



Time perspectives in Tourism

A grounded theory approach

Tina Rønhovde Tiller 17 April 2013



Agenda

- Slow travel
- Research question
- Introduction to research method (Grounded Theory)
- Choice of method – emergence of theme (time perspectives)
- Preliminary results (early days)



Definition of Slow Travel concept

- Attempts made to shape a definition:
 - Local experience
 - Transport mode
 - Total journey focus
 - Environmentally conscious consumers
 - Shorter travel, longer stays

- Dickinson & Lumsdon, 2010; Lumsdon & McGrath, 2011; Dickinson et al., 2011; Molz, 2010; Gardner, 2009



Paradoxes

- SLOW TRAVEL:
 - No cars or airplanes, “**slow**” transport modes
 - Local experience
 - Transport mode
 - Total journey focus
 - Environmentally conscious consumers
 - Shorter travel, longer stays

Slow Travel is a far from clear concept, and is interpreted differently by many (Lumsdon and MgGrath, 2011)

But, we couldn't find that the people act in this way because of environmental concern... (Dickinson, Lumsdon & Robbins, 2011)

But, we found that 'slow travellers' separate between travel to and travel at destination, so they happily fly... (Cho & Robbins, 2012)

But, the report issued by Mintel (2009) includes car travel in the investigations of slow travel in the UK



Time perspectives

- Research participants mention freedom
- The desire to slow down
- **Taking time** to look around, rather than rushing through each place
- Not picked up by researchers to date



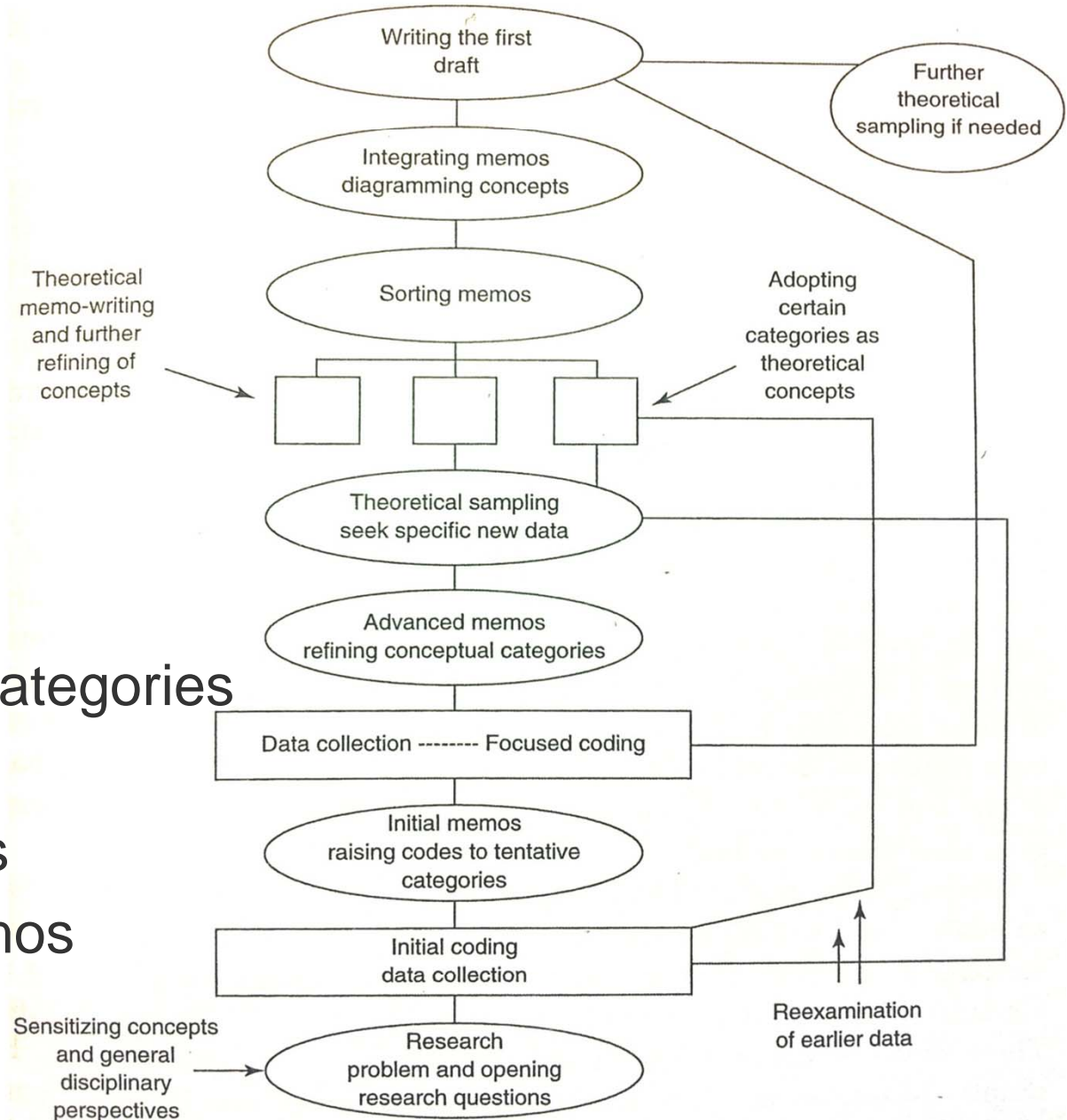
Research questions

- Which time perspectives can be found among people participating in slow paced travel?
- Which time perspectives are dominant among people participating in slow paced travel?
- (How) is time perspective of travellers connected with their choice of travel pace?
- Is perspective on time one of the main drivers behind the choice to slow down during holidaying?
- Is there a life circumstance which promotes slowing down during travel?
- Which other main drivers promote slowing down?



The process

- Initial data collection
- Coding
- Memo writing
- Data collection
- Axial coding
- Memo writing – refine categories
- Theoretical sampling
- Categories -> Concepts
- Sorting/integrating memos
- Diagramming concepts
- Writing draft





How am I using grounded theory in my research

- Preliminary ‘non-committal’ literature review, to sensitise myself to the topic
- Stage 1: Personal blogs – text passage analysis that match keywords ‘time,’ ‘pace,’ ‘slow’ and ‘free’
- Stage 2: Participant observation and interviews during a 2-week cycle trip through Vietnam in a group of 10 – 16 cyclists
- Stage 3: Interviews with trampers (Alpenverein possibly) aimed at saturating concepts



Strauss' approach:

- Ongoing data collection
- 1. Open coding (word by word or line by line analysis)
- 2. Axial coding (focussing on the 4 'questions')
 - Conditions
 - Interaction between the actors
 - Strategies and tactics
 - Consequences
- 3. Theoretical coding (relationships between concepts and the nature of these)



Current status

- The blogs (12 of them) have been harvested, and currently the open coding is being done on these.
- The cycle trip has been taken, and much observational data and interviews are to be analysed next.
- Memos are being written – concepts are emerging.



Preliminary results

- Concepts:
- Destination: does not seem to have any particular pattern – everything goes
- Transport: Also not important to the bloggers – they use whatever they want when they want to
- Fast vs. Slow: People can also be quite stressed while doing things the slow way – thus pointing towards the experience rather than modes of travel



Challenges

- Time
- Confidence
- Coding checks
- Organisation of data (Nvivo)
- Defending my method
- Talking about hypotheses and preliminary results ;)



Thank you!



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