{Design for sufficient tourism mobility behaviors}

TOOLKIT GUIDE

Introductions & Instructions

A TOOLKIT GUIDE OF

Design for sufficient tourism mobility behaviors

FAQ:

What is sufficiency?

Sufficiency refers to the concept of using only what is necessary to meet needs, avoiding overconsumption and excess. It emphasizes optimizing resources to achieve a balance between sustainability and quality of life.

In context of tourism mobility, sufficiency encourages three types of behaviors, "Absolute reductions", "Modal Shifts" and "Sharing Practices". You can check the details of these activities on the back side of this toolkit guide.

Who are using this toolkit?

If you are in the ideation phase of a project related to sufficiency in tourism mobility, and you have conducted the front end research and had a clear view of your target users as well as the context, and you are about to dive in to the ideation and concept development phase, then you are the target user of this toolkit!

Why should I use this toolkit?

The toolkit provides you with a easier way to select and evaluate each of your ideas from the perspectives of behavioral intervention strategies and the driven factors of consumer behaviors. It also helps with your ideation efficiency for sure!

What will I gain from the toolkit?

It will help you formulate a design goal as well as some of the potential solutions or concepts. In the end you will get a clearer expected design outcome.

What do I need to prepare?

To use this toolkit, you will need:

- **2 - 4 participants** (if participants are from the same background, then this is an ideation session, if not, then you could see it as an co-creation session)
- **A facilitator** to hold the session with this toolkit guidebook
- **Color markers**
- **Sticky notes**
- **A timer**
- **Templates of each steps**, physically or digitally in Figma Jam

How long is the session?

It takes about 90 minutes to conduct, and it may takes a few minutes more for facilitator to get to know the process.

IDENTIFIED SUFFICIENT TOURISM MOBILITY BEHAVIORS

AR Absolute Reductions

In tourism mobility, absolute reductions refers to behaviors that reduce the distances of travelling and consumption levels, including:

- **Choosing closer tourism destinations,**
- **Traveling shorter distances**,
- **Increasing the length of stay at a single destination** rather than visiting multiple destinations on one trip,
- **Taking fewer trips**,
- **Shortening the duration of trips**.



MS Modal Shifts

Modal shifts refers to tourism mobility behaviors that choosing more sustainable travel modes instead of unsustainable ones, including:

- **Taking sustainable transport modes** (public transportation, cycling, walking, jogging, train, bus),
- **Taking electrified vehicles** (electric cars, bikes, and scooters) and,
- **Using multimodal travel** (multi-trip transportation, shuttle buses) options.

