Experience based tourism; A case of south of Öland

“While Commodities are fungible, goods tangible and services intangible, experiences are memorable” (Pine and Gilmore, 1999 p 11).

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Abstract: Experience economy is about different industries which try to create experiences and activities for their customers. Previous researchers have been putting experience economy together with sports, electronic sports and destination development for example. Experience economy can be connected to different destinations and industries. This qualitative study connects experience economy to South of Öland, based on their current situation. The aim of this study is to explore the potentials of experience-based tourism in south of Öland as a way to develop the attractiveness of the region. This study is examining the stakeholders of Mörbylånga, a municipality in South of Öland and their target groups in order to see how the south of Öland can develop the region as an attractive destination by using their resources effectively. In order to give Mörbylånga a recommendation of how they can improve their destination attractiveness and also to provide a theoretical contribution with a conceptual model based on tourism experiences.

Key words: Experience economy, destination development, tourism experience, experience-based tourism.
1. Introduction

The experience economy is about different industries, which try to create experience and activities for their customers (Mehmetoglu and Engen, 2011). Pine and Gilmore (1999) sees the experience economy as a next phase in the economy development. With the experience economy the main offer is not a service or a product, it is an experience in forms of an activity for the customer. Experience has always been there, but the previous scholars have put the experience together with services. While the unique characteristics of experience as main value offer is highlighted;

“While Commodities are fungible, goods tangible and services intangible, experiences are memorable” (Pine and Gilmore, 1999 p 11).

The experience must be memorable (Pine and Gilmore, 2011). There are different crucial factors that make an experience extraordinary and memorable: it needs to be a dynamic process and include a social dimension which integrates the meaning of the experience and the joy. The experiences need to contain personal control and the sense of something new happening, which results in satisfaction and happiness (Pine and Gilmore 2011; Mossberg, 2003).

It is the senses that create the feeling of a meaningful experience. There is a distinction between experiencing and meaningful experiencing and that is where our emotions are involved (Pine and Gilmore 2011; Boswijk et al. 2007). There are different dimensions of experience: trough fantasies, fun and feelings. An experience is a value added factor. Since experiences are value added it is important for any company or organization to know what their customers want in order create attractive experiences and gain competitive advantage (Mehmetoglu and Engen, 2011).

Lorentzen (2009) argues that cities and places have their own part in the experience economy. Some product or services are often connected to a city or place. It is for example connected to food or fashion; there are restaurants and shopping malls (Lorentzen, 2009; Pine and Gilmore, 1999). The tourist perception of a destination is often influenced by factors such as: local people, products, activities, service and the politics (Najdic, 2011). Mikulic, (2006) and Sundbo and Darmer (2008) also argues that every destination needs to use the own resources to gain attractiveness toward their target groups and match that towards what the tourists want to experience.
The destination facilities, transport, roads and hotels needs to have good standard and it needs to be easy to get around the destination. The service needs to be excellent in order for the organization or company to stage memorable experiences where the tourists are actively engaged with events or activities. If the service is bad then the experience turns fast into an unpleasant for one the tourist. Staging memorable experience with the help of activities helps the destination to gain competitive advantages and a sense of uniqueness which is exactly what the tourists want (Pine and Gilmore, 2011; Mei, 2014).

Öland's vision as a tourist destination is: "The real Öland is a natural choice" Öland wants to be one of the leading brands among Scandinavian destinations through sustainable improvement of the islands unique nature and culture. Öland is divided into north and south Öland, the north is part of the municipality, Borgholm and the south is a part of the municipality, Mörbylånga. The south of Öland has been a cultural world heritage scene the year of 2000 and offers different activities to all tourists and companies (Ekman, 2012). A cultural heritage can be a monument, groups of buildings or sites, including cultural landscapes (World heritage convention, 2013). The south of Öland is a cultural heritage because of their landscape and their target groups are: young people, families, seniors and international tourists.

The municipalities of Öland are together in a joint association when it comes to the tourism destination and planning. The travel agency of Öland works for the municipality in order to inform and take care of the tourists. They also have a tourism network on the side, where both the municipalities and actors are working to promote and package activities for the tourists (Ekman, 2012).

