New sport game of Geocaching will be in future experience tourism products

University of Turku

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PhD student. Pirita Ihamäki

pjiham@utu.fi

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What is geocaching?

- Geocaching is a new sport game: partly treasure hunt, partly outdoor exploration based on principles of orientation.

- Geocaching was started in 2000.

- The concept of geocaching is simple. One person hides a cache in an interesting place and posts the location coordinate to the Web side called www.geocaching.com. Someone else looks up the location coordinate and finds the cache.

- Caches are hidden in the wilderness, in parks or even in urban locations accessible to the public. For example a geocache called **Railway Station of Turku** N 60° 27.272 E 022° 15.238

ICT Technology and Geocaching Effects For Tourism

- The technologial strength of destination has only recently been introduced in the determining destination competitiveness.
- The arrival of the Internet represents the latest impact of technology on destination competitiveness. Global positioning systems have become another way of assisting travellers.
- Destinations will need to determine the extent to which technology increases their competitiveness as opposed to reducing their appeal.
- The geocaching game, as a sport, the enthusiasm for the game has quickly spread as participants combine their love for outdoors life with their interest in modern technology. What used to be an activity of a few dozen enthusiasts six years ago, now attracts hundreds of thousands. This is the reason why we will make new competitive destination of future to use new technology (GPS) for experience tourism products.

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l   While travelling, people have always been interested in adventures and treasure hunt games have brought especially young people back to nature for adventures.

l   Geocaches have been created by persons, who have been interested in adventures and experiences in a new way.

l   They have created a new target group for tourism.

l   Geocacher Risto Gylden has commented that " Geocaching has made traveling more intresting. We used to walk around on shopping streets and visit museums, now we search for caches and experiences.

Methodology for geocaching in tourism product

l In this case study, I have used Himanen's theory model of dynamics of five innovations. In my own model, the game of geocaching is in itself used as a methodology in planning the experience tourism products. The definite output or brand will be realized in institutions, which organize products.

