the hotel after two days, we transferred to another hotel in Las Playas de las Americas or somewhere like that, just for a change of scenery. Because you were a bit bored of the same people, same thing. So [partner]'s always done with his Dad. His Mum's always had a chalet down in Wales. He's always had boats, he's always taken part in the RAC motocross rallies and things like that. Those have always been his leisure activities. He's very active doing that kind of thing. So boats have always been his enjoyment and he's always had them up in Scotland. So [partner]'s obviously grown up with that and as soon as he was able, bought his own boat.

SR So if you've not come from that background, can you remember back to that time? What were your expectations before you went, did you have any? When he said, right, we're going on a boating holiday this year, what sort of things?

IE My Mum was terrified because she doesn't like boats and water. Make sure you wear a life jacket and what if you fall over and all of this kind of thing. Now, bear in mind that I'd never been on a boat like that in my life, except when you go to Malta and they take you out in a little boat to the Blue Grotto and you stick the hand in the water because it goes blue. And they say, by the way, those jellyfish are really poisonous and we've no antidote. And then you take your hand out again quick. So my Mum's not a boater and she was a bit, oooh, a bit wary for me. But I was up for anything really, I'll have a go. And it was nice because [partner] had got this powerboat and his Dad had got the yacht so we had the best of both worlds. We could go out together, we could whiz round, and then stay on their boat and have a few drinks later on. So I found that, it was actually really quite nice because I'd never done that before. And the beauty is as well, even though I've travelled round Europe in a car with Mum, it was two weeks, you had to book it and plan it. Whereas this, I realised, we could have more holidays more often. Shorter, but if you can take a Friday off work, you can set off on the Thursday night and come back on a Sunday night and you can do that every week. So you can have a nice break virtually every week instead of waiting for that two weeks that may be the biggest disappointment, you've worked so hard for it all year. So I was a bit wary at first because I've never been on boats and I don't know anything about them.

SR And what were you wary of?

IE Drowning.

SR That's a big one.

IE Well, you don't know. Is the boat going to sink? How stable is it? How big is it?

SR Yeah, so it's mainly the safety aspect.

IE You're putting your trust in somebody else being able to operate it and sail it and turn it on properly and mooring up, everything really, just from basics. It's quite scary. But then once you've done it a few times and you realise tying the rope up is quite easy and you get the buoy and the buoys are anchored down and you're not going to drift off in the middle of the night, you get quite...

SR And you were doing that then were you?

IE Yeah. That's probably why he invited me along.

SR We need someone to bend over the front.

IE We need someone to drag over the front or as they're coming in...

SR In the crashing waves and rocks.

IE You could do that, [interviewee's name], you'd be good at that. So it was a bit daunting at first. But the feeling of being out on the water was nice and it was nice going to these places that you couldn't get to any other way and nice to see things really upfront instead of watching them on television, if you see all the sea life and stuff. And just taking your time if you want to. Not having any phones going or anything like that, just a different life really, just nice and relaxed. It is relaxing. And just cooking a meal on the boat is so much nicer than cooking a meal in your kitchen at home because you're just pottering. I know it can be a pain in the neck because everyone's in close proximity, you're not having to walk through rooms. You're just all together and it's nice, as long as you're all getting on. It's even quite interesting if people don't. It's just nice, everything's to hand. I thoroughly enjoyed it. So then when he said shall we get a bigger boat? I said, well, all right then and since then he must have had, that was when I was about 21 when I met him, I'm just 39 now, so I'd say we've had about seven or eight different boats in that time. Because [partner] can't decide what, he likes the boat concept, the boating, but he just swaps and changes between different sizes of powerboats, different facilities on board and sail or motor. So, yeah, I thoroughly enjoy it.

SR In this next part of the interview, I'd like us to think about the times when you're actually on holiday, and we've covered a lot of it already. Bearing in mind you said you like the fact that there's a lot of variety, but what's the typical day when you're on one of these holidays on a boat?