The challenge for South of Öland is to attract the target groups with experience-based tourism by using their own resources. Previous researchers such as Seo (2013) and Lundberg (2009) have been looking at experience economy in industries such as sports and electronic sports. Mei (2014) has been looking at experience economy when it comes to development of region attractiveness in Norway’s inland.
According to Mei (2014) experience based tourism is a new form of tourism which can help destinations to develop their attractiveness and gain economic growth. When it comes to tourism it is important with commodities such as nature, culture, products and services in order to create a memorable experience. Seo (2013) argues that there is a co-creation in the network of customers, companies, players, tournaments, broadcasting channels and communities that together create a memorable experience in the industry of e-sport.

This shows that different industries create different experiences. There are more dimensions of experience economy because it can be connected to different industries and destinations. That is why this qualitative research is examining South of Öland, based on their current situation. By examining the situation of south of Öland this qualitative research is going to give a theoretical contribution by filling the gap of tourism dimensions in experience economy. The research is putting the experience economy in context with tourism and development of region attractiveness with an own conceptual model. The purpose with the conceptual model is for it to be used by other destinations that also need to develop the attractiveness of their destination.

South of Öland is one of many cities and places that can be connected to experience based-tourism. This research is going to compare what the stakeholders of the municipality Mörbylånga are currently offering for tourism experiences and what the representatives of the target groups wants to experience.

The research question in this study is: How can the south of Öland develop the region as an attractive destination?

The purpose with this study is to explore the potentials of experience-based tourism in south of Öland as a way to develop the regions attractiveness.

The outline of the thesis will continue with a literature review about the experience economy framework connected to tourism experiences in order to create an own conceptual model. Further on, it will contain a methodology part where the research design is explained and finally an empirical sampling that will lead to interpretation and conclusion.
2. Literature review

2.1 Experience economy and the 4Es.

Pine and Gilmore (1999) has a model that helps us to develop our understanding of what a memorable and extraordinary experience is. There are four different realms of experiences which is called the “4Es”: educational, escapist, ethics and entertainment. The four different realms of experiences are supposed to be incorporated (Pine and Gilmore, 1999; Seo, 2013).

These four different types of experiences are reflecting their position along two spectrums. The horizontal spectrum is putting focus on the tourists’ participation; the tourist is either active or passively engaged in an activity. The vertical spectrum reflects the tourist’s absorption or immersion of the experience. Absorption: Here the customers are occupied in their mind, where the experience is brought from a distance. Watching TV is an example of an absorbing experience. Immersion: here the customer becomes physical and engaged in the activity to create an experience. Playing a video game is an example of an immersed experience (Pine and Gilmore, 2011; Mehmetogul and Engen, 2011).

Figure 1. The four dimensions of an experience

Source: (Pine and Gilmore, 2011, p 46).
2.2 The tourist experience
Prebensen et al. (2014) argue about co-creation in tourism experiences. The tourist or customer is a consumer and the destination is a service or producer company which is integration with the consumers. The destination needs to create activities to engage the consumer in a value-creating process. Through different activities the consumers experience can be satisfied in an emotionally, physical, spiritual and intellectual level. The meaningful experience is created where the tourists need are satisfied, such as enjoyment, entertainment, excitement, learning, prestige and socialization.

2.2.1 Entertainment in tourism
The most common experience is caused by entertainment, there the customers are passively absorbed, and the experience is brought to them by their senses when they for example listen to music or read a book (Pine and Gilmore, 2011; Mehmetogul and Engen, 2011).

2.2.2 Events
Sundbo and Darmer (2008) argue about entertainment as a way to create a memorable experience, entertainment can be different forms of an activity that stimulates the tourists’ senses and engages them, such as a music event.

There are different tourist activities in entertainment. The tourist destination could offer some kind of event, festival, carnival, concert, fairs or markets. Those types of tourist experiences are appreciated and it’s a good way for development of a tourist destination (Hamilton and Prideaux, 2015). Wong (2011) also argues about entertainment and events in tourism. Festivals, concerts, trade shows and sport events are factors that attract tourists to certain destinations. It also brings job opportunities and economic benefits to the local people and business.

