

PRINCIPLES OF IMAGINEERING

- A CONCEPTUAL FRAMEWORK TO ENHANCE VIRTUAL EXPERIENCE ON TOURISTIC WEBSITES

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Imagineering?

“Imagine” + “Engineering”

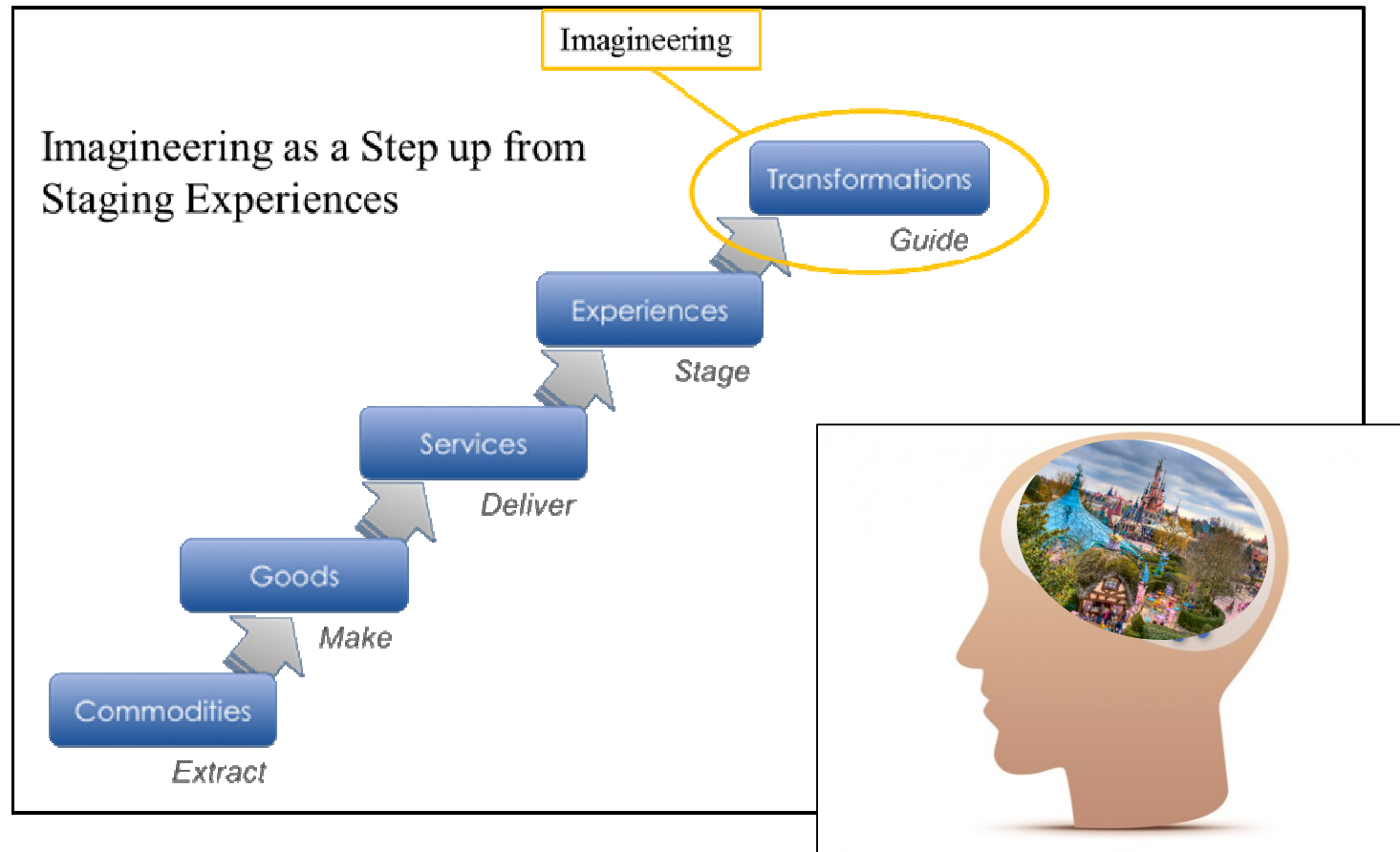


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Imagineering?