Interactive tourism theory model
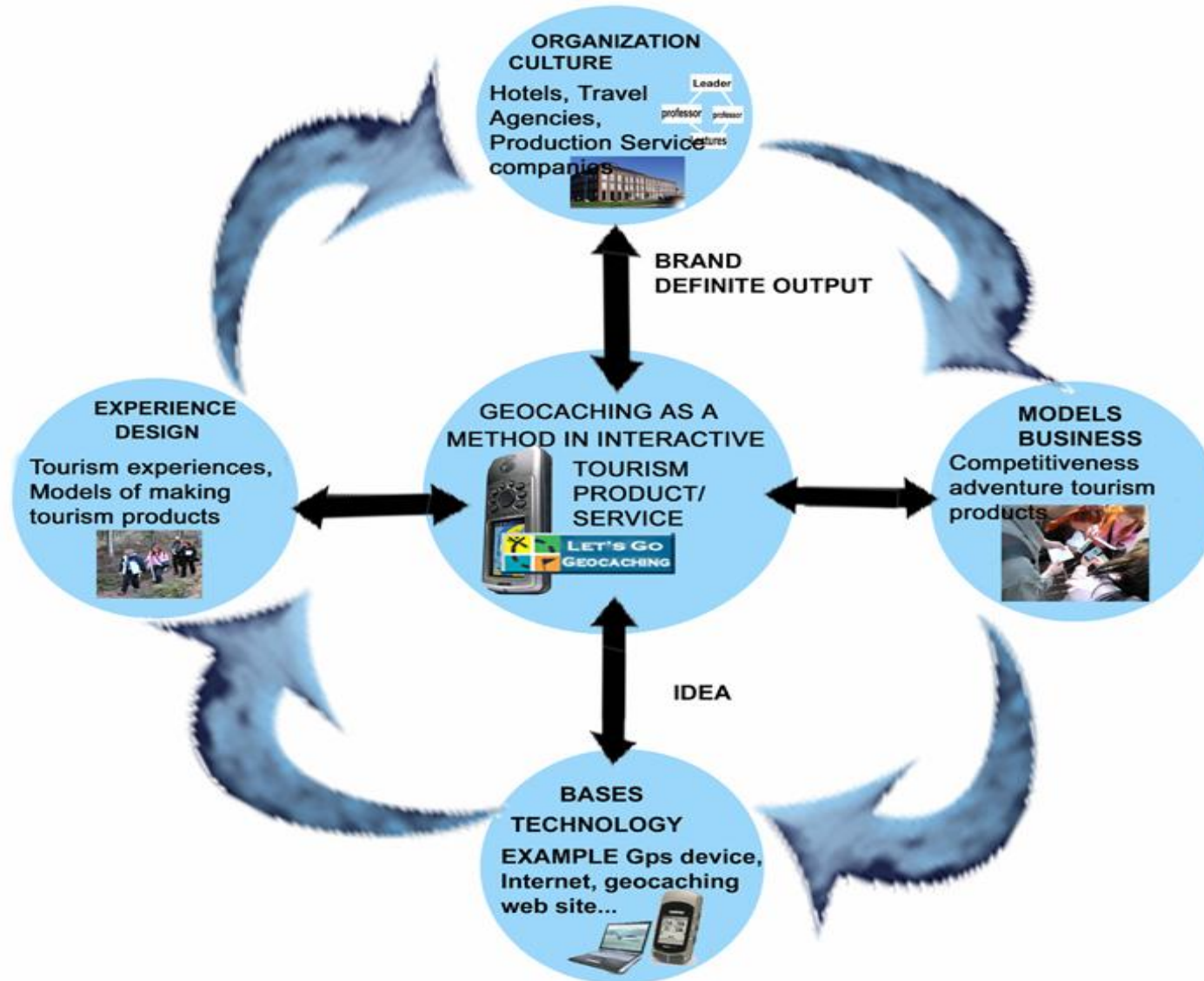
"Treasure Hunt Cruise" – A Case Study"

- Treasure Hunt Cruise is a fictional story about treasure hunting. The cruise has stops at historically meaningful places, with geocaches and some exercises.

- There are ten different geocaches on the cruise route. Geocaches are hidden in old wine bottles.

- At the end of the cruise, the players will find the real treasure. The treasure is hidden in an old coffer that has to be lifted up out of the river.

- Tourists can also buy own "The treasure Hunt Cruise" coins (geocoins).

- Treasure Hunt Cruise will be suitable for student groups, companies and families as an adventure experience.

- Treasure Hunt cruise will be realized as an own virtual cruise, with video clips, pictures and customers treasure hunt cruise stories.

High-tech Treasure Hunting
All you need is a GPS device and sense of adventure

CONCLUSION

l Technology impacts on tourism will lead to the generation of new services.

l Innovation is the essence of being creative and bringing new good and services to the marketplace.

l A radically new idea geocaching in tourism experience production creates waves in the travel and tourism industry and understandably, uncertainties abound.

l New product or service innovations in tourism include the opening up of new destinations (geocacher manufactured new cache places) and the development of new market segments (geocachers, people who use new technology for adventure travelling).

l Treasure Hunt Cruise offers tourists new experiences of hunting treasure and gives them new life experience.

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l   By employing this new way of walking, geocaching reveals a chance between what humans have been and what we are becoming. In using GPS receiver and the Internet, geocachers are bound to the communications devises that provide them with data and with access to one another.

l   One of the main issues is how players find a balance between physical and virtual existences, living both in the woods and the Web, maintaining a body-based connection to the natural world while also participating in informational and social world the Internet and other virtual technologies permit.

l   Geocaching offers a way to consolidate existing relationships by giving tourists an interesting and healthy activity to be together.

Thank you for your attention! Welcome to Pori to use our geocaching tourism product called "treasure hunt road for Pori history"