Cities can attract local tourists by creating events. The city can choose to either have an international festival which attracts tourist all around the world, or to have a medium size event which is putting focus on the local tourists. For small cities it is suitable to have a minor event that attracts tourist from neighborhood cities and tourist who enjoy traditional events, such as: cultural festival. Events can be based on different themes. There are events or festivals based on sports, films, music, famous characters or cultural themes, such as local exhibition. Each destination or city needs to find what their theme could be in order to attract tourists by creating an event Herstein and Berger (2014)
2.2.3 Entertainment mixed with other experiences
Pine and Gilmore (2011) argue about entertainment as a classical way of creating fun in an experience. Entertainment is where the tourists are happy, smiling and laughing and this could be mixed together with the other realms of experience; education, escapist and esthetics in order to create a memorable experience. The different types of experience can be mixed.

According to Kastenholtz and Lima (2013) it is easy to apply entertainment in activities. It is important for any destination to know their resources in order to niche their activities towards esthetics (nature), education (culture and food) or escapist (sports, wellness and adventure).

2.3 Educational tourism
The second experience is educational. If the customer is actively absorbing then it is an educational experience, when the customers are hopefully learning something new (Pine and Gilmore, 2011; Mehmetogul and Engen, 2011).

2.3.1 Culture
Sundbo and Darmer (2008) argue about tourist activities. There are some activities that are more interesting for tourists such as food culture. The tourists want to experience the destination and it’s society, even if it is domestic tourism. The eating experience is a valuable factor in the creation of a memorable vacation, and the eating also integrates with our senses.

Björk (2014) also argues about the local food experience and indicated that local food is value adding for the tourists that visits any destination. Tourists are looking for food sensations and that food could be a destination trigger and a way to learn something new about the food culture (Sims, 2009); (Björk, 2014).

Cultural tourism experiences can be connected to food, exhibitions, sights and other learning activities for the tourists. It is important for any destination to use their own resources in order to create the best possibilities for cultural tourist experiences. Local cultural tourism and even event-based tourism can be a tool for any destination to gain economic growth and develop their attractiveness (Patrascu, 2013).
Weiler and Yu (2008) argue that understanding and appreciations is a part where the tourists are engaged in the activities and culture. The tourists needs to understand the destinations significance with the help of guidebooks, sights, exhibitions and guided tours.

Hamilton and Prideaux (2015) argue about educational activities such as: seminars, conventions, scientific centers, political events or learning about the local nature, history and culture.

2.3.2 Educational tourism mixed with other experiences
Unlike entertainment, educational experience is where the tourists’ skills and knowledge is developed and improved. The activity needs to engage the mind in an intellectual level of the tourist, or the body for physical learning and education in some sport for example. The educational experience could be mixed with escapist where the tourists are engaged in a physical activity which also learns them something new, a new sport activity for example could also be educational (Pine and Gilmore, 2011).

2.4. Escapist in tourism
The third type of experience is escapist. An actively immersed activity involves the participants and creates an escapist environment. The activities that cause this are computer games, chatting online, physical sport activities and gambling (Pine and Gilmore, 2011; Mehmetogul and Engen, 2011).

2.4.1 Sports and adventure
Petric (2006) is exploring the tourism destination development in Croatia, and argues about heritage and cultural tourism in rural areas. The tourists are usually looking for some local traditions, food, monuments and rural buildings. Tourists are often health oriented and enjoy activities that promote the health such as: walking, cycling and fishing, sports and water sports. Many tourists that visit rural cultural areas are also enjoying the nature with bird watching. There are many different activities as a cultural or natural area can offer the tourists in order to develop their destination and create a memorable experience for the tourists.

Many tourists are interested in activities such as; sports, strategy games, adventure in the nature or health. It is important for any destination to know what their own resources are, what they can offer the tourists and what the tourists can settle for, when it comes to their expectations Sundbo and Darmer (2008).
Sestic Dajana

Szczechowicz (2012) also indicated on the importance of physical activities, such as: skiing, water sports, climbing and sailing for example. There are attractive activities which generates in memorable experiences for the tourists, and it provides the destination with a large number of visitors if the destination has these resources. Physical access is about the destinations attraction and its facilities. It needs to be a good location with interesting activities and valuable pricing. Hamilton and Prideaux (2015) also argue about the importance of physical activities such as: sport games and competition games.