SP Sharing Practices

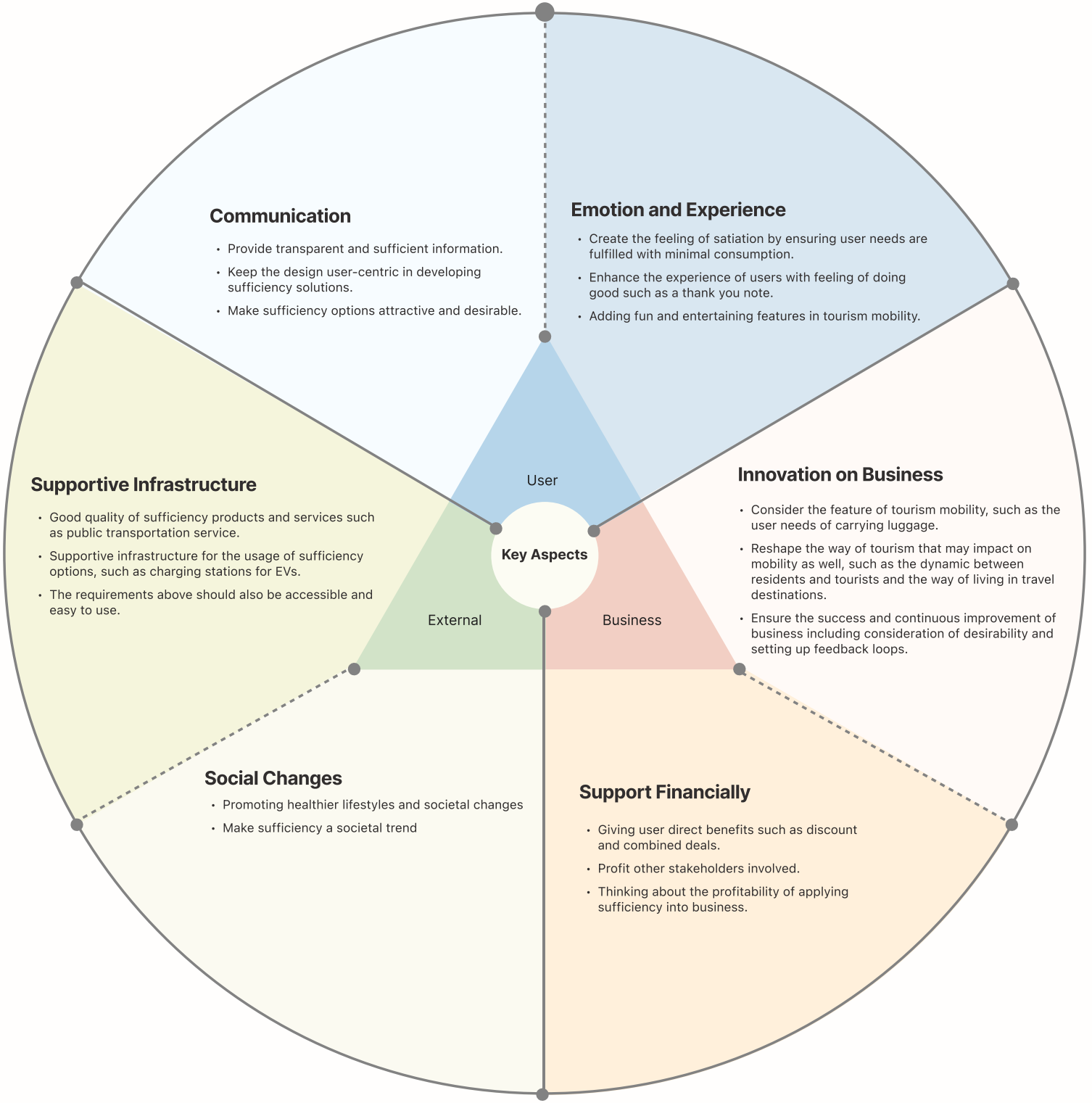
In tourism mobility, sharing practices refers to the behaviors of:

- **Using shared mobility services** including car sharing, bike sharing, e-bike sharing, and using electric car rental services.

BEFORE STEP 2

Refer to the wheel on the right, which emphasizes key aspects of the design. Can you identify how your design goal and thoughts align with the information presented in the graph?

Use the wheel as a source of inspiration for **developing design ideas in Step 2** and **establishing evaluation criteria in Step 3**, and engage in discussions with others to assess your design outcomes.



Explanation Of Influential Factors (Step 4)

Subjective Norm (SN) Involves the perceived social pressure to perform or not perform a specific behavior, based on others' expectations.	**Example** My parents and close friends would want me to do...	**Significance** Has a significant impact on intentions of absolute reductions, modal shifts and sharing practices.
Attitude (ATT) A person's positive or negative evaluation of performing a particular behavior.	**Example** I feel the behavior is beneficial/good/ worthwhile...	**Significance** Has a significant impact on intentions of absolute reductions and modal shifts.
Perceived Behavioral Control (PBC) Refers to an individual's belief in their ability to perform a specific behavior, influenced by the presence of facilitators or barriers.	**Example** I can easily manage to...	**Significance** Theoretically has a significant impact on intentions of sufficient tourism mobility behaviors.
Personal Norm (PN) Reflects an individual's internalized standards or moral obligations that influence their behavior.	**Example** I feel moral obligated to...	**Significance** Theoretically has a significant impact on intentions of sufficient tourism mobility behaviors.
External Cost (EC) Refers to the negative consequences of a behavior that affect others or society, often not reflected in the direct costs to the individual performing the behavior.	**Example** The time, money and overall effort to...	**Significance** Theoretically has a significant impact on intentions of sufficient tourism mobility behaviors.