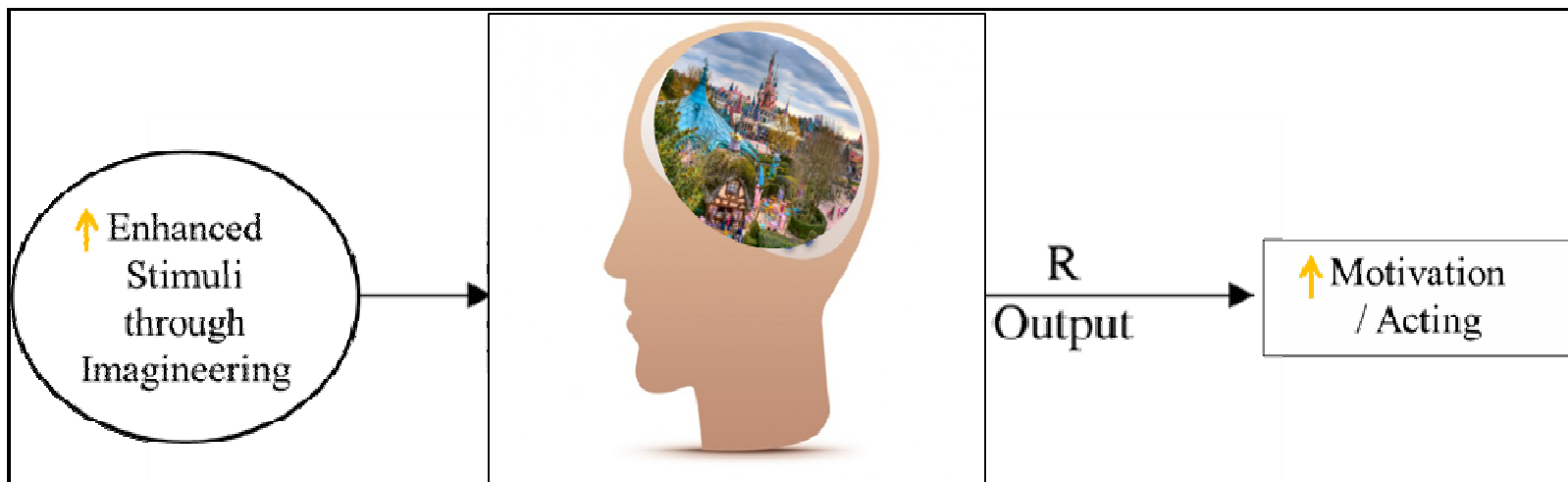


Imagineering?



Source: Figure modified by author after Pine and Gilmore (1999; 2011)

Enhanced Stimuli through Imagineering



Source: S-O-R Model adapted from Burkhart (1995), modified by author

Imagineering Virtual Experience?

-> on Touristic Websites



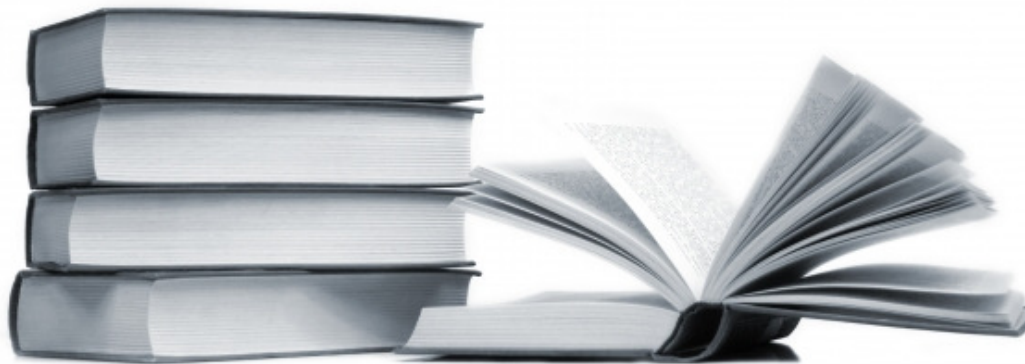
Imagineering in Literature?

Nascent Topic

Different Authors have
different opinions

Almost no mature literature
about Imagineering

No common principles
yet defined



Research Questions

1:

Principles of Imagineering?

2:

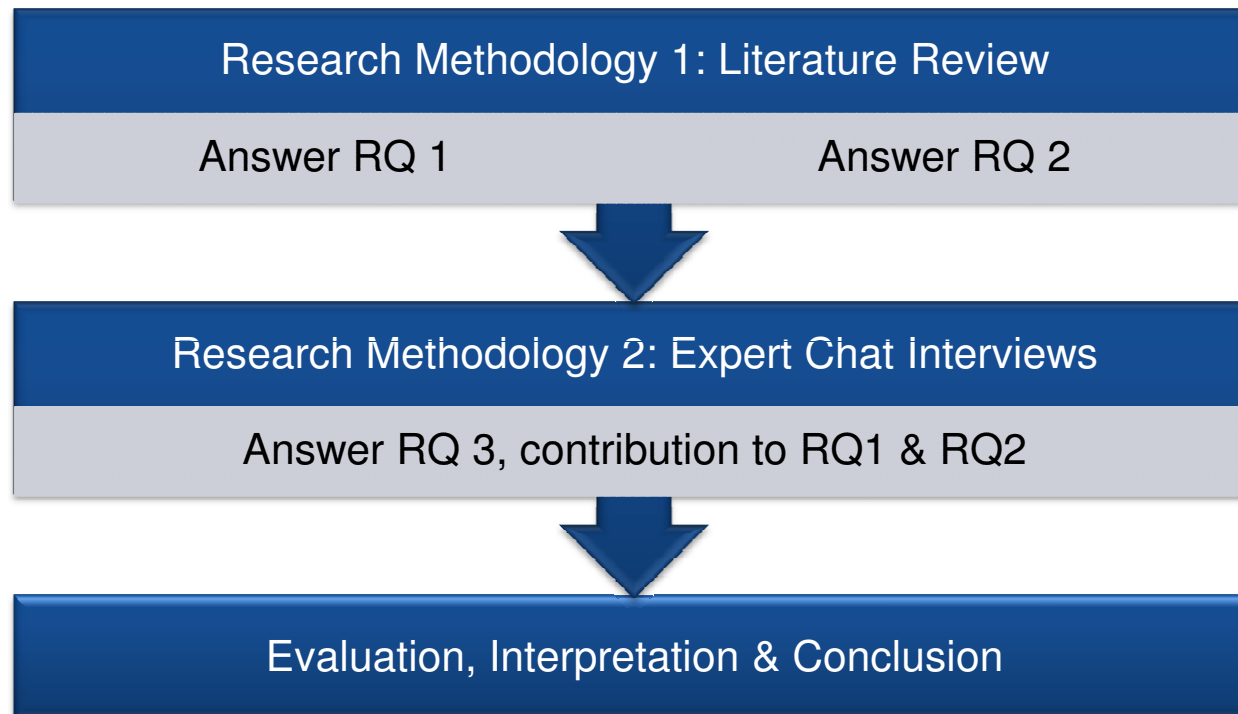
Implementation in a touristic website? How?

3:

Enhancement of virtual experience?

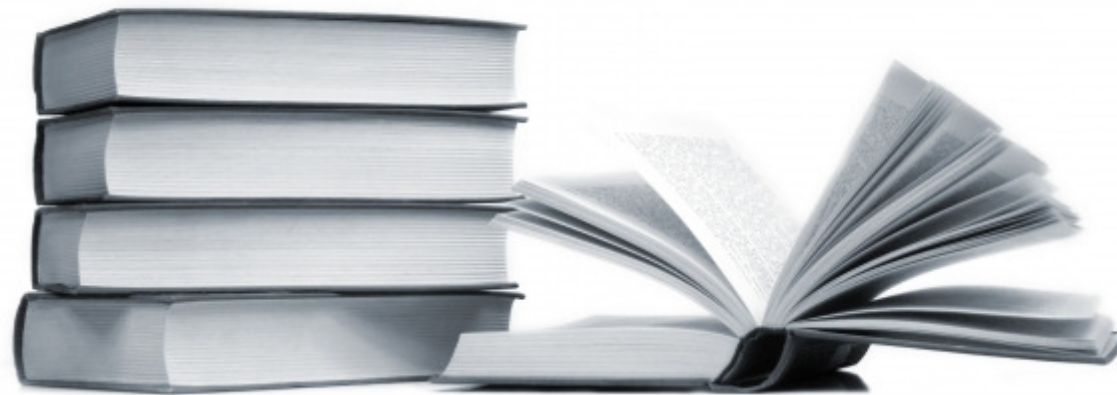
Research Design

Inductive Approach



Literature Review

(Digital) Storytelling
Staging Experience
Stakeholder
Touch Points
Trigger Emotions



Imagineering Principles – Common Points Authors agree on

Answer RQ 1:

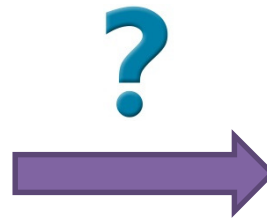
- *Tell the Story*
- *Involve all Stakeholders*
- *Include all Touch Points*
- *Trigger Emotions*
- *Stage Experience according to the Story*



References:

Laurel (1991), Guthrie and Anderson (2010), Moscardo (2010), Nijs (2003), Löfgren (2003), Hensch (2003), Noy (2004), Tietjen (2007), Salazar (2009, 2010b), Broumels (2012) and Imdorf (2012).