2.4.2 Escapist mixed with other activities
Most of the escapist experiences are based on physical activities and adventures. This could be mixed with both entertainment and educational tourism; there the tourists are engaged with all of their senses in order to create a memorable experience (Pine and Gilmore, 2011). According to Kim (2014) it is important with a diversity of activities for all of the different target groups of the destination. There should be possibilities for different activities and a diverse tourism program. Entertainment activities such as festival and events are also a way for the tourists to experience escapist and develop memorable experiences.

2.5 Esthetic in tourism
The fourth type of experience is esthetic. Passively immersion causes when the customers are at an event or in an environment but don’t have any directly effect on it, but the environment or event touches them and their feelings. An example of an esthetic experience is when the customer visits the nature, the Eifel tower, the Grand Canyon or an art gallery (Pine and Gilmore, 2011; Mehmetogul and Engen, 2011).

2.5.1 Heritage and nature
Fernandes (2011) discusses one important type of tourism, the culture tourism, like cultural heritages for example. Cultural cities and places can attract many tourists by their own assets such as galleries, museums, nature and historical places. It is the authenticity that drives the tourists to have a cultural heritage experience. It is important to involve the tourists in the culture and nature environment. Mikulic (2006) also argues about the importance of the nature and the destinations own resources, it is important to conserve the nature and use the destinations own resources to provide the tourist with activities and good service. Tourism is also a way to support the local business and entrepreneurship.
Cultural heritage tourism is where the tourists come to experience the sights and the history about the people of the past. Cultural, historic and natural resources are included in order to create the cultural heritage experience for the tourist. The tourists want to experience the precious people’s culture and history, but also the present (Kaminski et al. 2014).

Culture, nature and arts are a good way to attract the tourists, to let them enjoy the nature and the cultural environment (Hamilton and Prideaux, 2015). The tourists often want to experience the authentic and genuine side of the nature. The tourists’ interest is primarily visual; therefore the destination needs to have an authentic and preserved nature. The combination of cultural significant, events and heritage is often factors that draw people to destinations (Sandbo and Dramer, 2008).

Ardoin et al. (2015) argues about nature-based tourism, where the tourists come to enjoy the nature of the destination. It is important to relax and have a soothing experience where the nature is preserved. The nature impacts the tourists in an emotional way.

2.5.2 Esthetics mixed with other experiences
Esthetic can be connected to educational tourism where the tourists learn and look at the nature, culture or a cultural heritage. Focus is on the environment and for the tourist to just enjoy the esthetic (Pine and Gilmore, 2011). According to Ryan and Silvanto (2014) a world heritage site could be a way to attract tourists and develop the regions brand. In order for the tourists to have a memorable experience based on the esthetics it is also important to remember other factors that effects the tourist experience such as: service, roads and transportation.

Destinations with interesting esthetic are often engaged with travel agencies; there it is important that the organization or company offers the tourist special attractions and travel transport together with the travel agencies (Ryan and Silvanto, 2014).
2.6 Tourism experience model

The tourism experience model shows the different realms that creates a memorable tourist experience. The four realms represent activities which are entertaining, educational, psychically engaging and involves the tourist’s in the esthetics of the nature.

The model is divided into two parts, the *stimulating activities* and the *engaging activities*. The stimulating activities: culture is affecting the tourists in an intellectual level, where they are learning about the culture in different forms. The tourists can also stimulate their senses and be entertained by going on different types of events.

Sports and adventure are engaging activities which makes the tourists actively and physically participant in a sport or some kind of adventure in the environment/nature. The tourists can also just experience the esthetics, nature and the heritage of the destination.

A combination of engaging and stimulating activities is the key to a memorable tourist experience, where the four different realms of experience are incorporated.

Figure 2. *Tourism experience model*. Source: (Own design).
3. Methodology

3.1 Research approach
Stringer (2014) argues that action research is a way to focus on a problem or issue in order to investigate it. The action research framework is: look, think and evaluate in relation to a specific problem. The looking part is where the researcher collects information in order to describe a situation of the stakeholders. The thinking part is where the researcher interprets and explains how things are with the help of theory. The acting part of action research is where the researcher evaluates and defines a plan or recommendation of action for the stakeholders, based on the analysis and interpretation.