IE Well, from setting off, you get all your stuff together, you get all your shopping on, you've got all your wine and beer and everything like that. All your cutlery and everything's already on, you're pans and stuff. You get on your boat, you've got all your safety gear, you've got your flares, you've checked you've got the fuel in your engine or your sails are okay and everything. So you've done all your safety checks, so you're quite happy to be setting off to wherever, say, Isle of Man. [partner]'s had a look at the weather, he's looked at the tides, he's decided we can get there, so we might set off at, say, nine or ten o'clock, there's no real rush. We set off, when you're on the boat you might, well, I shouldn't have picked the Isle of Man, I should have picked somewhere like St David's Head or something like that. Or the Skerries, where you stop for a bit of fishing, potter about. Before you know it, you've had a bit of a razz round, you've got the wind in your hair, you might have had a read of a book, fuffed about a bit. Then you might slow up and just anchor up or just stop in the middle of the sea, bobbing about, while you make lunch. Then, provided it's not raining, because then you'd have all probably gone home by then. So you make lunch, you eat something, you wash up. If it's nice, you can actually stop, jump off the boat, go for a swim in a bay. You might have seen a bay and get the outboard engine out, sit in that. Instead of having lunch on the boat you might have a barbeque on the beach. You've washed up a bit, late afternoon, you're just lozzing about, you might decide to carry on your journey a bit further. So you arrive at your destination about teatime, so you've made a leisurely trip of your day and when you get there, if you've gone into a marina, you've obviously got to go up and see the guy and pay your fees. You might have a mooch about the chandlery, because there are always chandleries there. There's always a nice little coffee shop or something. You might book into the restaurant for a meal that evening or decide to cook on board. So you might then get changed, wash up, you might use their shower facilities or you might use yours on your boat. You might go up there and have a meal and then you potter back and have a few drinks on your own on your own boat.

SR Does the sailing day end when it gets dark or can you sail during the dark?

IE You can. When they brought the boat back from Southampton, they did part of it night sailing, but that's part of their thrill. It's not my cup of tea really. I like to see if there's a big ship and a big ferry coming. But, for them, they've got radar, they've got sat nav, they've got the stuff, they plot the course, and they did quite a lot either on the engine, probably not with the sail up at night but on the engine, just tootling along in the dark. Because I think they find that quite atmospheric perhaps, but not for me. They like that kind of thing. I know people who go out night fishing and they love that, sat in the dark. Having said that, I have done Barmouth with [friend] where we started drinking on the back of the boat when the sun was going down and when the sun came up in the morning, we were in our sleeping bags still sat there drinking. I was ill after that. But it was just one of those things, you're just talking and it just happened and it was nice. So does that answer the question or did I deviate again?

SR No, that's fine. So, as you say, for [partner], he does like it there because, again, maybe because it's that skills side of it.

IE And his Dad, definitely. When his Dad's done the channel and things like that, he's crossed that in the dark, no problem at all. I'd be terrified. You hear about, well, they find them, don't they? Three or four rich executives, stockbrokers from the city, toddle off in their yacht, they've only had it a week.

SR Then found them on the front of a P & O ferry.

IE Yeah. Because they don't really know what they're doing. I think [partner]'s Dad knows what he's doing. [Partner] does know what he's doing to some extent, but not as much as his Dad. [Partner] likes it, but it's not what I'm into. I'm more into just seeing where I'm going.

SR Is that just a safety thing? That you want to make sure that there isn't something, or is it just the fact that you can see makes it enjoyable?

IE It does make it enjoyable, yeah. And I think it's a safety thing as well because I just, sailing in the dark, it's more like it's, well, you go on a plane in the dark or a train in the dark, it's not part of the enjoyment. You can't see anything, so what's the point of doing it? And I'm not in that much of a rush to get anywhere when I'm on the boat, so why are we sailing in the dark? We should be sleeping.

SR And enjoying the sailing during the day.

IE There's no point travelling in the dark.

SR So in the average day, how much time do you actually spend travelling? How many hours?

IE Probably not a lot actually. Probably more dithering about. Well, say you're going to the Isle of Man, that can take two hours but it would take us all day, dithering about. And then you'd get there and look at a different port and you'd pop round. It depends if it's a nice sunny day like this, you'd probably spend a bit longer. Because say you went for a trip round Anglesey and stopping overnight on your boat in every little bay, you can pick the bays when you get there. So if you get to Church Town bay, which is quite nice and sheltered, but on a hot summer's day, if they're all at the Lobster Pot Restaurant, it can be quite packed, you wouldn't necessarily stay there. So I'd say, out of a day of, say, eight, ten hours, actual travelling, you'd probably be doing about two. The rest of the time you'd probably be stopping for lunch, faffing about, having people on the back, pulling them about in the biscuit, on the little outboard going to the beach, having a barbeque, have people swimming off the back of the boat. Because these boats have got showers on with hot and cold water, so when you get back on the boat, you can have a nice hot shower. So just faffing about, relaxing and jiggling about and meeting other people, so probably not a lot of actual travelling at all. It costs, the boat we've got now, about £183 to fill it up with diesel, and [partner]'s been out on it every weekend. I've just filled it up, this is the second time I've filled it up, filled it up on his birthday. I filled it up last week and I filled it up on May 5<sup>th</sup>, so it's lasted about eight weeks. We've been every weekend and he's probably been out a couple of times every weekend, so it's probably done him 16 times, going out on the boat, £200 worth of

diesel. So it's actually not used that much juice in the boat for the number of times he's gone out, because we tend to potter about a bit. He hammers it if he's racing other boats, that's the only time he'll spend a lot of time travelling. But when I'm on the boat, we just tend to, because I like to just relax.

