

Sustainable Tourism Through User-Centered Platform Development

Kano method & Outdooractive

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outdooractive



Outdooractive Research

Research & development for innovative technologies and sustainable outdoor tourism together with strong partners.



Why this course?

HM



Quelle: <https://www.klook.com/de/activity/13372-lions-head-sunset-hike-cape-town/>



Reiseziele ▾ Reisetemen ▾ Blog Warum mit uns

Per Whatsapp kontaktieren

Reiseberatung Termin buchen

Highlights **Reiseveranstalter** Termine & Preise Leistungen **Reisen**

bis 14 Tage

Wanderreisen, Kleingruppenreisen

ab € 3.147,-

Mittelklasse

WANDERREISE DURCH NAMIBIA

Entdecken Sie die schönsten, abwechslungsreichsten Landschaften Namibias auf dieser eindrucksvollen Wanderreise. Gemeinsam mit einer kleinen Gruppe lernen Sie



Chat

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Nutzungsbedingungen

Why this course?

Search for places, regions, coordinates and more



Map

Filter

Routes

Hiking Trail

Mountain Biking

Mountain Hike

Trail Running

City Walk

Bike Riding

Nature Trail

Scenic Route

Running

Road Cycling

Table Mountain Dams Geotrail



TOP T1 moderate
↔ 16.0 km ▲ 540 m
🕒 5:20 h ▼ 540 m
☆ No ratings (yet)

The Umvoto Foundation

Bastille 15 km Trail Run



TOP T1 moderate
↔ 16.4 km ▲ 303 m
🕒 2:55 h ▼ 304 m
☆ No ratings (yet)

Forge

South Africa: hike from the Cape of G...



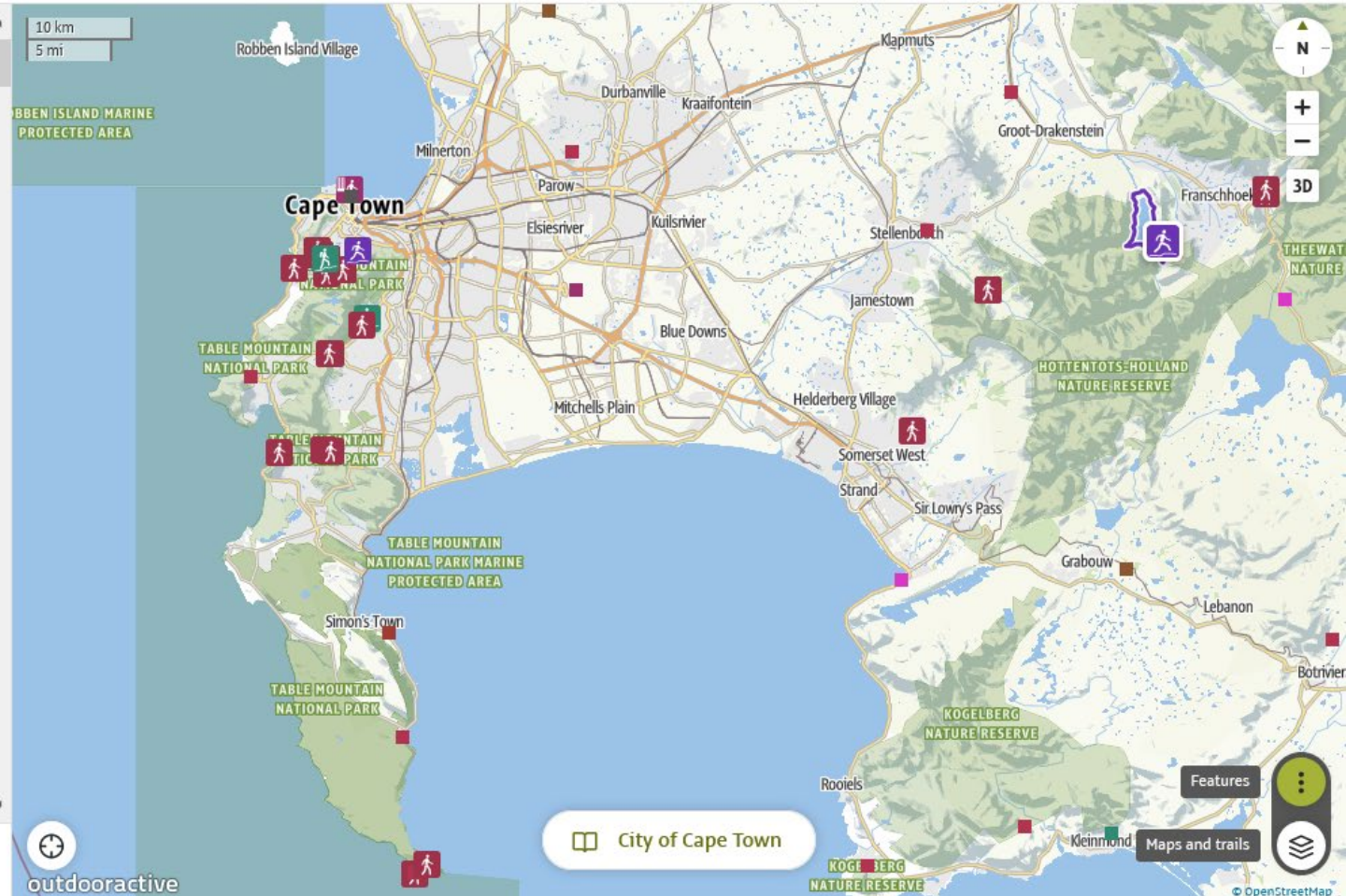
TOP moderate
↔ 7.3 km ▲ 507 m
🕒 4:00 h ▼ 507 m
☆ No ratings (yet)

Outdooractive Premium

South Africa: Through the Platteklip G...