This study is connected to action research because I have worked together with the stakeholders of Mörbylånga in South of Öland. The study has its foundation in a problem about the South of Öland’s destination development and has been integrated with the framework of experience-based tourism.

This research is using an inductive approach. This research started by examining what kinds of activities and experiences the target groups of South of Öland would like to experience. The target groups are: young people, families, seniors and international tourists. Then I have been connecting the result from the focus groups to experience-based tourism in order to further on examine what the stakeholders of Mörbylånga are currently offering the tourists. In this way I can understand the situation and interpret the result with a narrative analysis method. According to Bryman and Bell (2011) inductive research is where the researcher does an observation or an empirical sampling first and then connects it to a theoretical framework, in order to get a result.
Narrative interpretation can be connected to hermeneutic. Epistemological standpoints focus on what is considered as acceptable knowledge on a given topic. Hermeneutical epistemology is about interpretation and understanding of the knowledge, which can be difficult to find absolute truths (Mcniff, 2013). This study is focusing a hermeneutical epistemology because I am interpreting and understanding the dialog of the stakeholders and their target groups. Furthermore, Ontology is about social things art and nature. There are the two positions. The dualistic ontology sees man and the world as two separate parts which do not relate to each other. The non-dualistic ontology sees man and the world as intertwined (Mcniff, 2013). This research study sees the human and the world as intertwined.

3.2 Qualitative method

A qualitative method is seeking to explore and understand phenomena. The general framework of a qualitative method is to use more flexible tools to explore the research questions. The usual tools used in qualitative methods are semi structured interviews or focus groups, where the questions often are open ended in order to gain as much information and understanding of the respondents thoughts and believe. The analytical objective focuses on finding variations, describe and explain both groups experience and thoughts but also individual experience and thoughts (Mcniff, 2013; Stringer 2014). This is a qualitative research study which is using focus groups and semi structured interviews as a tool to gather information from the stakeholders of Mörbylånga in South of Öland and their target groups; young people, families, seniors and international tourists.

According to Stringer (2014) is it important with primary data in action research from the stakeholders and other interesting respondents. This research has been collecting primary data in two steps. The first step was to gather information from the target groups: young people, families, seniors and international tourists. With the help of focus groups, to see what kind of experiences and activities they would like to do in the south of Öland. The aim with the focus groups is to gather the thoughts and ideas from the target groups of South of Öland.
The second step of the empirical sampling was to gather information from the different stakeholders of Mörbylånga in south of Öland in order to see how they are currently working with tourism experiences and what they are offering their target groups based on their resources. In order to gather the empirical information from the Stakeholders in the municipality of South of Öland I have had interviews with those who work with the tourism.

3.3 Selection

Probability sampling is the selection based on random basis. Respondents are selected based on random accessibility (Bryman and Bell, 2005). The goal of this study is to get an understanding of different people’s thoughts. This is why I have been using probability sampling and finding participants based on my own resources and contacting different associations in order to find focus group participants that represent the target groups of the South of Öland.

I’m also using probability sampling based on my own resources in order to gather the respondents from the municipality, Mörbylånga. In order to get a respondent from the Municipality Mörbylånga, the travel agency and from the tourism network which all are stakeholders of the Municipality, Mörbylånga.
3.4 Empirical sampling

The empirical sampling with the target groups took place during 1-14th Mars, 2015. I had four different focus groups with the target groups: young people, families, seniors and international tourists, with 5 people in each focus group.

The interviews with the stakeholders of the municipality, Mörbylånga took place at the 6th may, 2015.

Presentation of the respondents from the municipality:

Oskar Lind, Business strategist at the municipality, Mörbylånga.

Madeleine Hallström, Turism agency.

Stefan Ahlgren, Turismkoordnator, the tourism network.