SR And you said you did the one in Scotland.

IE The Crinan Canal. That was probably one of the ones I least liked, actually, because it was a bit repetitive, although you could stop at the pubs, it was a lot of hard work doing the canal. But I think we did that because it's the thing to do. It's quite strenuous, but you are in your own boat, you do sleep on your boat overnight. There is a lot of nice scenery in between the locks. But, physically, the height you're going up is tremendous really. And when you get to Ardfern at the other end, that's a very nice bay or port with bits and pieces there for you to look at. So I think the Crinan Canal was, I wouldn't do it again, but probably like a mountain, I'm glad...

SR You've done it once.

IE We've done it. I wouldn't do it again because the scenery wouldn't change, there's nowhere else to explore. Once you're in the lock, I think I felt a bit trapped because I couldn't go where I wanted to go. But once you were about five locks in, you were determined to finish it, but then you knew you'd got another 13 to come back. So it was a bit, that's one of the least enjoyable ones. And plus you're with lots of other, you were travelling with, say, other boats, going up and down, you were all just in a canal, which is probably why I don't like canal holidays. They don't really appeal to me.

SR So was it the fact that you were on this pre-determined...

IE Like a road, yeah. You're on, like, a road, but on water. You just go up it and then come down it again. It's nice to say you've done it.

SR So the freedom of the sea where you can go absolutely everywhere is what appeals to you?

IE I think so because we've had boats on Windermere and [partner]'s got friends with boats on Windermere. And a lot of people came off that because of the speed ban. But, actually, now, even though Windermere were trying to get the ban, going off the subject completely, there's a blind water-skier trying to get the ban reversed or prove it's illegal or whatever. I don't think your potter about people will go back, but a lot of people won't go back because they've tried the sea now, they might have been a bit frightened of it before, but they won't go back to just a lake because they would be bored.

SR Yes, it's restrictive.

IE Yeah. Whereas it might have appealed to them before, the safety of it. But once they've been on the sea and they know it's that bit more exhilarating and you can go

further and do different things, I doubt very much they'll get people back. Which is a shame really because I think you've got lots of lakes there I think there's plenty of scope for everybody. I mean, the Low Wood Sports Centre there at the bottom, it's now all kayaks and stuff. It must have died a death. There are all the associated, when boaters go somewhere like Windermere, they've got the maintenance of the boat, they've got the mooring fees, they've got the fuel, the diesel, they've got the wet suits, the messing about, the skis, they go out for meals, they drink a lot, as you've gathered.

SR Buy from shops and all those things.

IE Whereas walkers who go up to the Lake District tend to go in the car, they put a pound on the car parking thing, they've got their flask and sandwiches, they go for a walk and then go home. And they don't actually contribute to the economy up there, unless they go to Beatrix Potter World. So I can see really it's really going to have affected Windermere and I can see why a lot of the businesses want it but a lot of businesses didn't want it to go in the first place. So whether they get the full lot of them back, I very much doubt. They might do over time, but, again, they'll probably get the old people who like to tootle on the lake who, perhaps, don't spend as much money as the young water-ski type, Jet Ski people. And now they've all gone to Wales and some of them have gone up to Scotland, all along our side [western UK] of the coast. We used to have a birth at Pwllheli Marina when we had White Eagle, and now the Pwllheli marina there's a four, five year waiting list. You just can't get a birth in the marina at all because there are that many boats there, they're even extending it. I think that's all the way along. A lot of people have gone into, which has probably done boating good, they've probably all got bigger and better boats. Holyhead's full, they've got a waiting list now. So the Welsh are doing really well out of it.

SR When you're on these holidays and you are travelling, say you're only doing probably roughly two hours because you're doing the pottering around or the drinking or the talking to people or what have you. How does the prospect of the actual travelling part of it, sort of, right, okay, now is the time we're going to do the two hours of travelling, how does that strike you? Is that a pain or is that something that that you...