Show all 662 results



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City of Cape Town

Features

Maps and trails

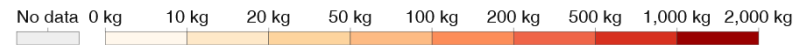
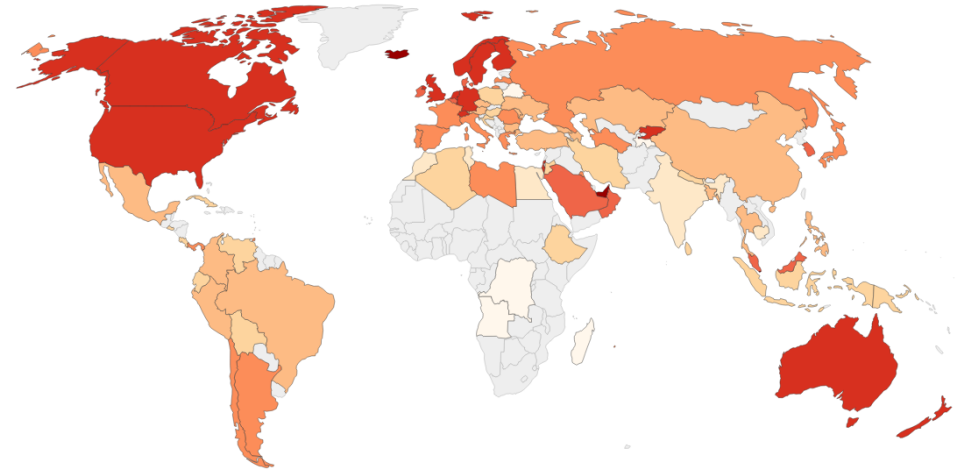
OpenStreetMap

Tourism & Sustainability

- Tourism doesn't just depend on sustainability – it actively shapes it.
- Few industries influence both supply and demand-side sustainability as strongly as tourism
- “Tourism sits at the intersection of impact and responsibility and can push lifestyles in either direction

Per capita CO₂ emissions from aviation, tourism-adjusted, 2018

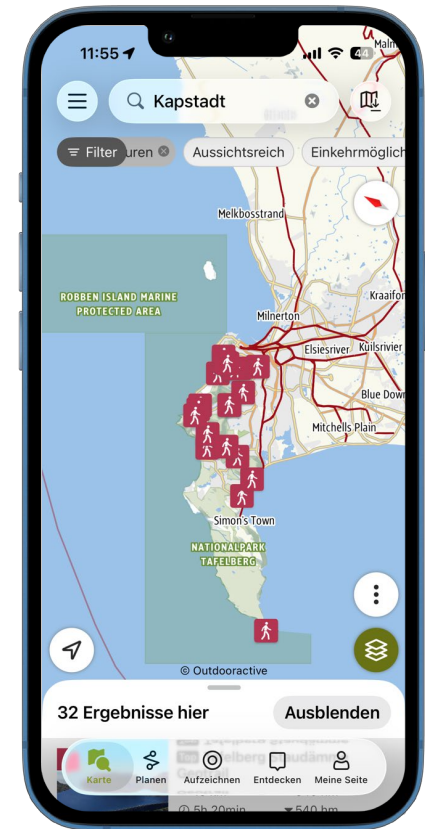
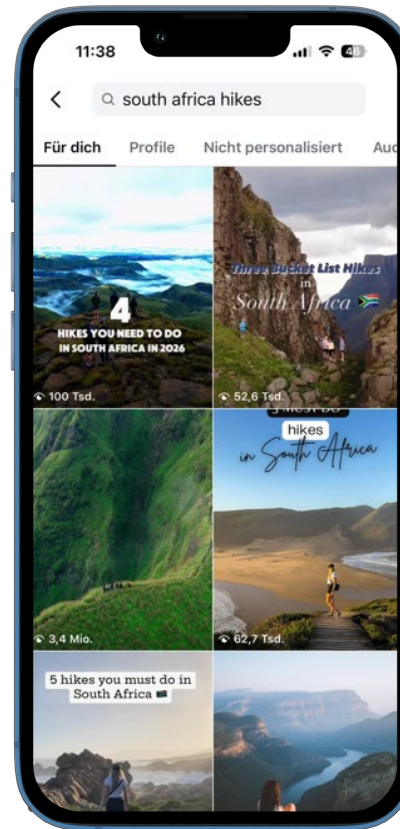
Aviation emissions includes both domestic and international flights. International aviation emissions are here allocated to the country of departure, then adjusted for tourism by multiplying this figure by the ratio of inbound-to-outbound travellers. This attempts to distinguish between locals traveling abroad and foreign visitors traveling to that country on the same flight.



