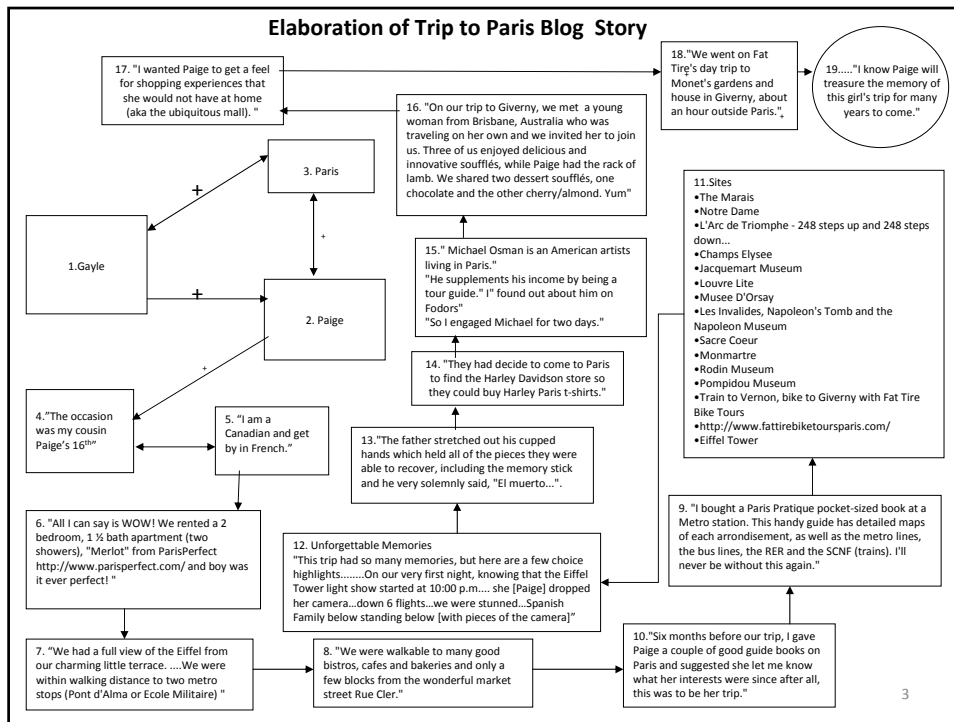


Analyzing Naturalistic Drama  
Enactments in Tourism:  
Myths Consumers Share About Cities in Web 2.0

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## Agenda

1. The Storyteller Myth Enactment in Paris
2. Marketing and Advertising Implications
3. Web 2.0 – What's the Difference with Web 1.0 ?
4. How Web 2.0 supports the Myth of Paris
5. Social Media Brand Optimisation
6. Extensions to Social Media Impacting Tourism
7. Future of City Brands (Online)



## Gayle Takes Cousin Paige to Paris

- Canadian Gayle & cousin Paige
- Gayle-Paris-Paige show relationships (+ve & in balance)
- Gayle previously visited Paris
- This trip “coming of age” for Paige
  - child to woman transformation
- At end of story Gale connects concepts of Paige, treasure, and memory for their trip to Paris
- Gayle’s actions and self interpretations reflect

***fairy godmother myth enactment***

## Prince Charming for Paige

“...But my cousin is a budding artist and I thought it might be enjoyable for her to experience some of Paris’ best art offerings through the eyes of another artist. So I engaged Michael for two days. His warmth, charm, wit and quirkiness were infectious and by the end of two days we cried when we said goodbye and feel like he’s part of our family. He brought insight and intelligence, historical perspective and tailored the itinerary to Paige’s interests. Paige will always remember him fondly. . . after all...he taught her the meaning of allegory...”

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## Iconic Sites & Scenes

- Eiffel tour night show
- The Marais
- Notre Dame
- L'Arc de Triomphe - 248 steps up and 248 steps down...
- Champs Elysee
- Jacquemart Museum
- Louvre Lite
- Musee D'Orsay
- Les Invalides, Napoleon's Tomb and the Napoleon Museum
- Sacre Coeur
- Monmartre
- Rodin Museum
- Pompidou Museum
- Train to Vernon, bike to Giverny with Fat Tire Bike Tours  
[www.fattirebiketoursparis.com/](http://www.fattirebiketoursparis.com/)

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## Tag Cloud of Paris Story



Created from Daniel Steinbock's TagCrowd under Creative Commons ©

## Linguistic Inquiry and Word Count (LIWC) Text Analysis : The Psychological Power of Words

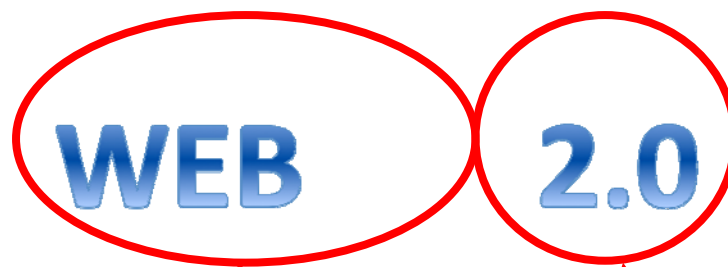
LWIC dimension	"I love Paris"	Personal texts	Formal texts
Self-references (I, me, my)	6.12	11.4	4.2
Social words	10.55	9.5	8.0
Positive emotions	3.04	2.7	2.6
Negative emotions	0.54	2.6	1.6
Overall cognitive words	4.12	7.8	5.4
Articles (a, an, the)	7.74	5.0	7.2
Big words (> 6 letters)	18.40	13.1	19.6

Pennebaker, J. W., Francis ME, Booth RJ. (2001). Linguistic Inquiry and Word Count (LIWC): LIWC2001. Mahwah: Lawrence Erlbaum Associates.