IE That's why we tend to break it up, perhaps, because when we did the eight hours over to Ireland, because it was just a solid eight hours, [partner] found it thrilling, I would have done if I was doing the sailing, but because I was trying to watch [daughter] down below being sick, it wasn't really very thrilling for me. So I suppose if you're sailing or you're power boating and everybody's happy, the crew's happy, because you all sail to your weakest person. And, say, we set off for two hours and I've got [daughter] and that's why we probably break it up because two hours for her is a long time. [Partner] and I would be fine sailing or power boating for two hours because you're active, you've got lots to keep you occupied. Whereas if [daughter]'s just sat on the boat, zooming along for two hours, she can get a little bit bored. But as she gets older I would anticipate she'd probably want to sail the boat herself. So a little bit of both. If we're just on our own, two hours is great. That's what you're going out for and it's nice to stop and potter as well. But the actual sailing part and the power boating part, riding the waves and things like that, is quite exhilarating. Because the sea is not just flat, you can come to different parts where the different tides are coming in and



going out, you get like a swell. So you can be going along, bombing along quite fast and then you'll come to a swell and it can be really choppy. So you have to slow down, you have to think about how you're going to go with the water, so there is quite a bit of skill in it, really. And likewise, with the sailing. If it's really windy, if there's no wind at all, how are you going to actually get from A to B and it's all part of the fun.

SR So what are those feelings when you are bombing along exhilarated from the speed?

IE It's great, it's brilliant. You've not got a police car behind you. You're going as fast as you want. You're life's in your own hands, literally. It's thrilling because you've got your safety gear, you've got your stuff on you've got your flares and stuff. You're zooming along really, really fast and I suppose if anything did happen, your chances probably are a bit slim, which is part of the thrill. But it's just nice to be where nobody else is. There's nobody else around you at all, it's just you in the elements with your boat.

SR So it's more that isolation rather than the speed itself? Because if I understand what you're saying, for [partner], it's the speed that he enjoys.

IE Yeah. But being master of his own destiny. He does like the speed.

SR And for you?

IE The speed's good, I suppose that's what makes it exciting. Especially when he hits a few waves and you're up in the air and you're bashing straight back down and you're having to hold on. So it's a bit of both. Sometimes if it's too fast [partner] will know when he's nearly turned the boat over, that's not very pleasant at all. But it's a bit of both. I think he certainly enjoys the part of going so fast, no-one will stop him, he doesn't need a licence he can do what he wants and go as fast as he likes and no-one's going to pull him up for it, which you can't do on the road in a car. It's pushing it to the limit really and seeing what the boat will do and how well you can handle that boat without actually killing yourself.

SR And this is all for a holiday. So if there is that thrill and that exhilaration with the going very fast, what is there with going very slowly?

IE With the sailing, you can go quite fast if you get a good, think about a windsurfer, they can go zooming along. So if you get a good gust of wind and you've tacked it right and you've got your sails up and you've got the right number of sails up at the right time and you can be zipping along. That's actually better than the engine because you know you've done that totally yourself with the elements. Whereas with the engine, it's some engineered manmade thing that's propelling you along the water. Whereas with just sail, it's quiet as well, so you do really get to hear everything.

SR Does that give a different experience?

IE Yes, it does. The flapping of the sails. You can't explain it really, it's very difficult. You're on your side and you're tacking, it's completely different than the motor. The motor is like being on a fast horse or a motorbike. Whereas the sail is gentler but it can be fast, it can be delicate and Howard's Way type sailing along. But if you imagine people doing yachting races, that's quite hard and fast tacking and that can be, when they get speed up, they can turn themselves over or have a thing snap and they come to a sudden halt. They've had keels snap on them if they go too fast. If they've pushed to boat that bit too far and it's actually damaged the boat, they can end up in a right mess because they don't have big engines to actually save them. So it is a challenge. It's a challenge of you and what your boat will do. Pushing your boat to the limit and the elements and weighing up the tides and the weather as well.

SR And if there are those sounds that enhance it with the sailing, does that mean that with the powerboat and you've just got the drone of the motor, it's somehow a lesser experience?

IE If it's me and [partner] and I've not got [daughter] going blah, blah, blah, it's better with the sail because you're listening, if there are any seals knocking about or you've got the sound of the wind itself and the same with the sea and the water. But it's a different experience. I couldn't say one above the other because there is something to be said for sitting on the boat and zipping and getting that motion with the powerboat. So they're two totally different experiences. It depends what sort of mood you're in. There are people who say not on a motorboat, and there are people who'll say I'd never go on a sailing boat, it's too slow for me. But the people in the caravan next door but one to us have got a small catamaran and he goes out and [partner]'s been out on that and that's nice because you're really close to the water in a small sailing boat but you couldn't stay on it overnight. But that's the good fun in itself. So I'd hope [daughter] would, perhaps, do a bit of sailing in these little dinghy things, dinghy sailing because you're really close to the water then, it's almost like you're in the water. And you're over on your side and you could be getting wet. That's a nice thing about it as well, when you do get a wave you're not expecting and you get freezing cold water, but it's quite refreshing. It's all part of it. And if you get dolphins swimming alongside you. I mean, when we were at Pwllheli one time, we got this, White Eagle it was, and we were going out to Shell Island and there were a couple of guys following us out on jet skis and [partner] knew one of them. And this dolphin started to swim alongside them. They're quite big and I don't think he realised how big they were until one was...