3.5 Interpretation of the empirical sampling

This research is using a narrative interpretation. According to Bryman and Bell (2011) a narrative interpretation is putting focus on language and storytelling. Through a business perspective a narrative analysis can be helpful in order to get an understanding of a situation or problem. It is a kind of organizational sensemaking. Riessmann (2008) ague that narrative interpretations are mostly based on some kind of interviews. The researchers’ interview is seen as a conversation and the transpiration is a kind of co-creation of the conversation, into a story. It is important for the researcher to interpret the story into themes connected to the theoretical framework.
4. Empirical investigation

4.1 Target groups

The target groups of south of Öland are: Young people, families, seniors and international tourists. These are the common thoughts from the target groups when it comes to south of Öland and what kind of activities and experience they would like to do in south of Öland.

Each focus groups starts early in the morning and there are five people sitting around a table. Ready to discuss the topic: South of Öland.

“We really like the nature of whole Öland and many of us have been in both north and South of Öland. When it comes to south of Öland we would like to do activities such as: fishing, bird watching, camping, windsurfing, we also enjoy competition games such as running or geocaching. We would also like to go hiking or on boat trips, and for those who doesn’t enjoy the nature we suggest some wellness and spa”

The target groups argue about the importance of different activities that fits different types of people and interests, but it is also important with good service from hotels and restaurants. Then they focus on different type of event that they would like to experience.

“We would like to experience some music events or theme days. We would love to have different theme days, such as: harvest day or gardening theme”

The respondents discuss that they would like to learn new things during their vacation, they suggest that they learn a new sport, about the history and culture of south of Öland and its heritage.

“I would like to go to South of Öland and just enjoy the nature and learn something new about the culture, history and the heritage. Different events and activities could be a good way for the Island to do some marketing and attract different types of tourists. But, when it comes to South of Öland the importance is the nature and the world heritage, the cultural landscape. After all it is an Island...We want to see different sights connected to the world heritage, but also just enjoy the nature”

Even if the target groups are suggesting different sports activities and events, they common opinion is that the experience of south of Öland goes in the theme of nature and culture. The target groups discuss the importance of the nature and the culture. The south of Öland is a cultural heritage and it puts the focus on the nature and culture.
The target groups would like to enjoy the nature of the south of Öland and their local food. They would like to go on guided tours, exhibitions, museums and learn new things about the heritage, but also about the Island generally and its history.

“I want to create my own adventure in the nature of South of Öland. Experience the nature and the culture”

When it comes to the nature the target groups discusses that they would like to organize an own adventure in the nature of south of Öland, but also do some activities like bicycle trips, hiking or bird watching. The target groups also discuss the importance of the local hotels, restaurants and infrastructure.

“To have a good experience in south of Öland the nature is in its focus, but it is still important with good hotels, restaurants and an easy way to get around south of Öland. It would also be good to have some kind of companies there that you can rent thing from... We don’t want to take all of our equipment with us to Öland when we do different activities. It is also important with a good travel agency that can help out with the information and activities that we want to do and experience”

4.2 The stakeholders of the municipality, Mörbylånga

It is a sunny spring day in south of Öland. “Welcome to Öland” says the lady in at the front desk at the travel agency, in the same building is also the tourist coordinator and the business strategist of Mörbylånga.

“South of Öland offers different types of event during the year. We have the harvest festival during the autumn and a spring festival during the spring. We also have flea markets, car shows. And other type of theme days such as: sing-along and music concerts”

The travel agency is where the tourists can get all the information about the upcoming events and activities on south of Öland.

“When it comes to sport and different activities south of Öland offers the tourists: hiking in different forms, you can look at flowers, birds or do some orientation. We also offer bicycle tours and running contests. We are currently planning a running contest from south to north Öland. We are putting focus in outdoor activities”
The respondents continue talking about different types of activities. They offer fishing, windsurfing, flitter mouse-safari and camping during the summer. The municipalities’ tourism networks is working together with the hotels on the island to offer the tourists rooms, cottages or camping places.