## Marketing & Advertising Strategy Implications

- Story told in natural city setting
- Assume Paris = brand
- Brand is supporting actor enabling Gayle to achieve her goals of showing Paris to Paige (conscious) and help her coming of age (unconscious)
- Builds favorable consumer brand relationship e.g. best friendship (Fournier 1998)
- Near conversational interaction with brand e.g. story is called “I love Paris”

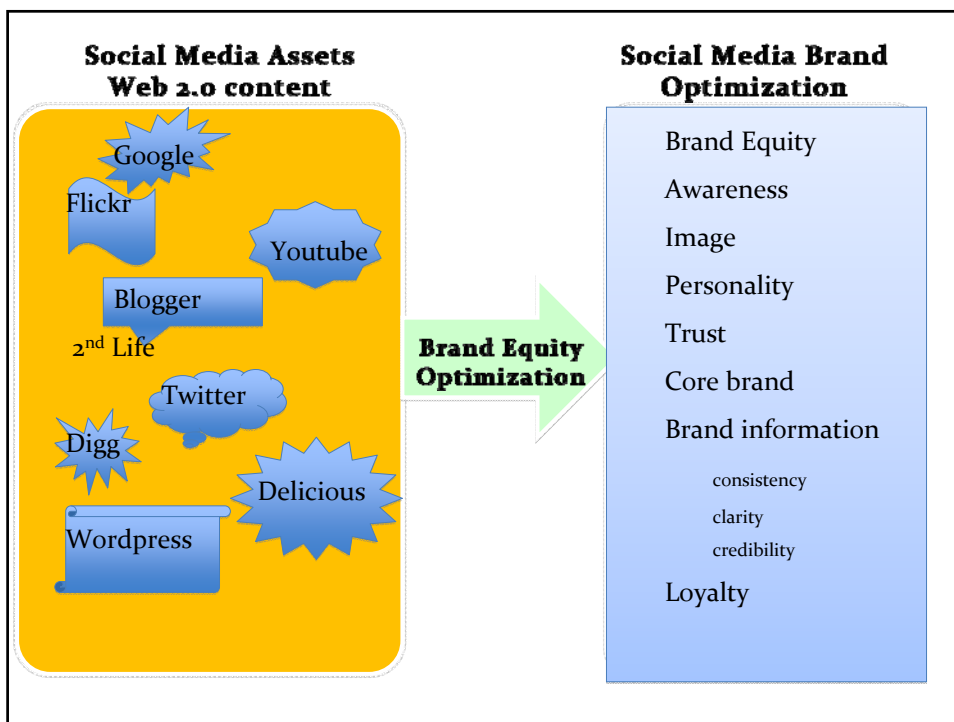
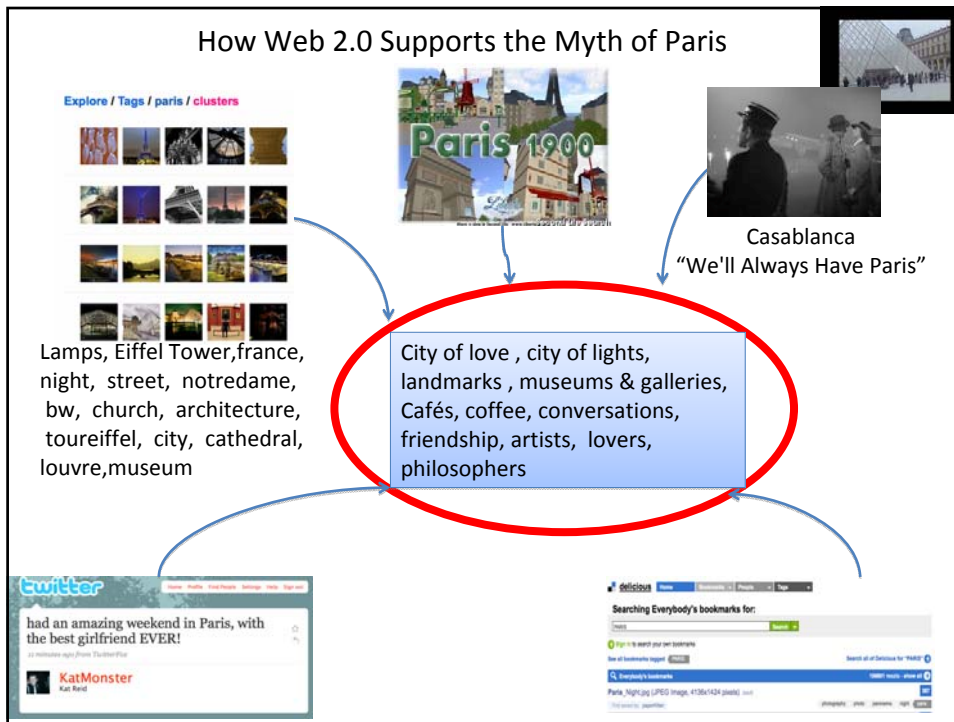
9



infrastructure  
for  
Web sites & social media

Consumer interactions  
(collective intelligence) create  
more value for all stakeholders  
via social media

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## Extensions to Social Media Impacting Tourism

Microsoft® Live Labs™



Photosynth

Google 3D Warehouse



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## The Future of City Brands

- Shift to “brands as service” (Plummer 2007)
- Provision of skills & knowledge to consumer
  - Vargo & Lusch 2004
  - “the customer is always a co- creator of value”
  - “value is always uniquely and phenomenological determined by the beneficiary [consumer]”(Vargo 2008)
- Provision of city information flows to aid consumer e.g. assemble your own itinerary online

**TripIt** BETA  
Organize your travel

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