SR Well, I've never seen one so close.

IE Yeah. It was as big as his jet ski, well, he nearly fell off his jet ski, he was, like, get it away from me. But it's a dolphin, look. Get it away from me. So he had to zip away. But a shoal of them will follow your boat and you never get that anywhere else. You might pay for it, you might go to Florida and pay to swim with the dolphins, but I haven't done that so I don't know.

SR It seems a bit orchestrated somehow as well.

IE When it just happens and you're not expecting it, surprises like that enhance a holiday. Meeting other people you weren't expecting to. Someone's doing something else on a boat you wouldn't have thought to do. It's getting off the subject a little bit, but in the caravan where we are, because we're right on the beach front. The other day, some people were landing in those little microlights, because they're not allowed to charge, obviously, but it was £20 towards fuel and I went up in one over the top of Anglesey. But you couldn't do that. You could pay for it on a holiday when you go somewhere, but it's just all to do with spontaneity and being able to do what you want when you want and if you want to do that, you can and if you don't, it doesn't matter. Whereas if you're just on a package holiday in a hotel, I'd imagine if you did want to do something, everyone else would say what do you want to do that for? I think it's all too British. I think you're going away with lots of other Brits and people you wouldn't really want to go away with anyway and you're all herded about like cattle which doesn't appeal. People go abroad and want fish and chips, pie and chips, beans and bacon, and what's this, a bit of cheese and yoghurt and croissant, what are those for breakfast, where's my bacon. Why do you not stay, go in the pub every night and go on the sun bed during the day and save yourself the fortune of going on the plane. Because that's all they do. They come back burned with a heavy hangover having eaten loads of crap and drunk stuff and laid on a beach all day. They could do that here for free. Just go on a sun bed and go to the pub every night, it's no different and then you don't have to moan about the food.

SR That's true. When you're actually travelling, what sort of thoughts are going through your head? Or are any thoughts going through your head?

IE Not really because I trust [partner] now and I can read the weather myself, I'm getting to be a little 'Michael Fish' [weatherman] myself. I can see a weather pattern coming in. So if it's raining or you look at the way the wind's blowing and if it's behind you you're all right. So not as much, but when I'd just started going out with [partner], I would be all the time asking him questions. I'd have thoughts of is it safe, what's the weather going to be like, where's the tide, is this, is that, what's this like? I mean, spring tides are really notoriously fast and if you're in a dinghy coming back from a boat from the pub quite late at night with three or four drunken men in the boat when you've decided to go away with them and one side of the dinghy's going down and the engine doesn't start and they've decided to row out and the spring tide gets you and you're off into the Irish Sea, the thoughts going through your head. I've had some near death experiences. So I don't tend to ask [partner] many questions now but I used to ask him all the time, have you put fuel in it? You know, basics, because we have been out to the little island in the dinghy with the outboard and run out of fuel, which is not really good. And you're waving and people have been waving back.

SR No, we didn't mean that.

IE Yeah, we're going like this and they're waving back and saying hello, and we're off out to sea in this little boat. So most of mine are to do with safety. Not to do with anything else really, it's just safety. Because wherever we end up going, it's always nice. Whatever we end up doing, it's always nice. We used to go to this little bay, Kilchattan on the Isle of Bute, it was lovely. We used to go and anchor up there and

stay overnight and just have barbeques and things on the beach. So I don't ask as many questions as I used to. The fuel's in, this is on board, that's on board and I'm a lot more confident with it.

SR And all the stuff that you might have going round in your head when you're at home, does that come with you? Like the bills and the work.

IE God, no. That's why I like going down to the caravan now where we've got the boat. When you're on the boat, you just forget everything. If you're at home you're washing, you're cooking, you're cleaning. Even if you've done everything, you're looking round and thinking well, that could do with a little paint or there's a weed there in the garden. Or the phone goes and it's someone from a call centre in India wanting to sell you some double glazing. There is always something. At home you can't relax but as soon as you get out on the boat, you're that occupied doing other things, everything just goes out of your head. And the stress just disappears because of the atmosphere. And even if you have an argument, whereas it can potter on at home for a few days, but on the boat, the wind seems to blow it away and you've got other people around you who are talkative and chatty. You don't really argue. It's just so relaxing really.

