

Swiss Mobility Conference. 29 June 2017

***Mobility, presence and technological
mediations in tourism practices of nature***

Valérian Geffroy et Morgane Roux

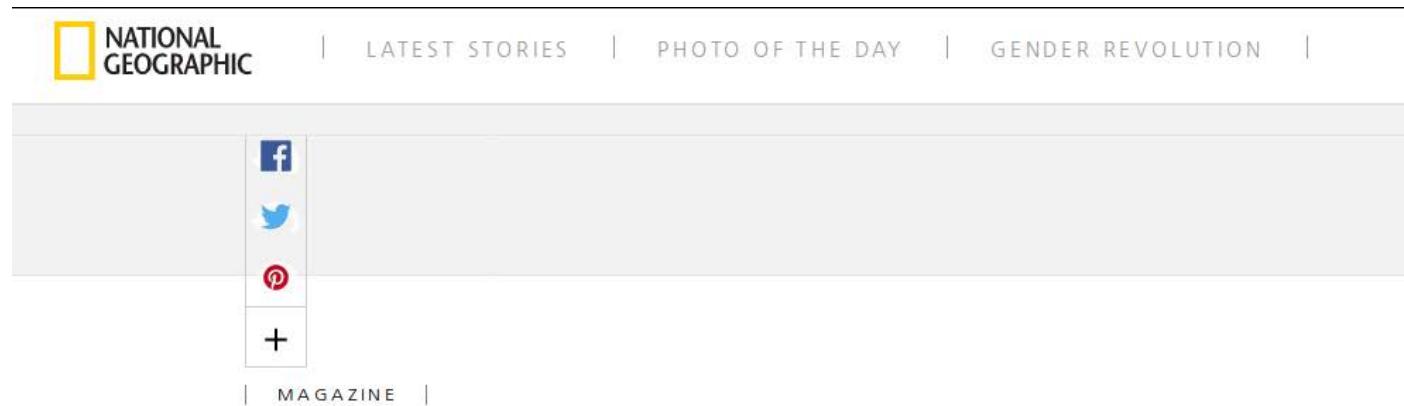
IGD, UNIL

Context and concepts

Do technological mediations compromise the engagement with nature ?

- *Nature as an authentic and intense « being-in-the-world »*
- *Technological mediations of practice*
 - B. Stiegler (2001, 2010) :
 - Humans have always lived in a « technical milieu »!
 - The digital is a technology of memory, recording – as is writing.
- *Engagement as a key value of contemporary mobility cultures*
 - ... and in tourism in particular:
A desire to « lose self in a blurring of boundaries between the body and the sea [...] and other bodies in the mass of people » (Game, 1991: 177-9, quoted in Veijola & Jokinen)
- *Engagement in theories of practice*
 - « I employ the term engagement [...]. When used in theories of practice, it usually signifies a material adjustment with the world. But it has a second acceptance which points to a moral or political covenant. » (Thévenot, in Schatzki *et al.*, 2001)

Nature as an authentic and intense 'being-in-the-world'



The image shows the top navigation bar of the National Geographic website. It features the iconic yellow square logo with the words "NATIONAL GEOGRAPHIC" in black. To the right are four menu items: "LATEST STORIES", "PHOTO OF THE DAY", "GENDER REVOLUTION", and a separator line. Below this is a large, light gray rectangular area containing social media sharing icons: a blue "f" for Facebook, a blue bird for Twitter, a red circle with a white "P" for Pinterest, and a plus sign for other sharing options. At the bottom of this area is a thin horizontal line with the word "MAGAZINE" centered below it.

This Is Your Brain on Nature

When we get closer to nature—be it untouched wilderness or a backyard tree—we do our overstressed brains a favor.

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Engagement as a key value of contemporary mobility cultures

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Health & wellbeing Why our children need to get outside and engage with nature

More and more children today have less and less contact with the natural world. And this is having a huge impact on their health and development

Ask Leo: Is it OK to use a butterfly net?