“When it comes to the culture we offer some guided buss-trips, but we started with this recently. There is not much exhibitions or museums in south of Öland, we have some exhibitions sometimes in different galleries, but the focus is on the things the tourists can see in the nature. There is no guided tours for that, the tourists need to explore it by themselves. We also trying to focus on the food tourism and has a food-hiking, where the tourists can hike and taste the culture of South of Öland”

The respondents continue with talking about the nature and the heritage. They explain that south of Öland is focusing on the outdoor life theme, they want the tourists to explore the activities, nature and heritage of the island. They have a world heritage week that is putting focus on the cultural heritage that they have, but many of the activities that they offer are on the area of the world heritage, but it is not connect to the world heritage in any way. It is important to see the difference.

“The theme of the South of Öland is the outdoor life, we want the tourist to have fun outdoor activities and enjoy the nature of our unique and preserved landscape.”

The respondents explain that the south of Öland is currently working a lot with the development of activities that they are offering the tourists, but they have some internal problems in their organization structure.

“It takes a long time to make a suggestion or change in the organization scene the two municipalities’ need to work together and unite. We are currently not working with our tourism strategy either, but we are planning to hire someone to work with the strategy and the marketing. It is difficult to make a change or properly use our resources because we have many stakeholders that are involved in the process and nobody has the single authority to make a change or decision about the tourism, everybody needs to unite. We also have a tourism network, where the tourism coordinator is working with the marketing and trying to gather some actors in order to package and market the activities together, but we need more commitment from the actors”
5. Interpretation

Pine and Gilmore (1999) and Seo (2013) argue about four different types of experiences: educational, escapist, esthetics and entertainment. One type of entertainment is different events. Events could be music festivals, concerts, markets or sport events, anything entertaining that attracting tourists (Hamilton, 2015; Wong, 2011). Herstein and Berger (2014) argue that each destination or city needs to find what their theme could be in order to attract tourists by creating an event. According to the target groups of the South of Öland they would like to experience music events or theme days, such as harvest day or gardening day. The stakeholders of South of Öland are explaining that they are currently offering a harvest festival during the autumn and a spring festival during the spring. They also have flea markets, car shows. And other type of theme days such as: sing-along and music concerts. As we can see the south of Öland is offering the tourist the type of entertainment that they want to experience.

Sundbo and darmer (2008) argue about culture in educational tourism and the importance of food culture in tourism. It is a good way to learn about the destination and it’s culture. Culture could also be experienced with exhibitions, sights, guided books, guided tours, seminars and conventions (Björk, 2014; Sims, 2009; Weiler and Yu, 2008) and Hamilton and Prideaux (2015). According to the target groups of South of Öland they would like to learn new thing during their vacation, learn a new sport, about the history and culture of south of Öland and its heritage. The target groups would like to enjoy the nature of the south of Öland and their local food. They would like to go on guided tours, exhibitions, museums and learn new things about the heritage, but also about the Island generally and its history.

According to the stakeholders of the south of Öland they are offering the tourists guided tours, food-hiking, they have few exhibitions about the history and culture, most if the culture is what the tourists need to see themselves in the nature. When it comes to sport and outdoor activities, there are many different sports that the tourists can learn. Here we can see that the south Of Öland needs to put more focus on the culture, they could offer the tourists more exhibitions or museums where they can see and learn about the culture, history and the heritage.
Escapist in tourism is about different sports and adventure. Sport activities and adventure could be health and outdoor oriented with activities such as: walking, cycling, fishing, sports and water sports. It could also be connected to the nature, in forms or bird watching (Petric, 2006; Mehemetogul and Engen, 2011). Sundo and Darmer argue that each destination needs to take advantage of their rescues. Hamilton and Prideaux (2015) argue about the importance of physical activities and competition games. According to the target groups they would like to do different type of sport and adventure activities such as: fishing, bird watching, camping, and windsurfing, competition games such as running or geocaching. They would also like to go hiking or on boat trips. For those who doesn’t like outdoor activities the suggest spa and wellness.

According to the stakeholders the South of Öland are offering different types of sport and adventure activities such as: hiking in different forms, the tourists can look at flowers, birds or do some orientation. They also have bicycle tours and running contests. They are currently planning a running contest from south to north Öland. We are putting focus in outdoor activities. They offer fishing, windsurfing, flitter mouse-safari and camping during the summer. The municipalities’ tourism networks is working together with the hotels on the island to offer the tourists rooms, cottages or camping places.