INSTRUCTIONS & TIPS

To the facilitators:

Please read the following instructions for using the toolkit, and ensure that you have color markers and sticky notes available nearby. If you're using the Figma Jam version, kindly check that all the participants have logged in before proceeding.

Step 0

Understand sufficiency in tourism mobility and sufficient tourism mobility behaviors

To do

- Read the introduction to sufficiency provided on the cover page and the sufficient tourism mobility behaviors listed on the back of the paper.
- Take a moment to reflect on sufficiency as a sustainability concept and the identified behaviors with your partners.

Tips

The goal of Step 0 is to ensure that all participants develop a broad and shared understanding of sufficiency in tourism mobility. Additionally, this step involves reflecting the findings from prior desk research and user research.

Step 1

Formulate the design goal

Recommended duration: 10 min

To do

- Ask participants to discuss with each others and define the features of the (potential) design project.
- Formulate the design goal based on the discussion.

Tips

The goal of Step 1 is to define the design goal based on the prior work completed before the session and reframe the issues. During this step, the facilitator should encourage participants to actively reflect on their expectations for the design and the potential outcomes, fostering a thoughtful discussion.

Step 2

Ideation on Features and Functions

Recommended duration: 20 min

To do

- Participants use sticky notes to create the ideas freely as many as possible.
- Rotate the template among participants and ideate based on each others' thoughts.
- Make sure the ideas are specific enough like the given samples on the template.

Tips

The goal of Step 2 is to ideate potential design concepts, focusing on the design goal established in Step 1. During the ideation activities, the facilitator should be mindful of the creative flow and introduce energizer activities if needed. It's essential to remind participants that this step is about generating specific ideas, rather than general design directions. Encourage them to use the provided wording samples to articulate their concepts clearly.

INSTRUCTIONS & TIPS

Step 3

Cluster and select the concepts based on intervention level

Recommended duration: 20 min

To do

- Move the sticky notes on template Step 2 to template Step 3 and map the ideas based on the intervention levels given on the template.
- Label the sticky notes under each category with the corresponding tag on the left, or use color marker with numbers.
- Discuss the outcome with each other, on which level are clusters targeted at? And do they match the design goal?
- Select ideas based on the mapping with dots.

Tips

The goal of Step 3 is to evaluate how well the concepts align with the design goal and expected behaviors from the view of behavior interventions. The higher the number on the left, the stronger the level of intervention. The team can decide the level of intervention they wish to encourage for behavioral change. For example, interventions in the upper part suggest that the concepts allow more freedom in users' choices, while those in the lower part indicate that businesses may provide incentives or impose restrictions on users.

Step 4

Idea Selection by Constructs

Recommended duration: 15 min

To do

- Look at the template and read the definition of each construct.
- Map the chosen ideas from Step 3 on the template according to the constructs.
- Select the concepts based on the mapping results, keeping in mind that the closer the ideas are to the center, the more likely they are to influence the desired behaviors.

Tips

The goal of Step 4 is to select ideas based on internal driving forces, specifically the psychological factors that influence sufficient tourism mobility behaviors. In contrast, Step 3 focused on evaluating concepts from the perspective of external interventions. The facilitator should explain this distinction to participants to prevent any confusion between the two selection processes.

Step 5

Formulate and visualize the design outcome

Recommended duration: 15 min

To do

- Reflect on the selected ideas in Step 4 and integrate them to a expected design outcome.
- Write the design outcome on the template of Step 5, and make a poster by collage and illustration.