72,583 69

Jon Henley

@jonhenley



Most popular

Trump abandons traditional White House Ramadan celebration

Theresa May to publish plan for EU nationals' rights in Britain

Angela Merkel and Donald Trump head for clash at G20 summit

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Plan

I- Digital assistance to mobilities in nature

II- Connection and disconnection: being present to what ?

III- Media practices and the non-physical engagements with nature

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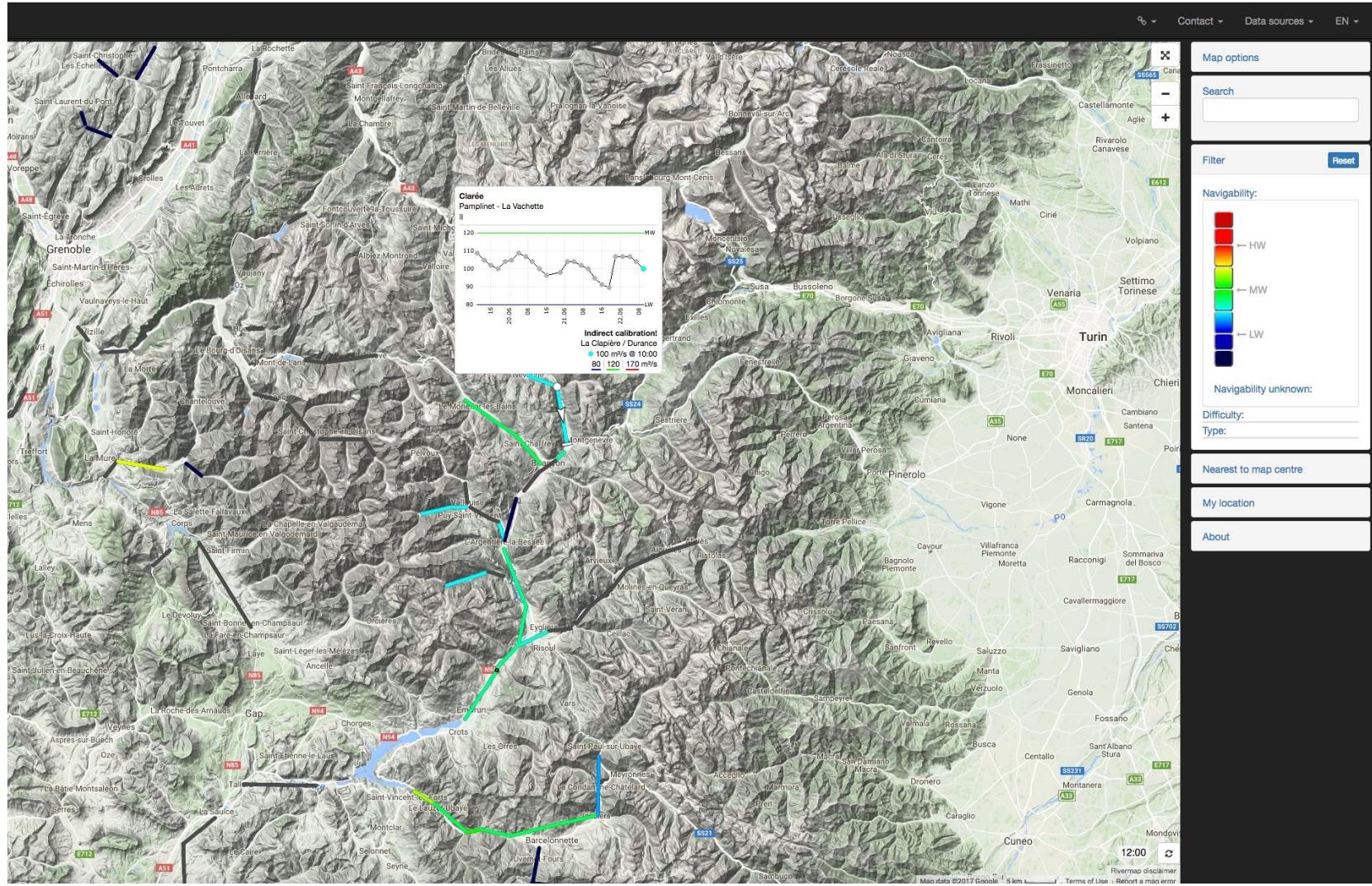
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I- Digital assistance to mobilities in nature

- Digital technologies: an increased autonomy for tourists and their mobilities.
- In nature tourism as well: common use of GPS in Banff National Park
- Specific tools for outdoor sports: specialized websites and apps for information sharing



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II- Connection and disconnection: being present to what ?