<https://ourworldindata.org/grapher/per-capita-co2-international-flights-adjusted>
https://www.lifeinnorway.net/norway-suspends-outdoor-travel-campaign-after-overtourism-protests/#google_vignette

Digital Tools & Decision-Making

- Digital platforms don't just inform choices, they shape them.
- The customer journey in tourism is increasingly digital, and so is its impact.
- What users see, filter, and prioritize online defines what they consume offline



- Do digital tourism platforms promote sustainable decisions, or do they merely create the illusion of sustainability?
- Can platforms like Outdooractive make sustainability a user-driven factor in decision-making?
- **Our task:**
 - > **Identify and design sustainability features and evaluate them using the Kano model.**
 - > **Develop recommendations for Outdooractive on how to better implement sustainability from the user's perspective.**

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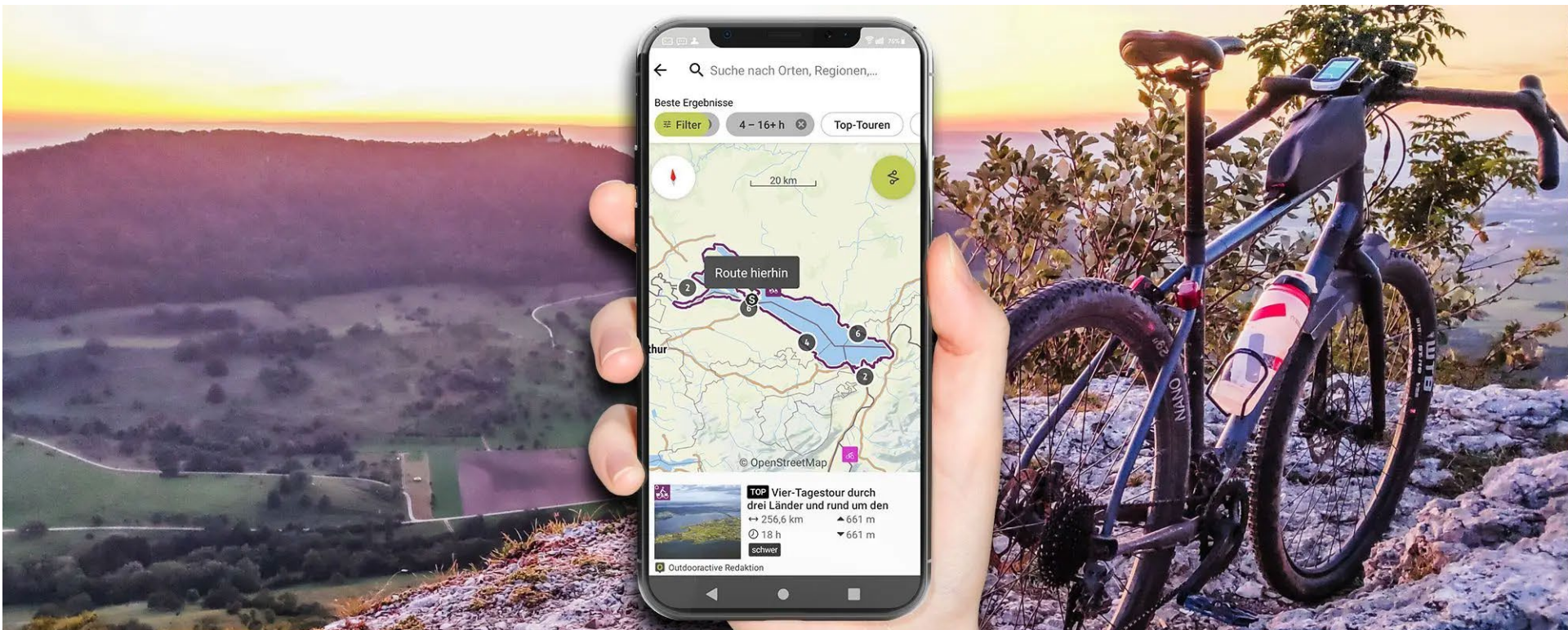
Sustainability through digital visitor guidance in outdoor tourism

- **Try:** Explore the platform from launch through the end of September

 - **Learn:**
 - > 4 x 90 min lecture block
 - > Concept of sustainable tourism, background information on existing sustainability features within the platform and the Kano model as a UX methodology

 - **Research:** Applying the Kano Method to our task
- **Assignment**
 - > Documentation of the Kano method used
 - > Recommendations for action
 - > Collected data
-
- **A laptop and internet connection is required for this module!**

- Understanding the concept of sustainable tourism
- Understanding the basics of user experience (UX) and the Kano model
- Systematically analyzing and prioritizing user needs
- Learning to apply the Kano model to develop sustainable platform features
- Providing recommendations for sustainable features on the platform



Thank's for your attention!

HM'

Any questions?