Principle and its Sub-Aspects



Example: Tell the Story

Imagineering Principle	Description / Sub-Items	Elements of Sub-Items	Transferred to <u>VE</u> env.	References / Theories	Tools
Tell the Story	Develop a story	Develop a story for the real experience	Develop a story for the virtual experience	Herbst (2011), Handler Miller (2008), Expert Interviews	SWOT analysis, USP definition, Target Group Analysis, Development of Vision & Values
	Means of Storytelling	Classical Means of Storytelling (can mostly be used for VE as well)	Different Means of Storytelling (interactive, non-linear, non-chronological, etc.)	Handler Miller (2008), <u>Imdorf</u> (2012)	Co-creation, "Webisode", blogs, "Faux Blogs", webcams and video blogs, participation in online-games, competitions, user as storyteller, etc.

Storytelling



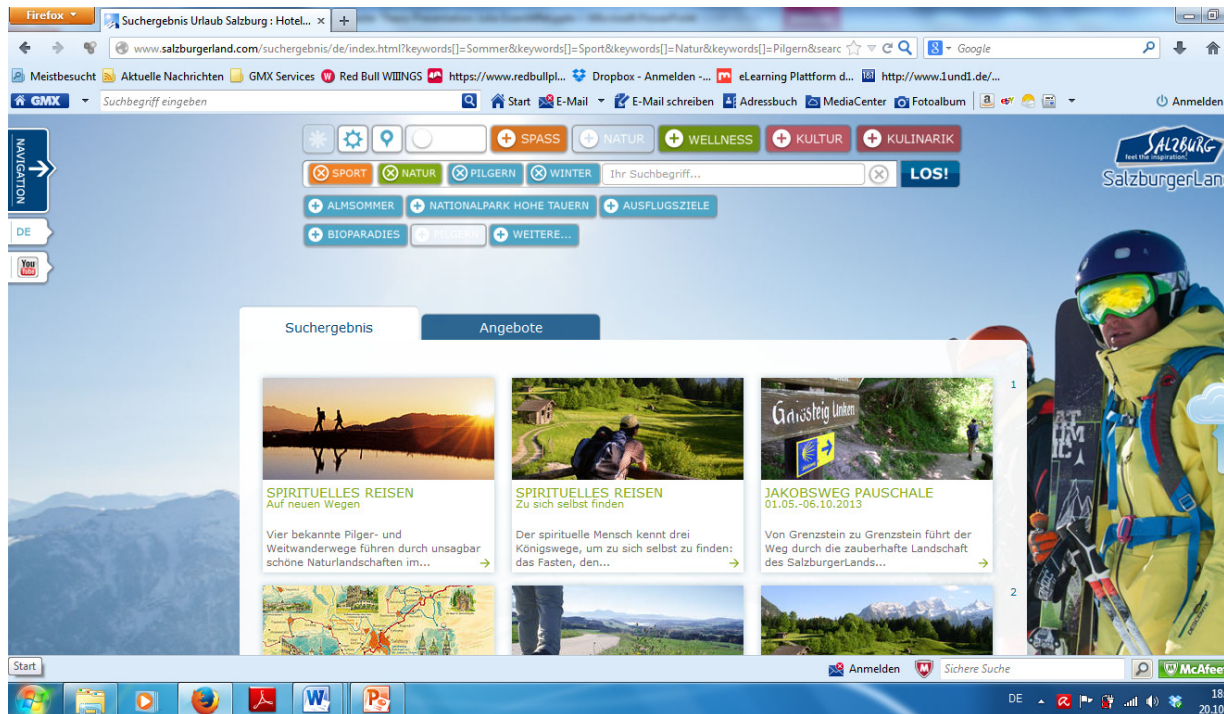
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Example: Tool “Storyboard”