- From hyperconnectivity to total disconnection
- Disconnection in outdoor sports
- (Re)connection to nature

Partial disconnection



Total disconnection

It's a sad truth, but this trip offered us a chance to unplug and re-embrace a wilderness bereft of the latest trendy outdoor hashtag. [...]

Modern technology, while offering many conveniences, has made human engagement a complex landscape to traverse. Our ability to disconnect has atrophied and our attention spans have shortened.
[...]

Intentional disconnection is a profound exercise in tuning in with your immediate company and surroundings.

(Nathan Jones, *Annual Canadian Rockies*, June 2016)

- Disconnection in outdoor sports :

Gabriel & Mathieu, French rock climbers, Verdon:

« Freedom, you see, I mean we live without a watch, there are no times, we wake up, today we ate, it was 3 p.m.... no limit... Yeah, we wake up with the sun, we go to bed late at night... »

- And connection to nature :

Maria, Spanish rock climber, Kalymnos:

« So I climb for calm, because two years ago I have a big problem, personal big big big problem, and I have to take pills for sleep, and I began, two years ago, I touched one rock, and I say whoah... And my mind, it's better than meditation, you know ? »

II- Connection and disconnection: being present to what ?

Disconnection as a switch between:

- **(urban) being-in-the-world:** information, communication, sociality
- **(« natural ») being-in-the-world:** action, corporeity, sensation and individuality (or community, i.e. restricted sociality)

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Media practices: « the open set of practices relating to, or oriented around media. » (Couldry, 2004: 117)

Media practices are an essential element of context, or rather an integral part, of tourism mobilities. They belong to the immaterial dimension of engagement with visited places.

- Daydreaming
- Collective construction of nature aesthetics and imaginaries
- Amateur content and social media: effects of engagement
- Rejection of such practices

Martine & Michel, Belgian rock climbers, Verdon:

« *Ma* : All the winter, he reads guidebooks, he dreams of doing this and that...

Mi : I climb a lot more in winter than in summer, yeah! Much harder! »

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hgp_photography A memorable day at a secret lake somewhere off the beaten paths in a country far away from home. This lake and the rocky mountains are incredible. #morainelake

charger d'autres commentaires

thejoaquincastillo Love this photo

giabishhh Perfect shot

mostlyremotely wow amazing view!

bestspanishplaces Grime all the way



7 302 J'aime

IL Y A 2 JOURS



luffypiece
Moraine Lake

S'abonner

luffypiece .

#Canada #Globewander #Awco
#globalcapture #Folkscenery
#Moodygrams #liveforstory
#TheGlobeWanderer #mobilemag
#earthfocus #Adventures #Phuot
#Saigonese #earthpix #Master_shots
#mobilefolk #EliteKlub #beAlpine
#Canon #roadtrip #Naturelovers
#travelalberta #naturephoto
#main_vision #landscape_captures
#awesome_earthpix #natureaddict
#awesomeearth #naturelovers
#awesome_earthpix #focalmarked

gktan2 Love you so much bro and the view too @luffypiece



2 230 J'aime

IL Y A 17 HEURES

Ajouter un commentaire...

...