We can see that the South of Öland are offering much of the activities that the tourists wants to experience when it comes to sports and adventure, one thing they could put some more focus on is the ocean. Take advantage of their resources, the ocean and offers some boat trips.

Esthetics in tourism can be connected to heritage and nature. Authenticity and nature are two things that attract tourists (Fernandes, 2011; Mikulic, 2006). Culture, nature and arts are a good way to attract the tourists, to let them enjoy the nature and the cultural environment (Hamilton and Prideaux, 2015). Kaminski et al (2014) argue about culture heritage tourism and mean that Cultural heritage tourism is where the tourists come to experience the sights and the history about the people of the past. Ardoin et al. (2015) argues about nature-based tourism, where the tourists come to enjoy the nature of the destination.

According to the target groups they want to experience the nature of the South of Öland and create their own adventure in the nature. When it comes to the heritage they want to experience the sights of the world heritage, the cultural landscape. According to the stakeholders of the South of Öland many of their activities are on the area of the heritage, the cultural landscape, but it is not connected to the world heritage.
This means that they are offering activities where the tourists can enjoy the nature and make their own adventure, scene most of the things that are unique for the South of Öland needs to be experienced in the nature. They also have some sights that are just connected to the world heritage, the cultural landscape. This shows that the stakeholders of South of Öland are offering the tourists that type of esthetic tourism that they want to experience.

Pine and Gilmore (199) argue that all of the different types of experience and be connected in order to create a memorable experience for the tourists. As we can see, the stakeholders of the south of Öland are offering many different types of activities in all forms, which can easy be mixed together. Educational tourism, entertainment, esthetics and escapist have all their different activities which can be combined in south of Öland also.
The tourism experience model in south of Öland.

Figure 3. *Tourism experience in south of Öland* (Own design)

Figure 3 shows that south of Öland are missing two important pieces of the tourism experience model. The green realms represent the activities that south of Öland are offering their tourists and using efficiently, and the red realms represent activities that south of Öland need to improve.

Based on the tourism experience model we can see that South of Öland needs to work both on the *stimulating activities* and the *engaging activities*, in order to create a memorable tourist experience. When it comes to the stimulating activities they lack of activities that are stimulating the intellectual level of the tourists, they need to put more effort into *cultural activities* such as; museums, exhibition, activities where the tourists can go and learn about the history and the heritage of south of Öland.

When it comes to the engaging activities the south of Öland need to use their *nature* more efficiently, they need to use the fact that they are an island and offer the tourists more activities on the ocean, such as fishing and boat trips. In that whey the tourists can enjoy the nature and esthetics of the island.
6. Conclusion
Based on the tourism experience model the south of Öland needs to improve both the stimulating and the engaging activities for the tourists, in order to be able to create memorable experiences for the tourist and develop the region as an attractive destination. The combination of engaging and stimulating activities is creating the memorable memories for the tourists, and south of Öland needs to improve some of the factors.

The model can also help other destinations to see which factors they are missing or need to improve in order to develop their region attractiveness through experience based tourism.

The south of Öland needs to put more focus on the cultural activities which stimulates the intellectual level of the tourists. They need to put have more exhibitions, museums and activities where the tourists can go and learn about the history and the heritage in south of Öland.

When it comes to the engaging activities the south of Öland needs to use their resources more efficiently, use the fact that they are an island and have the ocean as a resources. They need to offer the tourists more activities connected to the ocean, such as fishing and boat trips. In this whey the tourists can enjoy the nature and esthetics of the island.

Besides the factors that the south of Öland need to improve, they have good amount of events, a well preserved nature and they are offering many physical engaging activities for the tourists. The tourists have the ability to create their own adventure on the island.

In order to develop the region as an attractive destination South of Öland needs first of all to solve their intern problems with their organization structure. Öland needs to find a better way to make decisions and changes that concerns the tourism of south of Öland. They also need to put in mind that they need to have someone there in charge to solve the problem also; it is not enough for them to just know that they have problems. The stakeholders of South of Öland also need to start following their tourism strategy. If they can’t solve their organizational structure problems, they can’t do the changes in order to develop the region as an attractive destination.
7. References


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