Tips

The goal of Step 5 is to integrate the selected concepts into a single, specific design outcome. Participants can refer to the provided sample in the template to help frame the wording of the design outcome effectively.

{Design for sufficient tourism mobility behaviors}

TOOLKIT TEMPLATE

Introductions & Instructions

Define the project



Design outcome (Multi-select): ☐ Service ☐ Product

Types of behavior (Multi-select):

☐ Absolute Reductions (AR) ☐ Modal Shifts (MS)

☐ Sharing Practices (SP)

Context of behavior (Multi-select):

☐ Travel from home to destination ☐ In-destination travel

Context of behavior (Multi-select):

☐ City ☐ Outdoor

Specific behavior(s)

Rotate the template in this direction

Feel free to ideate on this A2 template

Example of design features

A(n) ***(form of design)*** *with* ***(features or functions of the deliverables)*** *for* ***(certain expectations, such as values for the users)***.

Step 2: Summarize your design goal here

Example of design goal:

Design a ***(certain type of the deliverable)*** *to support* ***(certain (type) of sufficient behaviors)*** *in* ***(context)***.

Feel free to ideate on this A2 template

Example of design features

A(n) ***(form of design)*** *with* ***(features or functions of the deliverables)*** *for* ***(certain expectations, such as values for the users)***.

Rotate the template in this direction

Rotate the template in this direction

Example of design features

A(n) ***(form of design)*** *with* ***(features or functions of the deliverables)*** *for* ***(certain expectations, such as values for the users)***.

Rotate the template in this direction

0

Other

1

Provide trip planning service to make sufficient options visible

Make sufficient options visible and accessible to tourists.

2

Provide sufficient alternatives

Provide tourists with sufficient alternatives.

3

Advertise sufficient alternatives

Encourage tourists to think positively on sufficient tourism mobility behaviors.

4

Spread the knowledge of sufficiency.

Encourage tourists to reflect upon their behaviors and furtherly adopt sufficient behaviors in tourism mobility.

Guide the change to sufficient tourism mobility

Make sufficient options visible to tourists and encourage them to see sufficient tourism mobility behaviors positively.

Step 3: Write down your design goal

↓

Catalyze the change to sufficient tourism mobility

Make sufficient options favorable to tourists and encourage them to adopt sufficient tourism mobility behaviors actively.

5

Inspire and encourage tourists to choose sufficient options.

Inspire users to adopt sufficient tourism mobility behaviors through providing rewardings and 'prompts'.

6

Improve the attractiveness of sufficient options.

Attract users to adopt sufficient tourism mobility behaviors through increasing the attractiveness and experience of sufficient options.

7

Provide sufficient options with lower cost

Facilitate users to adopt sufficient tourism mobility behaviors through lowering the time, effort and financial cost of sufficient options.

8

Restrict insufficient mobility behaviors

Restrain insufficient behaviors and to persuade tourists behaviors by putting restrictions.

0

Other

Step 4: Map your clusters on this A2 template

Put the clusters on the borders if they were applicable to multiple factors

Perceived Behavioral Control (PBC)

Refers to an individual's belief in their ability to perform a specific behavior, influenced by the presence of facilitators or barriers.

External Cost (EC)

Refers to the negative consequences of a behavior that affect others or society, often not reflected in the direct costs to the individual performing the behavior.

Attitude (ATT)

A person's positive or negative evaluation of performing a particular behavior.

Subjective Norm (SN)

Involves the perceived social pressure to perform or not perform a specific behavior, based on others' expectations.

Personal Norm (PN)

Reflects an individual's internalized standards or moral obligations that influence their behavior.

Step 5: Formulate and visualize the design outcome

Try to visualize the features of your design outcome with illustrations and collage below.

Summarize your design outcome here:

Example of design outcome:

Design a (certain type of the deliverable) to support (certain (type) of sufficient behaviors) in (context) with (design features or functions) for (users) to (expected results of usage, such as bring values for the community).