

**THE CHINESE UNIVERSITY OF HONG KONG**  
**DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT**  
**SEMINAR**

***CO-ORGANISED WITH MSSC PROGRAMME IN SUSTAINABLE TOURISM***



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## **Experiential Learning to Be Sustainable: Place-making upon Return Home from Greenway Experience**

### **ABSTRACT**

Recreation experience has long been studied for its close relationship to human health and personal development (Andkjær & Arvidsen, 2015; Lee, Jan, & Huang, 2015). Against various approaches that explore this complex relationship, a seminal experiential-emergent model was proposed by Fix, Brooks, and Harrington (2018) for a comprehensive understanding of human recreation experience. This model integrated the prevailing experiential and emergent approaches to claim that even though pre-trip expectations may not be met, on-site contextual experiences create idiographic experiences that influence post-trip evaluations. While this unified model extended recreation experience to a cyclical process from meaning-making on trips to post-trip achievement of recreation goals, it highlighted the potential of life-long learning (i.e. personal strivings or larger personal projects) from recreation experiences, thus calling for research that fully integrates the ever-growing experiential learning approach.

The increasing research from experiential learning perspective posited that people learn to (re)make themselves and their places through multisensory interaction with recreational environment (Ballantyne, Packer, & Falk, 2011, Hicks, 2017). However, extant research focused mainly on on-site place-making, relatively limited attention was paid to place-making after people Return Home. Hence force, this study intends to update the theoretical model by incorporating the learning approach and to provide empirical evidence for place-making afterwards as enduring outcomes and behavioural changes upon greenway experience. Based on a participant-generated photo technique and a two-step interview protocol, the process from meaning-making on greenways to self-development and finally to place-making at home was constructed. Through the interplay of greenway experience, self and home places, the study illustrated the virtuous circle between greenway experience and human-nature relationship on basis of systematic changes of social values and demonstrated the potential of greenway network for promoting pro-environmental behaviours and sustainable tourism.

### **LANGUAGE**

English

### **DATE**

22 Oct 2020 (Thu)

### **TIME**

4:30 – 6:00 pm

### **ZOOM MEETING**

ID: 973 6037 5790

<https://cuhk.zoom.us/j/97360375790>

(no password required)

### **ABOUT THE SPEAKER**

Shiqin Zhang, Shirley, achieved her PhD degree at the School of Hotel and Tourism Management, the Hong Kong Polytechnic University in 2019. She obtained her bachelor's degree and master's degree both in School of Tourism Management at Sun Yat-sen University. Before her PhD study, she has worked as a part-time Research Assistant at the University of Hong Kong for one year and then a full-time Programme Coordinator in Guangdong Provincial Tourism Holdings Limited for two years. Currently, she is a Postdoctoral Fellow at the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. Her research interest includes sustainable tourism, greenway tourism, pro-environmental behaviours, urban leisure, host-tourist interaction and emotions with publications in internationally recognized journals, including *Tourism Management*, *International Journal of Tourism Research*, *Journal of Sustainable Tourism*, *Current Issues in Tourism*, and *Leisure Sciences*.

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