Unil

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christianannschaffer
Moraine Lake

S'abonner

christianannschaffer I just spent the past 2 days building out the Xterra. Custom cut (by me 😂) tempur-pedic mattress & down bedding, black out shades, rooftop cargo, bug mesh, cooler, fairy lights, bluetooth sound system, gear charging station and of course, snacks. Is it weird that I want to sleep in my car tonight instead of my own apartment? 🤔 Finally ready to hit the road tomorrow and head for the Canadian Rockies. It's been too long since I've seen these blue hues..

charger d'autres commentaires

mike.cheong gotta have snacks! that blue is unreal ❤️

xankai3333 Class

alimofun Yeeeeiiipee

max.fmz This is so gorgeous :)



4 084 J'aime

IL Y A 2 HEURES

Ajouter un commentaire...

...

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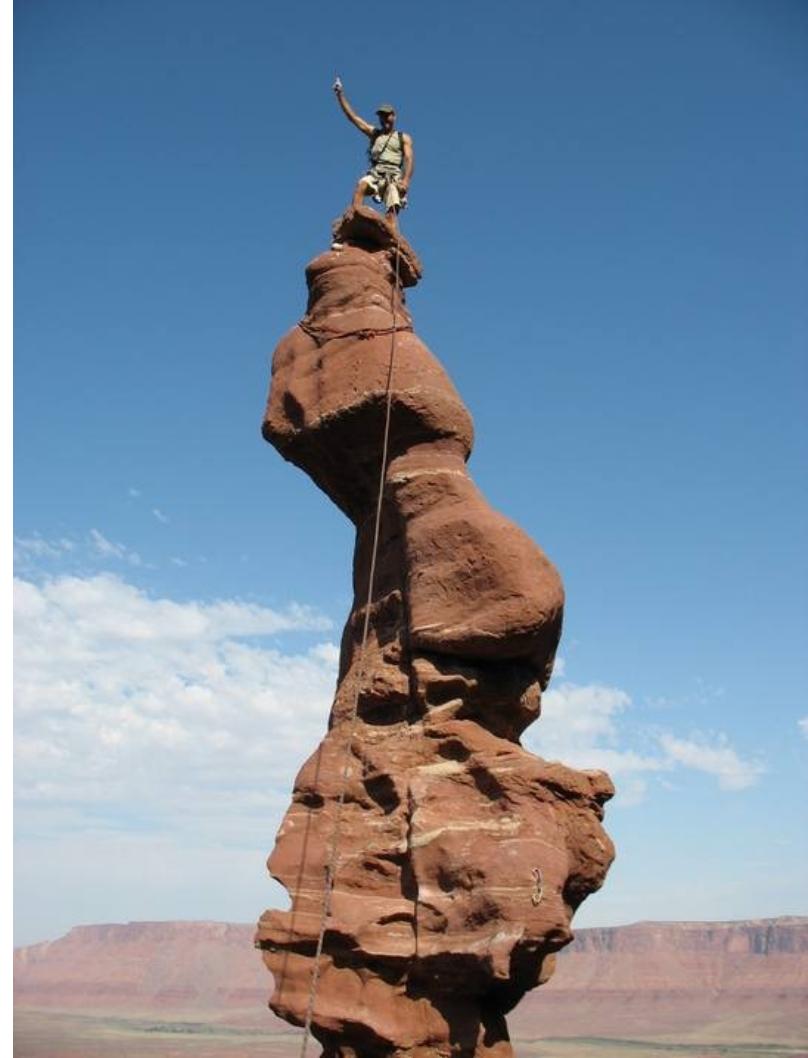
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Gabriel & Mathieu, French rock climbers, Verdon:

« Yes, we stage ourselves a little, that's to say we go along with the temptation of heroism. So yeah, oh man it's exposed here, come on, take a shot of me... »



Pictures by G. Moncaubeig



Picture by M. Berthelot

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Marielle & Tristan, Argentinian & French rock climbers, Verdon, on why they take almost no pictures:

« M: When we travel, we live the moment intensely, we're here for what we came to do, and not for afterwards, not to show afterwards 'I was here', or to remember.

T: I don't have Facebook, she doesn't put anything on Facebook... We're not the type who show, today multi-pitch route... »

Simon, French paraglider, Saint-André-les-Alpes:

« I explained to him, you need to stop recording me with your camera, because it's a gaze, it changes things, and even for you, you are recording, you're not in the thing... »

References

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