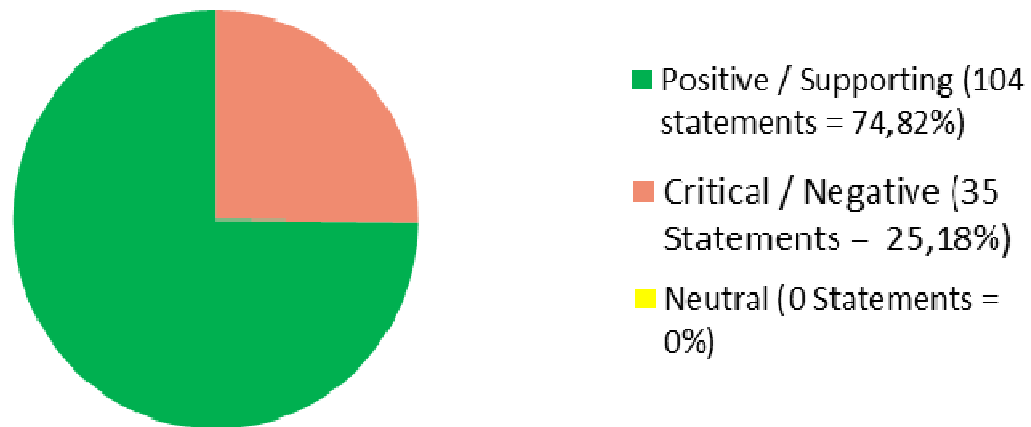
-> Answers RQ 2

Expert Chat Interviews



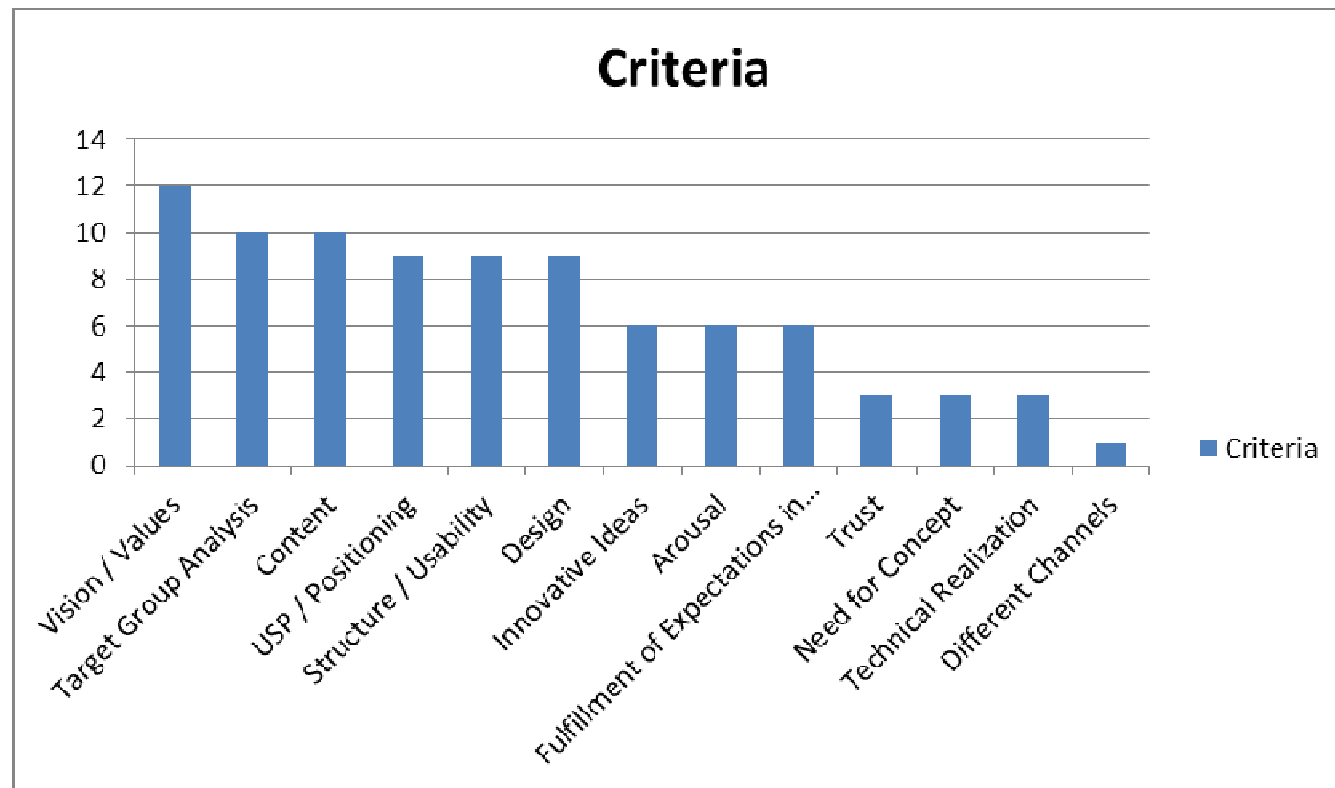
Results

Statements concerning the Concept of Imagineering transfered to Touristic Websites



-> Answers RQ3

Criteria for Concepts for Touristic Websites



Limitations



Thank you for your attention!

- Let's have great Virtual Experiences!