SR Obviously, not to get into personal details, but if you do have the arguments on the boat, are they to do with whatever's happening on the boat or is it still whatever's happened, you've squeezed the toothpaste from the wrong end?

IE If we do argue on the boat, it's to do with a boat thing like, [partner], what are you doing with that bloody fishing rod there. [daughter]'s here and there are hooks on that. It's always to do with the boat. You don't really argue about what's for dinner because you've done your shopping and you can have whatever you want whenever you want it. So it's normally something to do with like, [partner], slow down a bit, [daughter]'s not enjoying it. Or watch out for that thing. He'll just suddenly stop the boat, he knows he's going to stop but he doesn't tell anybody else. And he says I think I've gone over a lobster pot, gone over a lobster pot? I mean, there, the other week, they were in this little thing and divers go into this lagoon and that's nice, we've not been diving, but they get on the boat, they get their gear and go down. And off the bottom, they just pick up lobsters, big lobsters. And they pulled up this lobster pot, because we hadn't got diving gear, and there was this massive big crab that was eating a lobster. Where else could you see that? Things that you just wouldn't experience anywhere else, even if you were to charter. [Partner]'s Dad has chartered boats in the Med, Greece and gone round or maybe had a captain on board and it's not the same.

SR Have you ever done that?

IE No. I've said to [partner], what about it? And he says it's not your boat and if you damage it, you've got hell to pay and you might get on it and it might not be, again, like the hotel thing, it might not be as clean as you think or it might not have everything on it that you want. I think it's nice having your own boat because you know its limitations and you can push it. If you're on somebody else's boat, you don't know. It might take you a week or two to get used to handling it and working out what it can do and what it can't do, by which time, the holiday's coming to an end.

SR So do you think, in a way, you almost develop a relationship with the boat?

IE Yeah. They've all got names; they're all ladies' names. It's like a bloke with a car, I think, with [partner]. I know which boats I felt safe on and which boats we can do x, y and z on. And this boat is the same as the lifeboat men use that we've got now and it's belting. It's really safe, it's really stable and I know what we can do in it and how far we can go and how fast and the range of the fuel tank. Whereas if we hired one and went out on it for a week or so around the Med, you wouldn't know necessarily what you're getting. I can see why you could do it, but what we'd do if we did that, because they brought the Nauticat back from St Tropez, is you'd probably sail it over. You'd take a month off, if you could, and sail it across the channel and then you've got it there.

SR But have you ever fancied one of these sailing holidays where you go and you might do the odd bit of knot tying or whatever, but you have got a crew on board?

IE I think, again, you've got other people to please and other people will then say well, we all need eat here and there, now or then. I think you get that structure again. The more people you've got and if they say they want to do that and you don't want to do that, you end up either falling out or you just comply and go with the flow, but it isn't really what you wanted to do. Whereas I think on our boats, because we only take people we know, so there might only be four or six of you, you all are doing the same thing and nobody's saying they want to do this, that or the other. So I think with the crew, yeah, you might want to try something and they may say, well, no, it's my boat or I'm responsible for this boat and [partner] just wouldn't have that. Or you can't go there, this doesn't go there, whereas if you've got your own boat, you can take your own risks, take your own chances. If you cock it up, it's down to you. So now you've said that, I think it's more to do with the fact that you can do what you want when you want.

SR What sort of things, when you're on the boat, do you look at? When you're travelling along, what sort of things are there to see?

IE Well, sometimes it can be land. Islands are nice, that's where you can end up pottering if you find a little rock or something to have a mooch about. Open sea can be sometimes very nice and tranquil just to watch. There might be a ferry or some other fishing boats out there. These survey boats are quite interesting and they often have a helicopter or pilot boat attached to them. Sometimes you can go out and the lifeboat men will be doing an exercise with a man overboard type thing, a mock rescue. There are birds, that's how you can tell if you're getting closer to land. So there is always something. There are the big buoys which you see as a dot but when you get up to them, they're absolutely massive things and some of them have got plaques on. So there is always something to see, whether it's the position of the sun. And even sometimes, without [daughter], it's not so bad, but if you're on a boat in the middle of the sea and the weather's changing and it's coming in, that's interesting to watch, so long as you know you can reach land before the weather comes in. Because if it's a stormy sky, it can be very impressive. But knowing you're going to be in that storm very shortly doesn't appeal to me. There is many a boat found just floating without any crew, whereas the best thing they could have all done was to just go below and batten

themselves in for the night because the boat will still be there. If you're up on deck trying to steer, that's how you end up being thrown overboard. So you're better just staying with your boat below. So I'm not into that. [Partner]'s Dad's been through those things and [partner], I don't think likes them as much as he used to. It's not really fun for me going through a storm, but, it's nice to watch a storm coming in when you're on the water.

SR Which of these kinds of views appeal to you the most?

IE I always like the land. Well, I like the green and the blue, I think it's lovely. When you watch it you've got a bit of land there, you've got the open sea, you've got the sun setting, and it's just picturesque. There's a programme on at the moment, somebody's favourite views, and the one on the trailer where they show the beach and stuff, that's the view from the boat, that's the view that you get all the time. And the advert you see on the television, whether it's for Jane Fonda's new serial or whatever, there are always people walking along the beach with the sea in the background, and a lot of people are drawn to the sea.

SR And that's the case for you?

IE I think so, yeah. It's so nice, it's refreshing, it's clean air. There's something about the sea that draws you to it. You could sit and watch the sea going in and out all day, from the shore or on the boat. On the boat's better because you can hear it and smell the sea as well. I've not talked about the smell of the sea with the salty air.

SR And I suppose you also get that taste sometimes on your lips.

IE Well, when you get wet, you do. And the wind, and you can hear it, you're just there. It's just you and the elements.

SR And I suppose that's something that really, in everyday life, we're, kind of, very enclosed and we don't really get that opportunity very often.

IE And even if it's a lovely sunset, you never see it. You only see a good sunset when you're at the sea, at the beach, because you see it go to the horizon. Whereas you never really see it. You might get a red sky, it might be disappearing, but you never see it actually set unless you're there with it and you can see that all the time on a boat. You might get a bank of low cloud that just stops you seeing it just disappearing. But, generally, you can see every time the sun sets and there's something nice about that and there's something nice about the sunrise. That you're just there with, not with nature, it sounds a bit corny, but it's just that sense of you, you can't get it anywhere else. You're so busy in your everyday life, backwards and forwards just working, it's just appreciating what you've got and the world around you with all your senses. That's what I like.

SR Just now thinking about travel just as a functional thing, just going to and from a destination. Obviously, we've been talking about the boating holidays, and,

presumably, you've needed to use a car to get to the marina or wherever it's been moored. What are your feelings when you're using the car?

IE It's just a means to an end. You're just doing it to get to the start of your holiday. I don't take any pleasure in driving two and a half, three hours up to Scotland when we've done that. And I don't take any pleasure in driving two hours down to Anglesey now really. There's Queensferry, there's nothing really to see other than motorway. You're just looking at the same thing. You're stuck in traffic half of the time with lots of fumes. Roads are quite dangerous places, the number of crashes I see.

SR So there is something, then, about the two hours. Is it just because it's by car? You're choosing to take a holiday where you're travelling two hours a day by the boat, but then you don't like the two hours a day...

IE I see where you're going with this. I think you're in a car and you're just on your way to somewhere better. I don't really take any pleasure in sitting in a car for two hours. It's in a confined space with [daughter] where she's just looking at the side of the road. It sounds strange, but if you need a wee, you have to go to the services and you have to stop and get out and get back in. Then you get to the petrol station and get your credit card cloned, it's a Shell garage, don't go to them. Then you get in the car and we've got air conditioning and stuff like that. It's just you're bumper to bumper, you're stopping and starting. You can't move, you can't get out of the car, you're not breathing fresh air. If you open the window it's no fresher than inside. It's just the only way we can get to where we're going to start our thing.

SR So if there was a way like in Star Trek or something to magically teleport yourself, you'd teleport yourself.

IE Yes, I would. We've had the boat in Scotland, but three hours is a bit far but it was worth three hours for the views and what Scotland's like when you get there. Because boating around Scotland, there are so many lovely little bays and places, it's gorgeous. Then we had a boat at Fleetwood, strange place, only an hour to get there, not too bad., but there's not really anywhere to go on the boat where you can anchor up and things to see. Wales is fantastic. We were looking at Pwllheli and Abersoch, but it's three hours in the car before you can get there. It's two and a half, three hours on a good run. If you get stuck in traffic, because Wales, as you know, stops with motorways and it's all roads, then you could be four or five hours which really just takes any pleasure away. It takes you that long to unwind and de-stress when you get out of the car that you probably waste another few hours of your holiday. And any food you've taken with you in your cool bag and stuff, has started to defrost. Two hours is just ideal. I can cope with being in the car for two hours and [daughter] can cope with it. It's not too bad, I'd rather not do it, I'd rather it be an hour. But two hours is just about enough. At the moment, [partner]'s having to go into work, so I've got the caravan now and I could go down tonight, this afternoon, I could take [daughter] and go down. But I don't really look forward to doing the two hour drive on my own with [daughter] in the car. It's all right with [partner] in the car, it makes it more manageable and bearable. We can stop at service stations which does break up the journey, but, really, you just want to get to the caravan. Whereas when you're on the boat for two

hours travelling, you've no restrictions. I think there's no better contrast is there than sat on the Thelwall Viaduct with a lorry with the fumes and there's a fire going on and there are police cars and the ambulance and it's all chockablock than being on a boat and travelling at your own speed with nothing around you at all. I think that's the reason we like one and not the other. It doesn't even matter what type of car you're in because [partner] has very nice cars. It doesn't matter, you're still just in a tin box. It doesn't really appeal. There's no view, there's nothing to do, it's just a means to get there.

SR One of the things that you've been saying throughout, just to wrap up, obviously, you've been mentioning [daughter] a lot. Has having a child changed these holidays for you?

IE Yeah. Before, with the boat, you'd just get up and it didn't matter if it was sailing or whatever, you'd no-one else to consider, it was probably even freer without [daughter], because we definitely didn't eat at regular times. You can just literally do what you want. Go to bed when you want, get up when you want. We're a little bit more, we get up when [daughter] gets up, we eat more regularly because there's a child and she has to.

SR Do you have to take her home routine?

IE No, she never has a routine. I never did that really. It's something I never got around to actually doing. So she doesn't have her breakfast at nine and dinner at 12. Actually, that's very good because she's dropping into our pattern. She'll say when she's hungry, she grazes all day rather than has set meals and when we're out on the boat, more so. There is always a cool bag full of snacks and drinks and fruit, so she'll just graze and pick and eat. Now she's five it's better. When she was a baby and then they did have to eat regularly, two hours, that really did restrict the holiday. Because before, we'd just set off and we wouldn't eat for eight hours and then we'd have a big meal when we got there. Either cook it on the boat and sit drinking wine at the back watching the sun go down, whereas you can't do that with a baby. You have to be two hours, and that would restrict the travelling time as well. You'd have to be an hour, then stop, sort the baby out, feed baby, start again, change nappy. So that really did halt it. But now she's five, she's growing up. She fits into more what we do, so we're going back to more of the freedom of just being very relaxed. If people want to eat, they can. We don't all eat together.

SR But, aside from those very pragmatic things, does it change the way you think. Because, clearly, you were saying about [partner], move this fishing rod or else [daughter]'s going to fall over it?

IE Yeah, it does. Because I have her tied to me, she often likes to dangle over the side of the boat with her feet. As she gets older, it will be easier, but at the moment, you are just watching her safety. Because she's on a boat, I don't know if she fully realises that it's not a funfair ride with a harness that's actually pretty safe. I know that there's a difference, that this is within our control. But at the moment, she thinks it's a funfair ride. She loves it. I don't know if she realises that she can't stand up if she falls out and how deep it is yet. I'm not sure if she's comprehended it.



SR Those concepts aren't there yet.

IE No. They might be starting to form and I wonder how that will affect her when she realises it isn't as safe, because all the time, I mean, she's just taken to it like a duck to water. Because we're confident and we're safe, the only time she got a bit upset was when little [daughter's friend] was on it the other day and she was crying. And I thought, oh, God, this is going to set [daughter] off and [daughter] was a bit, but then you could her going, and then she was saying, [daughter's friend], it's all right, it's quite safe. But she obviously knows it's safe because we've told her it's safe and we wouldn't take her out if it wasn't. But it has changed what we do as a couple. But, obviously, we're adapting to build [daughter] into that and as she gets older, I think we'll go back to more of what we used to do.

SR Do you think it's changed the experience for just you or for [partner]? I know it has in terms of what you do.

IE For [partner] as well because he can't go as fast and reckless and he does have to sail to the weakest member of his crew, which is [daughter] and if she's not enjoying it, it's no fun or pleasure for us. But, fortunately, she does enjoy it. Whereas normally, if we went out and it started to rain, we'd stay out for a bit because we don't mind being cold and wet. We can't with [daughter] because if she does get a cold it'll go to her chest and then we'll all suffer for weeks after. But she does fit in really, really well. Perhaps I'm being overcautious, she probably wouldn't mind getting wet. It has changed it but it's not changed it dramatically. It wouldn't make me think, I need to go on a package holiday on a plane. It's just changed it in what we do, the pace of what we do and, perhaps, not going as hard. The beauty is, we can go out, we can stay overnight, we can get off the boat the next day or in the morning or the afternoon and he can go off for a razz and do what he's always done. So he's still got that freedom to do that but he just doesn't have me there to do it with him, unless someone else is watching [daughter] and we can go and do what we did anyway. Is there anything else?

SR That's all. Thank you very much.